

The Savvy Voter – Or How to See Through Those Sneaky Political Ads Name _____

1. Just what kinds of controls are and are not placed on political ads?



2. List candidate mythologies and how they are intended to work on voters.

3. What are some common props used in ads and how are they used?

4. How do ads use expressions on the human face to communicate a message?

5. What are typical “appeal” messages in political ads?

6. Describe the primary uses of sounds and music in ads and in what methods they are used.

7. Explain what the following camera uses and editing tricks are supposed to create in an ad:

*Extreme close-ups-

*Shooting from above-

*Black & White images-

*Slow motion-
(Look up salience!)

8. What types of clothing will a candidate wear to get across a feeling of:

*Authority-

*Ordinary people-

*Confidence/warmth-

9. How is color used in showing actions in an ad?

10. If a candidate has been seen as uncaring, what are some actions he/she might include in an ad?

If they are seen as having little experience or weak on issues what actions might be in an ad?

11. What is the purpose to “Supers” in an ad?

12. How are code words used in ads? (use your own words)

*Try to think of a word that could be used in an ad as a code word other than values, crime, welfare, yesterday. Tell what this word would communicate.