

Critical Media Analysis: 2012 Presidential Campaign Ads

Part A:

1. Who was represented in the presidential campaign ad?
2. What groups were represented in the presidential campaign ad?
3. What is the purpose of the campaign ad? Why was the campaign ad made?
4. What information was shown in the campaign ad?
5. Who sponsored the campaign ad?
6. Whose perspectives, values, and ideology are represented? Whose perspectives, values, and ideology are missing?
7. Who benefits from the campaign ad? Who is hurt by the campaign ad?
8. Do you feel that this campaign ad is reliable? Why or why not?
9. How could different people understand the information differently?
10. What social, cultural, historical, and political contexts are shaping the message?
11. How has the presidential campaign ad influenced you? How did the campaign ad make you feel?

Part B:

1. What did you learn from the other group?