Ad Comparison Chart

Please complete this chart using full sentences.

# Obama Campaign

| Ad Title: Magic Johnson Supports President Obama: "Look How Far We've Come."‬ | |
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| What do you see in the commercial? Describe images or text. | In this commercial you see Magic Johnson, cheering crowds, campaigner, kids and different people supporting Obama. It also shows clips of things like people getting checkups, a teacher teaching a class, and different people in their fields who have obtained financial security because of Obama. |
| What do you hear in the commercial? Describe voices, music, background sound effects. | In this commercial you here about how hard working Obama is and what we have because he has fought for it for us. You here the crowds cheering for him. Magic Johnson’s voice sounds encouraging and the music in the background is happy and upbeat. |
| What do you think the commercial producers want you to feel or think? What makes you say this? | They want you to trust that if Obama was reelected that he would continue to fight for us even more. They give us some examples of what he has done for us already, so it only seems right to reelect him. |
| Do you think the ad is effective? Why or why not? | I think this is an effective commercial. By having someone as well known as Magic Johnson supporting Obama and showing how much people appreciates him grabs the voters’ attention and persuades them to vote for him. |

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| Ad Title: Pioneer- Obama for America TV Ad | |
| What do you see in the commercial? Describe images or text. | In this commercial we are shown all the things that Mitt Romney did that went wrong. Documents and articles of everything bad Romney did or failed to do correctly. You see what looks like an empty warehouse being power downed. At the end of the ad there is text saying “Mitt Romney is not the solution. He’s the problem.” |
| What do you hear in the commercial? Describe voices, music, background sound effects. | You hear all the problems that Mitt Romney caused and that he brags about something they’re really not. The music in the background sounds like, what I would call, bad guy music and the voice narrating it has a serious tone. |
| What do you think the commercial producers want you to feel or think? What makes you say this? | The producers of this commercial want you to think that if you vote for Mitt Romney you’re voting for more problems. The end, “Mitt Romney is not the solution. He’s the problem.” Is what implies this. |
| Do you think the ad is effective? Why or why not? | It can go either way. It makes Romney look bad and points out all his flaws, making Obama sound like the better candidate but it can also look as if Obama is attacking Romney with all that he has done wrong, especially because he approved this message. It can make Obama look a bit childish for allowing this angle to be shown. |

# Romney Campaign

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| Ad Title: Facts Are Clear | |
| What do you see in the commercial? Describe images or text. | There’s not much to this ad. It looks a bit like a slideshow, showing how much debt Obama has collected and where he is borrowing money from. There’s images of money, past presidents, and the text are the facts about Obama’s debt. |
| What do you hear in the commercial? Describe voices, music, background sound effects. | In this commercial we hear about how much debt Obama has caused. He is creating jobs, but there is a huge cost to it. It says that Obama has cause the four largest deficits in U.S. History and the debt is almost bigger than all previous presidents combined. It states that thirty cents from every dollar Obama spends is borrowed from other countries. The background music has a bit of a dangerous tone to it. |
| What do you think the commercial producers want you to feel or think? What makes you say this? | I think they want you to think that Obama as president is a problem. They want us to think that if he is reelected we’ll borrowing and lose more money within the next four years. |
| Do you think the ad is effective? Why or why not? | I think this ad is effective at making Obama look bad because it points out that he has caused a large debt. It shows he is a problem. It might influence voters to think twice about their vote for Obama. |

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| Ad Title: 12 Million Jobs | |
| What do you see in the commercial? Describe images or text. | This commercial shows Mitt Romney himself talking about what he can do that Obama can’t. It shows him talking to workers. The text shows numbers of the jobs he’s created and in what fields he’s created them in. |
| What do you hear in the commercial? Describe voices, music, background sound effects. | In the video you here Romney speaking directly to you, his voice sounds sincere and helping. The background music is light and positive. |
| What do you think the commercial producers want you to feel or think? What makes you say this? | They want you to feel that Romney will be the better choice. What makes me think this is what Romney is saying himself what he will be able to do, instead of hearing it from a voice over or different person other than him. |
| Do you think the ad is effective? Why or why not? | I think this ad could be effective in getting unemployed people to vote for him because of all that Romney is saying he can and will do. |

*Chart from:*

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