**AD WATCH WORK**

Who is the candidate sponsoring the ad?

What does the script do?

How does the candidate appear? What is the effect of the appearance?

What is the location chosen for the ad?

What is the ad’s central message or claim?

What information did the ad provide voters?

What visuals supported the ad’s claims?

Are locations or props used to support the claim of the ad?

Describe the music used to support the claim.

To whom does the music appeal?

What information in the ad is useful for you?

Is this an Advocacy Ad,  Attack Ad, or Contrast Ad? Explain

What claims are made in this ad?

What evidence is provided?

Is there anything inaccurate or misleading about the claims? If so, you must find data to disprove the claims.

Identify and describe any fallacies made in the ad.