

Lesson Two

THE POLITICAL AD AS MINI-FILM: DEVELOPING CRITICAL ANALYSIS: WORKSHEET

Examine one commercial from *The Living Room Candidate*, paying close attention to the following questions:

1. What is the setting of the ad? Is there one setting or many?
2. What props are featured?
3. How are people dressed?
4. Who are the “performers”—the candidate, or “real” people? What kinds of people are in the ad? Consider age, race, and gender? What are they doing? How do they behave?
5. Where is the camera in relation to what is being filmed?
6. How has the ad been lit? Is it bright? Dark?

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7. What colors are used?

8. What screen text do you see? For how long? Is the text small or large, color or black-and-white?

9. How have the images been edited together?

10. What music (if any) do you hear? What kind of music is it?

11. What other sounds do you hear—e.g. people speaking, sound effects, etc.?

12. Is there an audio voiceover? What type of voice is used? How does the voice sound?
What is actually said?