

Name _____ Date _____

Class/Teacher _____

A Campaign Ad-venture!



Become a campaign ad expert! Watch a TV campaign advertisement, and use it to answer the questions below.



1. Which candidate does the ad support? _____
2. Does the candidate appear in the ad? If so, what is he or she doing? _____

3. Are other people in the ad? If so, what do they say or do? _____

4. What does the ad tell you about the candidate's stand on issues? _____

5. What does the ad tell you about the candidate's background and experience? _____

6. What symbols or pictures appear in the ad? _____

7. Does the ad use music or other sounds? Describe them. _____

8. Does the ad use a slogan, or catchy saying, to tell you the candidate's message? _____
If so, describe it. _____

9. Does the ad try to make the other candidate look bad? If so, how? _____

10. How does the ad make you feel about this candidate? _____
