

ANALYZING POLITICAL ADVERTISING

Name:

Date:

Course:

Directions: On a separate sheet of paper, answer the following questions.

Content

What is the main idea or point of the ad?

What is the ratio of fact to opinion?

What verifiable information does the ad give?

What assertions does the ad make?

How is the candidate portrayed?

What kind of person is he/she?

What attributes or characteristics are associated with the candidate?

What policies are associated with the candidate?

What job qualifications or competencies are associated with the candidate?

In what activities or actions is the candidate engaged?

Audio

How does the ad use audio?

Does the ad use music, voice, voice-over, or sound effects, and to what effect?

How many speakers are in the ad?

Are they male or female?

What are the tone and pace of the soundtrack used in the ad?

Editing

Count the number of shots used.

What is the pace of the ad?

Are individual shots paced differently or the same?

What effect does the pace have on the audience's ability to absorb information?

What kinds of transitions occur between shots and what is their effect?

Do the shots contain straight cuts, dissolves, fades to black, or wipes?

How are successive shots visually or thematically connected?

What kinds of images are juxtaposed?

Camera Work

How are different types of shot distances used and to what effect?

How are close ups (CU), medium shots (MS) or long shots (LS) used?

How are different camera angles used, and to what effect?

How are high, low, and normal camera angles used?

Does the ad make use of depth of field or sharp or soft focus?

Does it make use of lighting or particular color schemes (such as a predominance of red, white and blue)?

Audience

Is/Was the ad broadcast nationally or locally?

Who is/was the intended audience (age, gender, economic level, etc.)?

Who is likely to pay attention or be influenced by this ad?