

The Anatomy of a Political Ad

Title of ad: _____

Type of ad: Fear Cheer

What is the emotional tone of this ad? How is the viewer intended to feel while watching it?

Describe the music the ad uses? If there is a narrator, what is the tone of the voice?

| Type of music | Narrator's tone of voice |
|---------------|--------------------------|
| | |

Why do you think the music or narrator was chosen? How does the sound match the emotional tone of the ad?

Describe two images used in the ad:

| |
|----|
| 1. |
| 2. |

Why do you think these images were chosen? How do they match the tone of the ad?

Do you think this ad would convince undecided voters to support the candidate? Why/why not? Support your claim using examples of images, sound and other features of the ad.
