

Political Communication: Political Advertising

POLS 418

MWF 10:00-10:50

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February 16, 2011

Quiz

- ▶ Briefly discuss two things you read.
- ▶ Political advertising is “the commercial process by which a source (usually a political candidate or party) purchase the opportunity to expose receivers through mass channels to political messages with the intended effect of influencing their political attitudes, beliefs, and/or behaviors.”
 - ▶ Is this the definition of political advertising Kaid accepts? If it is, what is her reason for using this definition. If it is not, what are her reasons for not using this definition.
 - ▶ Explain how differences in gender of the candidates affect voter evaluations of candidates.

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 - ▶ Assignment Instructions

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 - ▶ The syllabus states that these papers are designed to get you to think critically. What does it mean to be a critical thinker?

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 - ▶ Expectations go up for the next paper.

Goals

- ▶ What is political advertising?
- ▶ Images vs Issues
- ▶ Tone of ads
- ▶ The effects of political advertising
- ▶ Gender and political advertising
- ▶ The role of media

Definition Political Advertising

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 2. “Using mass communication channels to deliver the message” (p. 156).

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- ▶ Are there gender differences?

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 - ▶ How can we explain this increase in negative advertising?
- ▶ Do you think campaign ads today are more issue oriented or more image oriented?

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- ▶ What effects does advertising have on voters (generally speaking-excluding negative ads)?
- ▶ Are there gender differences?
- ▶ If you wanted to explore the relationship between exposure to political advertising and voter turnout or voter choice, how would you do it?

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- ▶ Are there gender differences?
- ▶ Is there any reason to be concerned about the effects of negative advertisements?

Adwatch Stories

- ▶ What is an adwatch story?
- ▶ Example
- ▶ Can the media effectively be a “watchdog” of campaign ads?