**Itching Ears**

There is a New Testament scripture that speaks of people in modern times gathering teachers around them who will say what their "itching ears want to hear."  Advertisers, campaign advertisers in particular, make it their business to figure out just how to scratch itching ears.

In this assignment, you will view several examples of presidential campaign TV commercials from 1952 - 2004.  Visit the  [Living Room Candidate](http://www.livingroomcandidate.org/commercials/1952) web site to begin.  Take some time to check out the web site and view several of the commercials.  If you have difficulty viewing the videos, visit the [Viewing Videos](http://www.livingroomcandidate.org/site-guide#vid) page of the site to make sure your computer has the proper software and settings.

In particular, take a look at the following:

* 1964 - Lyndon B. Johnson
* 1976 - Gerald Ford
* 1976 - Jimmy Carter
* 1988 - George Bush
* 1992 - Bill Clinton

Choose one campaign ad from each selection provided for the candidates listed above.  Include a link to the ad you viewed in the chart below and then answer each of the questions regarding the campaign ad you selected.  The last column is reserved for a candidate of your choosing.

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| --- | --- | --- | --- | --- | --- | --- |
|  | Lyndon B. Johnson | Gerald Ford | Jimmy Carter | George Bush | Bill Clinton | Your candidate here |
|  |  |  |  |  |  |  |
| Link to chosen campaign ad: |  |  |  |  |  |  |
| How would you categorize the ad?  Biographical? Issue-oriented? Value-laden? Negative? |  |  |  |  |  |  |
| Is the narrator male, female, or the candidate?  Describe the language and tone of the ad(s). |  |  |  |  |  |  |
| How do language and tone shape the overall message? |  |  |  |  |  |  |
| Does the ad specify an action for the viewer (vote for the candidate, vote against his opponent, visit a website, other) |  |  |  |  |  |  |
| How do words, images, color, music, camera angles, lighting, people and symbols contribute to the message of the ad?  Effectively? |  |  |  |  |  |  |
| Do you see any trends in language, style, images, symbols or people in the ads?  Can you find any common links between the ads? |  |  |  |  |  |  |
| Did the ad influence you?  Why or why not? |  |  |  |  |  |  |
| Did you learn from it?  Why or why not? |  |  |  |  |  |  |
| Did the ad appeal to you?  Why or why not? |  |  |  |  |  |  |
| How would you change the ad to make it more effective? |  |  |  |  |  |  |
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