

## Political Campaign Ad Handout

Study each of these advertisement styles. You will need to know them for the test!



### BANDWAGON

This ad is an attempt to convey a sense of momentum and to generate a positive "everybody's doing it so you should too" mentality.

Example:

Voice-overs stating something like, "Polls show *Mr. Candidate* leading in the race for the United States Senate."



### GLITTERING GENERALITIES

Usually the first type of ad used in a campaign, these spots are designed to introduce a candidate to the voters. Needless to say, like any introduction, these types of ads are almost always very positive. This ad type is designed to leave the viewer with a very good first impression.

Examples:

Ads using images and phrases that are virtually impossible not to like such as:

- "Working for your family"
- "Saving our schools"
- "Improving America"



### MUDSLINGING

Often referred to as "attack ads", these TV, radio and print advertisements make assertions about the opponent in a variety of unflattering ways.

Example:

Name -calling and/or groundless assertions about one candidate by his/her opponent.



### Plain Folks

An attempt by a candidate to appeal to the average voter as just "one of the people."

Example:

- Any candidate ad where he or she appears with no jacket or suit, shirtsleeves rolled up and/or wearing a sweater.
- Candidate doing everyday task such as shopping at the supermarket or walking down a street or "visiting" with neighbors.
- Another technique that fits this category is one where the candidate does not appear in the ad, but "average" people on the street stop to talk about the candidate.



### TRANSFER

The use of popular symbols to create a positive image for the candidate or the use of negative or controversial symbols to create a negative image of one's opponent.

Examples:

Positive: Ads that feature pleasant music, beautiful outdoor country or rural scenery, happy families, playful children, successful teams or businesses.

Negative: Talking about an opponent's record with ominous music in the background, using black and white photos and visually shocking images.



### CARD STACKING

The use of statistics, often in a one-sided manner. The omission of information that is crucial to drawing an informed and balanced conclusion.

Example:

"95% of citizens surveyed support Mr. Candidate for President."

"Time after time, my opponent voted against legislation that would have supported new jobs in our community."