

"Strength"

Answer the following questions from the perspective of a member of the electorate.

Contextualizing (Focus on when this commercial took place.)

a. In what year did this commercial appear on TV? _____

Close Reading (What do you see and hear in this commercial?)

a. What words and/or images in the commercial stand out to you?

b. As a part of the electorate, you should keep in mind that some of what is said during a campaign is factual and some of it is someone's opinion. Identify one FACT and one OPINION that you see in this commercial.

Fact : _____

Opinion: _____

Sourcing (Think about the viewpoint of the people who created this commercial.)

a. As a voter in a presidential election, you should consider the source of the information you see and hear during a campaign. What do you know about the source of this commercial? Who/what is identified as being responsible for what appears and is heard in the commercial?

b. As a voter, you also should be able to detect bias in what you see and hear during a political campaign.

Is this commercial presenting a neutral or a biased view? _____ Explain how you know this (be sure to provide an example as a part of your explanation): _____

c. As a member of the electorate, remember to watch out for propaganda. Do you see any propaganda in this commercial? If so, identify both the example of propaganda that you see AND the type of propaganda it is (symbol, bandwagon, etc.)

Corroborating (Compare the "Victory" and the "Strength" commercials.)

a. What similarities do you see between the two commercials?

b. What differences do you see between the two commercials?
