Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Review of Political Advertisements and Pol. Survey

1. Go to the following website. Take the Survey. Write down your results. (10 pts.)

<http://secure.isidewith.com/political-quiz>

2. Go to the following website.

<http://www.livingroomcandidate.org/commercials/playlists/expert/admaker>

Watch the 13 commercials for “What makes an Effective Ad?”

Answer the questions for each video.

#1

A. Who is running for office?

B. What was commercial about?

C. What is effective?

D. Who paid for it?

#2

A. Who is running for office?

B. What was commercial about?

C. What is effective?

D. Who paid for it?

#3

A. Who is running for office?

B. What was commercial about?

C. What is effective?

D. Who paid for it?

#4

A. Who is running for office?

B. What was commercial about?

C. What is effective?

D. Who paid for it?

#5

A. Who is running for office?

B. What was commercial about?

C. What is effective?

D. Who paid for it?

#6

A. Who is running for office?

B. What was commercial about?

C. What is effective?

D. Who paid for it?

#7

A. Who is running for office?

B. What was commercial about?

C. What is effective?

D. Who paid for it?

#8

A. Who is running for office?

B. What was commercial about?

C. What is effective?

D. Who paid for it?

#9

A. Who is running for office?

B. What was commercial about?

C. What is effective?

D. Who paid for it?

#10

A. Who is running for office?

B. What was commercial about?

C. What is effective?

D. Who paid for it?

#11

A. Who is running for office?

B. What was commercial about?

C. What is effective?

D. Who paid for it?

#12

A. Who is running for office?

B. What was commercial about?

C. What is effective?

D. Who paid for it?

#13

A. Who is running for office?

B. What was commercial about?

C. What is effective?

D. Who paid for it?