LESSON RESOURCES

PROPAGANDA: Social Studies

Analyzing Political Ads Worksheet (Adapted from Bridging English)

Name:	
Watch each advertisement at least three times before analyzing and recording your responses in the space provided.	
1.	What social class, race, or gender are most of the subjects of the advertisement?
2.	What image of America is presented or is suggested in the advertisement? Of the opponent?
3.	How are visuals being used in the advertisements? Is there a major and/or minor image?
4.	If the candidate is speaking, what is the connotation of the words or phrases the candidate is using to sell themselves to the public?
5.	Do the advertisements appeal to reason? To emotion? To logic? To fear? Explain your opinion.