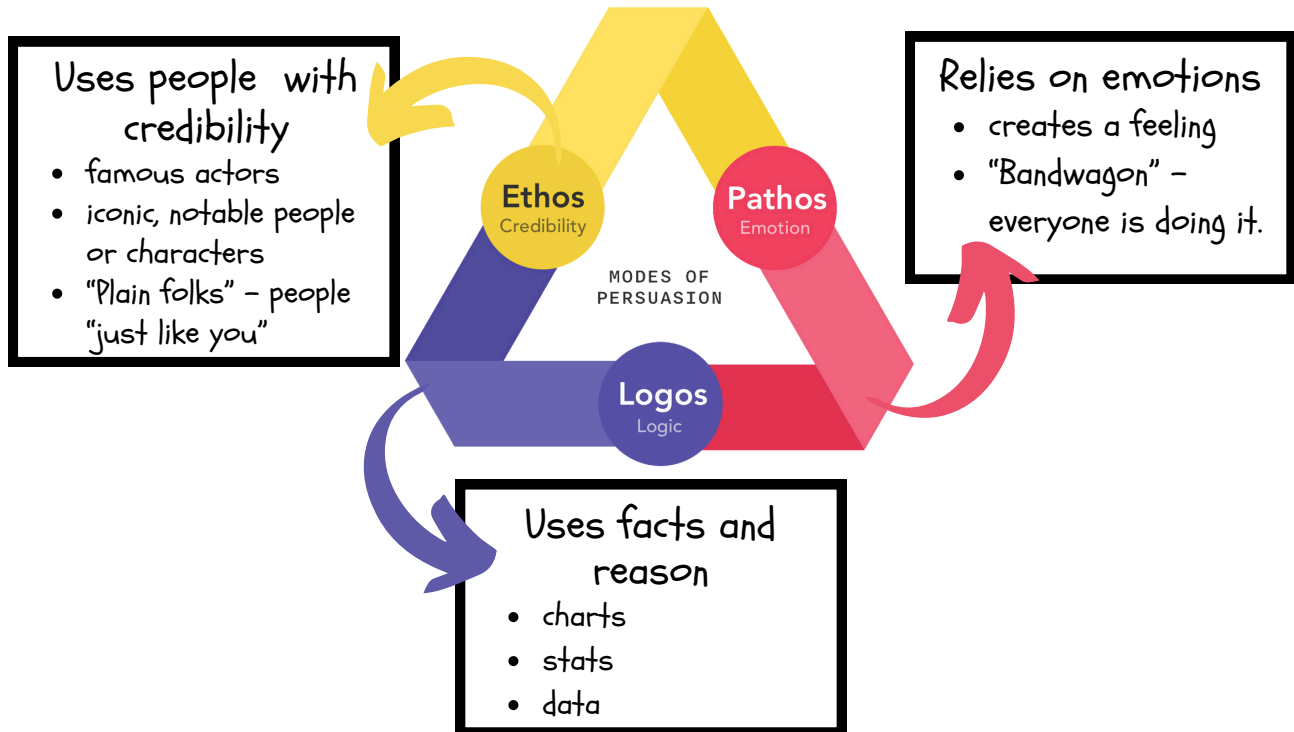


Eisenhower and the Television Era



Modes of Persuasion



Eisenhower & Stevenson Ads

What mode(s) of persuasion do you see in each ad? Which one was most effective? Why?

Eisenhower Ad - 1952

Stevenson Ad - 1952

Eisenhower Ad - 1956

Stevenson Ad - 1956

Other Presidential Campaign Ads

What mode(s) of persuasion do you see in each ad? Which one was most effective? Why?

John F. Kennedy & Richard Nixon - 1960

Kennedy Ad

Nixon Ad

Ronald Reagan & Walter Mondale - 1984

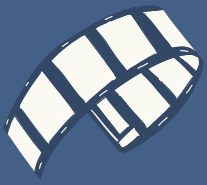
Reagan Ad

Mondale Ad

Barack Obama & John McCain - 2008

Obama Ad

McCain Ad



Presidential Campaign Ad



Title:

Mode(s) of persuasion:

Directions: Write or draw a description of each question in the film strips below.



What issue or topic will your ad be about?

Who is in the ad?

What will the people or characters in the ad be doing?



What is the setting for the ad?

How will you incorporate your chosen mode(s) of persuasion?

Create a campaign slogan or phrase you will use in your ad.

How long will your ad be? (minutes or seconds) : _____

What type of media will you use? (TV, Instagram, TikTok, X, etc.) : _____

