

Analyzing Political Advertisements (Spots)

View 3 to 4 political commercials from presidential campaigns 1952—Present from the Living Room Candidate web site www.livingroomcandidate.org and answer the questions below.

- What symbols/images did the candidate use to persuade?
- Describe the ad's tactics and overall strategy.
- What type of voters does the spot target?
- Does the ad try to elicit viewer emotion? How?
- Is the ad misleading in any way?
- What does the ad cite for authenticity?