Overview: Propaganda is information that promotes a certain set of ideas or beliefs, and aims to change your beliefs or actions. Propaganda is often presented as facts, despite being one-sided or leaving out information. For this assignment, you will analyze positive and negative campaign ads for the two major candidates to better understand the use of propaganda in elections.

Assignment Directions:
• You will locate and watch a positive and a negative campaign ad for both of the leading candidates in the current election.
• You will post each video (4 total) on the Padlet board for your class (located on the Rock the Vote Project page of the class website) along with your answers to the propaganda analysis questions below.

Padlet Directions
• Double click anywhere on the page. A box will appear in which you can post your submissions.
• Write your first and last name in the “Title” at the top of the box
• To post the video: Click on the icons at the bottom of the box. Paste the url for the campaign ad you are analyzing
• Analysis Questions to answer for each video:
  – What is the topic of this ad? (Is it a general “vote for me” campaign ad or is it focused on a specific issue or topic?)
  – What propaganda tools did you find in this ad? (See the Propaganda Tools handout on the Rock the Vote Project page)
  – What does the ad want you to believe about the candidate?
  – How does the ad make you feel about the candidate? Was it effective?