



# 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.) : \_\_\_\_\_

