

Advertisement Analysis worksheet.

Name:

Advertisement Information – This media is a 1964 political TV commercial for candidate Lyndon Johnson.

1. What product, service, or point of view is being advertised? Lyndon Johnson is the “product”.
2. Who is responsible for creating this advertisement? Lyndon Johnson’s campaign team created the advertisement.
3. What is the purpose of this advertisement? (For example, is it intended to educate, entertain, or inform?) The purpose of the advertisement is to encourage the audience to vote for Lyndon Johnson for president of the United States in the 1964 election.
4. What advertising techniques are used to attract a viewer’s attention and to make the advertisement believable?

The commercial uses a cute little girl learning to count using the petals of a daisy. The little girl’s behaviour is believable because children all learn to count and mix up the numbers like the little girl did.

5. Who is the anticipated audience of the advertisement? Voters are the target audience of this ad. The fact that it has a young child in it would also suggest that parents are the voters targeted, but the ending widens the audience to all voters.
6. What lifestyles, values, opinions, and points of view are represented? The commercial talks about living in peace and safe from nuclear war. The point of view is that Lyndon Johnson will avoid having the US involved in a war.
7. Is the advertisement biased in some manner? How is the bias demonstrated? The ad is very biased. It suggests that if you don’t vote for Lyndon Johnson, a nuclear war will start. This is an exaggerated claim as voting for someone else does not mean that the voter is voting to go to war.
8. Why would the advertisement’s creators or the product makers have the need to be biased in their advertisement? Running for president is a very competitive thing. The advertisement suggests that voting for someone other than Lyndon Johnson will result in nuclear war. This strongly encourages voters to vote for Lyndon Johnson.
9. How might some people understand this advertisement differently from others? Would all viewers agree on what was being advertised and the purpose of the ad? Explain. Some audience members could become angry with the tactics used in this ad. Any viewer that analyzed the advertisement would see it for what it is – propaganda, and lose respect for the candidate.