

Assignment: 44. Project: Televised Political Ads

Create your own political ad for any candidate that you choose! You may choose a candidate of the past or the present, or make up your own candidate.

In your ad, use at least three of the types of appeals discussed in this lesson.

APPEAL	DESCRIPTION
Americana appeal	a strategy in which the candidate uses "all-American" imagery, like flags and white picket fences and images of an idyllic America; Ronald Reagan used this strategy quite a bit
attack ads (or negative ads)	political advertisements that focus on the negatives qualities and policies of opponents, as opposed to the positive qualities of the candidate who is running the ad
character appeals	a strategy where the candidate argues that he or she has personal qualities — such as good judgment, solid morals, or intelligence — that would allow him or her to succeed at the position
experience appeals	a strategy where the candidate argues that he or she is experienced enough to succeed at the position
fear appeals	strategies used in attack ads to persuade voters that a vote for the other candidate can have frightening results
humor appeals	a risky but sometimes very successful strategy where candidates themselves more memorable through running funny ads
issues appeals	a strategy where the candidate argues that he or she is the best candidate because of his or her positions on the issues, often as opposed to the other candidate's positions on those issues
plain folks appeal	a strategy where the candidate tries to demonstrate that he or she is "one of us" who identifies with the everyday concerns and needs of the voters

1. What three appeals will you use?

1.

2.

3.

2. Below write the script you would use for this political ad. Make sure the three appeals you selected above are included in the script.