

English 10 • Unit 6 • Media Literacy: Persuasion in Political Ads

Viewing Guide

CONSIDER THE FOLLOWING: Candidates, political organizations, and interest groups use different types of political ads to influence voters' attitudes about candidates. These ads can define a candidate's beliefs, values, and issues, while misrepresenting the viewpoints of an opponent.

Instructions

AS YOU VIEW each political ad record the visual elements, persuasive techniques, and sound elements that create positive impressions of each candidate.

STRATEGIES FOR ANALYZING PERSUASION	"America's Back"	"Daisy"
<p>VISUAL ELEMENTS:</p> <ul style="list-style-type: none"> ■ <i>Positive images</i> ■ <i>Negative images</i> ■ <i>Framing</i> ■ <i>Symbols</i> 		
<p>PERSUASIVE TECHNIQUES:</p> <ul style="list-style-type: none"> ■ <i>Target audience</i> ■ <i>Emotional appeals</i> ■ <i>Glittering generalities</i> ■ <i>Appeals by association</i> 		
<p>SOUND ELEMENTS:</p> <ul style="list-style-type: none"> ■ <i>Music</i> ■ <i>Voice-overs</i> 		



(continued on back)

Analysis

AFTER MULTIPLE VIEWINGS, use the chart on the front page and your own additional analysis to construct an overview of each ad, answering the questions on page 668.

1. Summarize the message in each ad:

“America’s Back” _____

“Daisy” _____

2. What symbol appears repeatedly in “America’s Back”?

3. How would you categorize each ad—biography ad, vision ad, negative ad, or scare ad? Give your reasoning.

“America’s Back” _____

“Daisy” _____

4. Who do you think is the target audience of each ad—for example: new voters, retired voters, wealthy voters? Explain.

“America’s Back” _____

“Daisy” _____

5. In “Daisy,” what emotions do you think the visuals and voice-over are attempting to trigger?

6. Identify the persuasive techniques used in “America’s Back.” How do these techniques help convey the ad’s message?
