

NAME: _____

ANALYZING PRESIDENTIAL CAMPAIGN ADS—STRAHN (30 points)

In today's activity students will view and analyze a number of campaign ads from the 2016 presidential election.

(NOTE: If you missed class, view a minimum of three Trump ads and three Clinton Ads on youtube) Responses to the questions below are due at the end of class today.

1. Based on the advertisements seen today, what are the major issues, causes, and concerns voiced by Donald Trump and the Republicans? List several below:
2. Based on the advertisements seen today, what are the major issues, causes, and concerns voiced by Hillary Clinton and the Democrats? List several below:
3. What powerful symbols and effects are utilized to create mood in political ads?
4. Identify **AT LEAST TWO** effective strategies utilized in presidential campaign ads. Of these, which is more effective in your opinion and why?
5. Generally speaking, are negative or positive ads more effective, in your opinion. Why?
6. What was the single most effective ad seen today? What made it memorable/effective?