

*See the preceding article by Alice Miriam Sullivan*

# Analyzing a Commercial Advertisement

Product \_\_\_\_\_ Corporation \_\_\_\_\_

Medium of the Ad:  Internet  Video  TV  Magazine  Radio  Poster  Other \_\_\_\_\_

Persuasive Technique and its Definition	Example of this Technique being Used in the Ad
<p><b>1. Mudslinging</b> Makes the competition (the other products) look undesirable in some way</p>	
<p><b>2. Appeal to Emotions</b> Elicits fear, anger, hope, patriotism, or happiness (or some other feeling)</p>	
<p><b>3. Hop on the Bandwagon</b> Claims that everyone else is buying this product, so you should too.</p>	
<p><b>4. Voice of Authority</b> Quotes words or statistics from impressive sources to support a point</p>	
<p><b>5. Just Plain Folks</b> Uses everyday language, situations, scenery, and ordinary looking speakers and actors</p>	
<p><b>6. Testimonials</b> Quotes a well-known person speaking favorably of the product. A celebrity endorsement</p>	
<p><b>7. Card-Stacking</b> Presents only one side of a product, listing only favorable facts, and often exaggerating these “facts”</p>	

# Analyzing a *Political Campaign Ad*

Persuasive Technique and its Definition	Ad for Candidate A Example	Ad for Candidate A Example
<p><b>1. Mudslinging</b>                      Makes the competition (the other candidate) look undesirable in some way (incompetent, dangerous, etc.)</p>		
<p><b>2. Appeal to Emotions</b>                      Encourages the viewer to be fearful, excited, angry, hopeful, or patriotic (or to experience some other feeling)</p>		
<p><b>3. Hop on the Bandwagon</b>                      Claims that everyone else is voting for this person, so you should too.</p>		
<p><b>4. Voice of Authority</b>                      Quotes words or statistics from impressive sources to support a point</p>		
<p><b>5. Just Plain Folks</b>                      Uses everyday language, situations, scenery, and ordinary looking speakers and actors</p>		
<p><b>6. Testimonials</b>                      Quotes a well-known person speaking favorably of the candidate. A celebrity endorsement.</p>		
<p><b>7. Card-Stacking</b>                      Presents only one side of a product, listing only favorable facts, and often exaggerating these "facts"</p>		

# Analyzing a Product or Political Advertisement

Handouts A and B asked you to analyze the words of an ad. This handout asks about the *aesthetics* of the ad, the visual images and musical sounds—and what messages they might be conveying.

What are the images in the ad? \_\_\_\_\_

Describe the people, the setting, and any objects in the ad. \_\_\_\_\_

Describe the setting. \_\_\_\_\_

Where are the people in the ad? \_\_\_\_\_

Describe any objects in the ad. \_\_\_\_\_

What props are used? \_\_\_\_\_

What colors are used in the ad? \_\_\_\_\_

Is the lighting sunny and bright, or dark and shadowy? \_\_\_\_\_

What sounds or music do you hear? \_\_\_\_\_

How do these images and music make you (a member of the audience) feel?

Happy? Sad? Fearful? Patriotic? Alarmed? Energetic? \_\_\_\_\_

# Analyzing a Political Advertisement

## About the Narrative

What are three important things that you are told about this candidate?

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Why do you think this information is included?

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How do you think the makers of the ad want you to feel about the candidate(s)?

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## About the Audience

Who do you think this advertisement was made for?

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Is there a group of people who would be especially interested to watch this advertisement?

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Why do you think that?

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