



★ ACTIVITY

Visit the link below and choose a political ad to dissect.



[AllPolitics - Ad Archive](#)

Use the questions below as a guide to dissect the ad. Write a short reflection piece that explains the effectiveness of the ad.



Clipped from Safari (<http://www.pbs.org/pov/pov1996/takingonthekennedys/dissect.html>):

Who is the target audience?

- Women, men, young voters, baby boomers, elderly, etc.?

The target is women.

What is the political ad trying to 'sell'?

- Sells a Message? eg. tough/soft on crime, cut/raise taxes, strong/weak defense, clean up the mess in Washington, better health insurance.
- Sells a Candidate? eg. has experience, creates new ideas, tells the truth, tells lies, is a loving family member, etc.)

The ad is trying to say that since Obama has been president, jobs for women have decreased.

How does the political ad sell the message?

- Notice production elements: sound effects, music, camera angles and movement, black and white or in color, special effects, graphics
- Name the emotional appeal: fear, anger, mystery, confidence, patriotism, loyalty, trust, distrust, optimism
- Is the ad negative ('the other guy is bad') or positive ('look at how good I am') ?
Is negative advertising necessarily a bad thing?

The ad is very negative. It's trying to make Mitt Romney look better to women by saying that jobs for them have been decreasing since Obama has been in office. He uses sad music and video clips of women looking sad or crying.

What facts are being used in the ads? Who's providing the facts and where did they get them?

The facts are things like "2.4 million senior women are in poverty" Most of the facts are from Women's Law Center, Pew Research Center, and Bureau of Labor Statistics.

Is the political advertising effective? Did it get the message across? Will voters vote for the candidate? Are you convinced?

I think this ad is probably the most convincing ad on the outside, or if

you only watch it once. When you start to think about ad's like this though you realize how strangely worded things are and how the dramatic music is used to try to get you upset about the issue. It doesn't really convince me anymore now that I think of things like that.

Does the political ad provide useful information to voters? Could you define the candidates' platforms/positions/parties from their ads?

The main focus of this ad is that Obama is bad and women shouldn't vote for him because he's making women lose their jobs. The ad really doesn't say Mitt Romney's views, only that he thinks we should focus on jobs for women not women's rights.



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Choose an ad that's playing on television now. Use the questions above and information from the Fact Check below to write an analysis of the ad.



[FactCheck.org - Annenberg Political Fact Check](https://www.factcheck.org/2013/09/annenberg-political-fact-check/)

Summary of the ad:

Since Obama has been in office jobs for women have been rapidly declining. The real war on women is not women's rights, but women's jobs.

How accurate is it?

Most of the facts are accurate, but the jobs decreased within the first few months of his presidency and have increased since then. Women's jobs are actually less of a problem than men's. Jobs for men have declined worse than jobs for women.