

Questions for writing and discussion: All six commercials feature children.

1. Describe the age, gender, and appearance of the children. What are they doing?

2. What setting, costumes, and props are used? What effect do they have?

3. What message is being communicated?

4. Why are children included in these commercials?

5. Is the presidential candidate shown interacting with the children? If so, how do you interpret this?

1. Do you think that a candidate's use of children in campaign commercials is effective in convincing viewers to vote for her? Explain why or why not, giving details and examples. What are the advantages and disadvantages of using children in these ads?

2. What might be the difference between the way young people and older people perceive these ads? As a young person, do you find them effective? Why or why not?