Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_\_\_\_\_\_\_

**Presidential Advertisement Evaluation**

**Part 1: Choose a biographical/positive ad that you find compelling.**

1. Who were the candidates in this election? Which candidate is supported by this ad?
2. How would you describe the visual images in this ad? Think about subject matter, color, style of photography, etc. Does this ad seem to focus on a particular image or repeat a certain image? If so, what is the effect of this visual technique?
3. Does this ad contain music? If so, is it just instrumental, or does it have lyrics? What is the impact of the music?
4. How would you describe the tone of the narrator’s voice? What impact does this have on the message of the ad?
5. Overall, what have you learned about the candidate who is supported by this ad?
6. Would this ad persuade you to vote for this candidate? Why or why not?

**Part 2: Choose an attack/negative ad that you find compelling.**

1. Who were the candidates in this election? Which candidate is supported by this ad?
2. How would you describe the visual images in this ad? Think about subject matter, color, style of photography, etc. Does this ad seem to focus on a particular image or repeat a certain image? If so, what is the effect of this visual technique?
3. Does this ad contain music? If so, is it just instrumental, or does it have lyrics? What is the impact of the music?
4. How would you describe the tone of the narrator’s voice? What impact does this have on the message of the ad?
5. Overall, what have you learned about the candidate who is supported by this ad? Do you believe the charges that the candidate made about him?
6. Would this ad possibly make you think negatively about the candidate, rather than his opponent?
7. Would this ad persuade you to vote for this candidate? Why or why not?

**Part 3: Final Evaluation**

1. Which type of advertisement was the most persuasive? Why?