The Anatomy of a Political Ad

Title of ad: ________________________________________________________________

Type of ad: ☐ Fear ☐ Cheer

What is the emotional tone of this ad? How is the viewer intended to feel while watching it?

_____________________________________________________________________________________________

_____________________________________________________________________________________________

Describe the music the ad uses? If there is a narrator, what is the tone of the voice?

<table>
<thead>
<tr>
<th>Type of music</th>
<th>Narrator’s tone of voice</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tbody>
</table>

Why do you think the music or narrator was chosen? How does the sound match the emotional tone of the ad?

_____________________________________________________________________________________________

_____________________________________________________________________________________________

Describe two images used in the ad:

<table>
<thead>
<tr>
<th>1.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
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</table>

Why do you think these images were chosen? How do they match the tone of the ad?

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_____________________________________________________________________________________________

Do you think this ad would convince undecided voters to support the candidate? Why/why not? Support your claim using examples of images, sound and other features of the ad.

_____________________________________________________________________________________________

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