Political Parties – Elections Campaigns

**Attack ad – an advertisement where they mostly focus on the bad things the**

**other people are doing**

**Campaign ad – an advertisement that tells people what you plan to do for them**

For each video, complete the following chart:

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| What party made this ad? | What does the ad focus on? | What will they do for you if elected? | How would you rate this ad? (1 -5) |
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Make a list of 3 things that help create a good campaign ad:



Do you think the ads for this year’s election are mostly good, or mostly bad? Why? Explain your answer in at least 4 sentences.

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