

WORKING ON CAMPAIGN ADS

A. Donald Trump's first official campaign TV ad – *Wall Street Journal*

1. Look at the ad.

- List the themes that are dealt with.
- Comment on the use of light and music.
- The ad mainly...
 - ☐ attacks Hillary Clinton.
 - ☐ develops Donald Trump's platform and future policies.
 - ☐ both attacks Hillary Clinton and develops Donald Trump's platform and future policies.

Get ready to explain and defend your point of view.

2. Jerry Seib's analysis.

- Hillary Clinton's and Donald Trump's chances in the coming election?
- Who tries to take control over and reorganize Donald Trump's communication?
- Things they want him to do/not to do?

3. Donald Trump's recent speech?

Where? When? Message? Why did he do that?



B. Two Campaign ads – GROUP WORK.

Watch the ad your group has been assigned and get ready to report to the class.

1. GROUP 1 – Go to www.youtube.com, type: “family strong Hillary Clinton” and watch the one minute ad.



ad.

a. Collect biographical elements about Hillary Clinton.

Family background? Studies? Career's decision after she graduated? Career? Family life?

b. What does it suggest about Hillary Clinton?

Skills? Personality? Values and beliefs? ...

c. Who is targeted by this ad? Who does it try to convince and how?

d. Do you consider the ad efficient? Why?

e. Use all the above elements and get ready to present and comment on the ad orally.

2. GROUP 2 – Go to www.youtube.com, type: “the difference TV ad - great america PAC” and watch the one minute ad.

a. Collect information about Dorothy Woods.

Who is she? What happened to her husband?

b. Her perception of Hillary Clinton? Explain why.

c. What emotion(s) does this ad try to arouse in the viewer? How?

d. What does Dorothy say about Donald Trump? Why does she support him?

e. What image of Donald Trump is conveyed and suggested in the ad?

f. Do you consider the ad efficient? Why?



g. Use all the above elements and get ready to present and comment on the ad orally.