

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) : _____

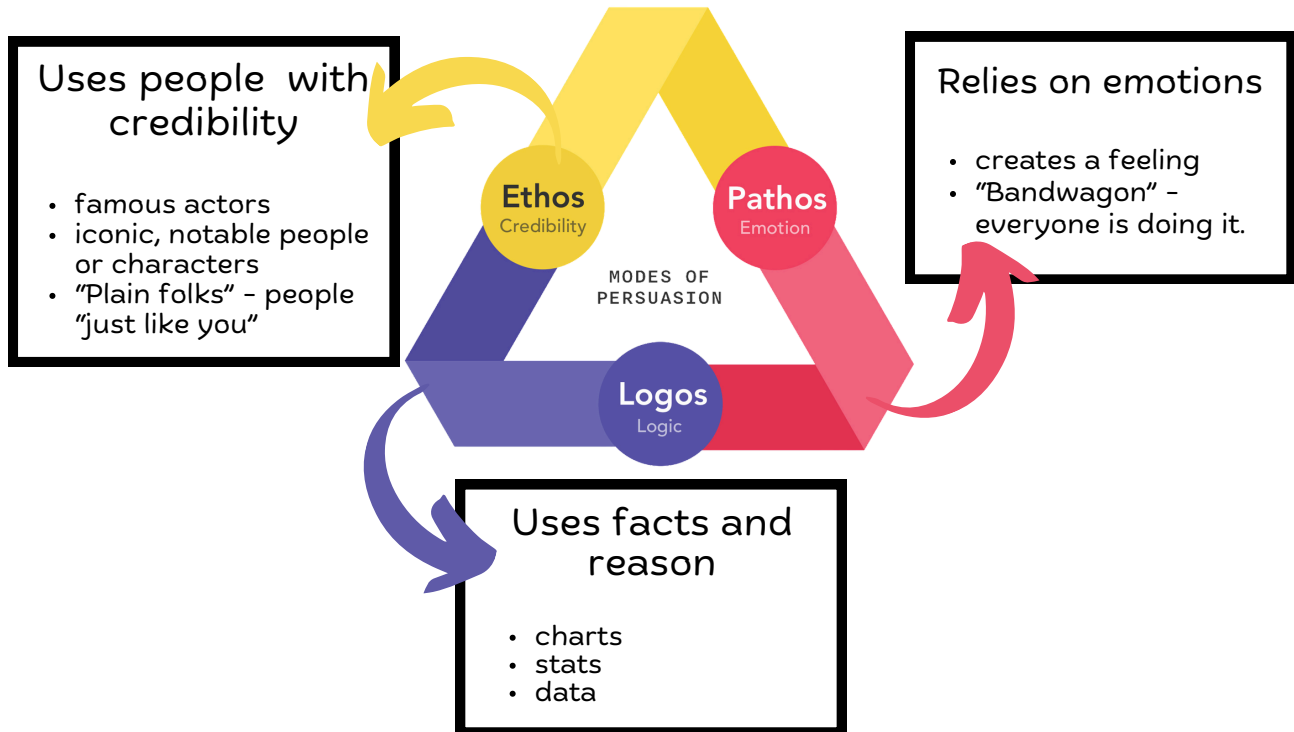
What type of media will you use? (TV, Instagram, TikTok, X, etc.) : _____



Eisenhower and the Television Era



Modes of Persuasion



Eisenhower & Stevenson Ads

As you view each campaign ad, take notes about what you notice.

Eisenhower Ad - 1952

1. What do you notice the most in this ad?
2. What modes of persuasion are used?
3. Is this an effective ad? Why or why not?

Stevenson Ad - 1952

1. What do you notice the most in this ad?
2. What modes of persuasion are used?
3. Is this an effective ad? Why or why not?

Other Presidential Campaign Ads

What mode(s) of persuasion do you see in each ad? What made each ad effective or not?

John F. Kennedy & Richard Nixon - 1960

Kennedy Ad

Mode(s) of persuasion used:

What made this ad effective or not?

Nixon Ad

Mode(s) of persuasion used:

What made this ad effective or not?

Ronald Reagan & Walter Mondale - 1984

Reagan Ad

Mode(s) of persuasion used:

What made this ad effective or not?

Mondale Ad

Mode(s) of persuasion used:

What made this ad effective or not?

Barack Obama & John McCain - 2008

Obama Ad

Mode(s) of persuasion used:

What made this ad effective or not?

McCain Ad

Mode(s) of persuasion used:

What made this ad effective or not?