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

**Living Room Candidate/Propaganda**

As we watch the following campaign ads, write down what propaganda techniques were used and **explain** why.

|  |  |  |
| --- | --- | --- |
| **ADVERTISEMENT NAME** | **TECHINQUES USED**  | **EVIDENCE OR SUPPORT** |
| Ike for President (1952) |  |  |
| Pretty Little Girl (1964) |  |  |
| Convention (1968) |  |  |
| From the Heart (1996) |  |  |
| Really MD (2000) |  |  |
| Bear (1984) |  |  |
| Fundamental (2008) |  |  |
| Victory (2004) |  |  |
| Yes We Can (2008) |  |  |

**FOLLOW-UP QUESTIONS**

1. What factors do you think most influence a person’s vote? Why?
2. Do you think advertising impacts a voter’s decisions? Why or why not?
3. As a potential voter, which campaign tactic do you think the most effective? Why?
4. As a potential voter, which campaign tactic do you think is least effective? Why?
5. How has the media changed the way individual’s campaign?
6. What was your favorite ad? Why?
7. What was your least favorite? Why?