Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Election ads**

Go onto Mrs. Madsen’s website to find these three election ads. Watch the ads and answer the questions about them.

<https://www.youtube.com/watch?v=XK_a3E-t0i8>

Older Harper election ad

<https://www.youtube.com/watch?v=S_UNNhWmXxE&index=3&list=PLSQ2-76WsPuGl9byCCPqPcKqVFIDbBoV_>

cartoon Trudeau election ad

<https://www.youtube.com/watch?v=9c67tNlzPio&index=6&list=PLSQ2-76WsPuGl9byCCPqPcKqVFIDbBoV_>

Mulcair election ad

**Harper ad:**

1. Who are some of the people that you see in the ad?

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1. How is Harper dressed in different parts of the ad?

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1. What is one of the things that the ad talks about?

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1. Which advertising technique is being used in this ad the most? Circle one.

Family (ideal families) star power (using a celebrity) facts and figures integrity (honest and trustworthy)

**Trudeau ad:**

1. Who are some of the people that you see in the ad?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How is Trudeau dressed in different parts of the ad?

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1. What is one of the things that the ad talks about?

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1. Which advertising technique is being used in this ad the most? Circle one.

Excitement (sense of energy and excitement) sounds good (uses music to be memorable or exciting)

 Cartoons and animals (cartoon characters) put downs (insults opponents)

**Mulcair ad:**

1. Who are some of the people that you see in the ad?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How is Mulcair dressed in different parts of the ad?

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1. What is one of the things that the ad talks about?

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1. Which advertising technique is being used in this ad the most? Circle one.

Heart strings (makes you feel good) fear (frightens you to vote for the candidate)

 Just folks (just a “regular guy/girl”) bandwagon (everyone already supports this person)

What role do election ads play in an election? How do politicians use the ads to get people to vote for them? How do TV stations use the election ads?

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