

Marvellous Media Mondays

Due On Monday, March 3, 2014

Election Advertisements

During elections, there are also advertising campaigns. Search online for a Canadian election advertisement (this could be a commercial or a print ad, and could be one for the federal or provincial level of government).

Look at this advertisement with your parents. Discuss the following:

- What issues are discussed in this advertisement?
- How does this advertisement help convince people to vote for that political party?
- Who do you think is the target audience for this advertisement? Why?
- How might you change this advertisement to make it for a different target audience?

We're going to be making some campaign advertisements in class, so be prepared to apply your learning in a new way. You may want to jot down some notes to help you remember the key ideas later.