

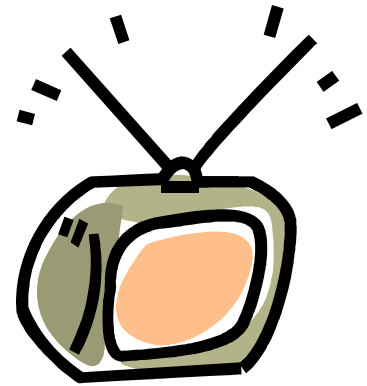
# Analyzing the Ads

There are two purposes for a candidate's TV ad.

The first is to make people like you.

The second is to make people dislike your opponent.

Ads that are created to make people like you are called "positive" ads. In a positive ad you will hear a candidate telling their audience about the great things he has done, or the great things he plans to do if he is elected.



Ads that are created to make people dislike your opponent are called "negative" ads. In negative ads, you'll hear a candidate listing the terrible things his opponent has done, or the awful things he might do if he wins the election.

## Positive or Negative?

Watch the Obama ads here: [http://my.barackobama.com/page/content/TV\\_Ads/](http://my.barackobama.com/page/content/TV_Ads/)

Watch the McCain ads here: <http://www.johnmccain.com/Informing/Multimedia/>

After each ad, tell your teacher whether the ad was positive or negative.

## More Tactics

*Testimonials:* Testimonials are reports that people give about a candidate. A testimonial from a well-liked person can convince people that you are a great choice. If you see someone talking in the ad, and the message is positive, this is a testimonial.

*Average Citizens:* Candidates use pictures of "average citizens" or include spoken messages from average citizens to give the audience someone to relate to in the ad. If a viewer sees someone that looks like them talking negatively about your opponent, they might be likely to listen.

*Humor:* Some commercials are funny. Everyone likes to laugh, and making the ad entertaining is a good strategy.

*Facts:* Often facts or numbers are printed to the screen to show you exactly what the candidate wants you to learn from the ad.

## Challenge Questions:

1. Are positive ads or negative ads more effective?
2. Is it better for the candidate to narrate his or her own ad, or for a separate narrator to do it?
3. Why might it be a good idea to print the facts and figures on the screen as well as saying them out loud? Is it necessary to do both?
4. Did you notice some music in the ads you watched? What effect can music have on the listener? Which music or sound do you particularly remember?
5. Are there other tactics you noticed in the ads you watched, besides the ones above?