

Campaign advertisement analysis chart

Task:

Pick two political TV ads. Watch each ad four times, each time focusing on only one section in the chart. Fill in your notes. (Look up any words that you do not understand.)

Candidate:	Ad title:	(Month) Year:
<i>What do you see in the commercial? Describe the images or text.</i>		
<i>What do you hear in the commercial? Describe the voices, music, background sound effect.</i>		
<i>What do you think the commercial producers want to make you feel or think? What makes you say this?</i>		
<i>Do you think the ad is effective? Why or why not?</i>		

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<i>What do you think the commercial producers want to make you feel or think? What makes you say this?</i>		
<i>Do you think the ad is effective? Why or why not?</i>		