

Campaign Ad Deconstruction:

An Exercise to Sharpen Your Own Ad Design

Choose a professional political television commercial about either a presidential candidate or a state ballot measure that you will deconstruct for your class. After showing the ad to the class, be ready to discuss the following:

- What rhetorical devices are employed by the ad? Logos, pathos or ethos?
- How are the rhetorical devices used? Pictures? Interviews? Text? Narration? Be sure to explain what we **see, hear and feel**.
- What is the voter group this ad is targeting? What details support this?
- Which aspects of the analyzed ad do you admire and will borrow for the design of your ad? Which aspects do you think are unsuccessful and will avoid in the design of your ad?

Make sure your presentation is scripted with a speaking part for all group members.

(Remember that www.livingroomcandidate.com is a great source for presidential ads.)

Due Monday, October 20

We will roll out these presentations over the course of the week.