# Analysing political advertisements

Answer the questions below to analyse each political advertisement.

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|  | **Example 1** | **Example 2** | **Example 3** | **Example 4** | **Example 5** |
| Where is this advertisement set? What does this **location** tell us about the candidate? |  |  |  |  |  |
| What do you notice about the **people** in the advertisement? What impression do we get from their actions? |  |  |  |  |  |
| What are the people wearing? What impression does this give us? |  |  |  |  |  |
| What **slogans** and **colours** are they using? What does this tell us about the party’s beliefs? |  |  |  |  |  |
| What **messages** is this ad trying to convey? How is this achieved? |  |  |  |  |  |