

Campaign Ad Styles

Due Date: _____

As we are learning in class – political ads can be presented in a number of different styles: Testimonial, Mudslinging, Transfer, Card Stacking, Plain Folks, Glittering Generalities, Bandwagon and Contrast Ads. Ads will also appeal to our emotions or our intellect. An ad’s ability to make us think or feel a certain way will help to determine the effectiveness of the campaign ad.

Use the following website to evaluate one of the presidential campaigns from 1952 – 2012. (You **CAN NOT** evaluate the 2016 election.) Watch all of the commercials for each of the candidates in that year's election. For each ad, identify which style is used and whether the ad is appealing to the viewer's emotions or intellect.

<http://www.livingroomcandidate.org/>

Election Year: _____

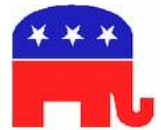
Democrat Candidate: _____

Republican Candidate: _____

Assumptions: (what do you think you will find?) _____



Democrat Ads



Republican Ads

[illegible]



Democrat Ads

Republican Ads



Using the information from the first page calculate the total number of each style of ad for both candidates.

Style	Total Number		Style	Total Number	
Testimonial			Testimonial		
Mudslinging			Mudslinging		
Transfer			Transfer		
Card Stacking			Card Stacking		
Plain Folks			Plain Folks		
Glittering Generalities			Glittering Generalities		
Bandwagon			Bandwagon		
Contrast			Contrast		
Pathos			Pathos		
Logos			Intellect		

Conclusion: (What did you find?)

Predictions: (based on what you think – the future campaigns will ...)

Pathos (Emotional) means persuading by appealing to the reader's emotions. We can look at texts ranging from classic essays to contemporary advertisements to see how pathos, emotional appeals, are used to persuade. Language choice affects the audience's emotional response, and emotional appeal can effectively be used to enhance an argument.

Logos (Logical) means persuading by the use of reasoning. This will be the most important technique we will study, and Aristotle's favorite. We'll look at deductive and inductive reasoning, and discuss what makes an effective, persuasive reason to back up your claims. Giving reasons is the heart of argumentation, and cannot be emphasized enough. We'll study the types of support you can use to substantiate your thesis, and look at some of the common logical fallacies, in order to avoid them in your writing.