

Candidate Commercial Screening

	Hilary Clinton (D)	Donald Trump (R)
<p>What do you see?</p> <p>What recurring – images, words, colors, themes, tone?</p>		
<p>What do you hear?</p> <p>What recurring words, tones, themes, topics?</p>		
<p>What is not being shown or said?</p>		
<p>What are the overall intended messages of this candidate's commercials?</p>		
<p>What strategies are utilized to express intended messages?</p>		

1. What are the intended messages of these commercials?
 - a. Look at individual commercials for each candidate.
 - b. Look at the series of commercials for each candidate
 - c. Compare and contrast the commercials for both candidates.

2. What tactics do these commercials employ in order to deliver their intended message?
 - a. What do you see?
 - b. What do you hear?
 - c. What might it mean?
 - d. What are we not seeing?
 - e. Try to put a name/category to each strategy.
 - f. How might each strategy work/be effective?

3. What are the implications of use of these strategies?
 - a. How might viewers be affected?
 - b. How might these strategies obscure issues?