# Hector Cruz III

Pols 01

# Obama Campaign

| Ad Title and url: https://www.youtube.com/watch?v=FBorRZnqtMo |
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| What do you see in the commercial? Describe images or text. | In the commercial I see Obama addressing the viewers about Romney’s plans and why his plans can’t go through. Along with that there is Images of Obama being friendly and talking to middle class workers while explaining what he could do for them.  |
| What do you hear in the commercial? Describe voices, music, background sound effects. | In the commercial I hear Obama talk about Romney’s plans and how they will and have failed in the past. I also hear Obama talk about his solutions and why they are better. In the background Obama talks, laughs and converses with people of the public.  |
| What do you think the commercial producers want you to feel or think? What makes you say this? | I think commercial producers want us to feel or think that the best way to go is by voting for Obama. What makes me say this is the fact that the entire commercial is about Obama explaining why Romney’s plans aren’t good ones and why his are better.  |
| Do you think the ad is effective? Why or why not? | I do think the ad is effective because it shows Obama explaining previous results of Romney’s plans causing viewers to look at those plans in a different way. Also, the commercial shows Obama talking about new plans that he wants to do making viewers point their vote in his direction.  |

| Ad Title and url:https://www.youtube.com/watch?v=trPn8sNOvYA |
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| What do you see in the commercial? Describe images or text. | In this commercial I see Bill Clinton talking positively about Obama to the viewers. In the background Obama is attending public events and being friendly with the public, there is also small clips and images of middle class workers doing their jobs.  |
| What do you hear in the commercial? Describe voices, music, background sound effects. | In the commercial I hear Bill Clinton talking positively about Obama. In the background I hear soft piano music to show more emotion in the commercial.  |
| What do you think the commercial producers want you to feel or think? What makes you say this? | I think the commercial producers want me to feel or think that the negativity being spoken about Obama is nothing and to continue to believe in Obama because the same happened to Bill Clinton and everything worked out for him. I believe they want me to feel/think this because they want me to ignore anything negative that was said about Obama and continue to believe in him.  |
| Do you think the ad is effective? Why or why not? | I think this ad is effective because it makes people look at a former president support a presidential candidate and speak positively about Obama.  |

# Romney Campaign

| Ad Title and url:https://www.youtube.com/watch?v=gt\_d9WKMKZc |
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| What do you see in the commercial? Describe images or text. | In this commercial I see a chart showing the unemployment in the united states along with the rise of unemployment during Obamas presidency.  |
| What do you hear in the commercial? Describe voices, music, background sound effects. | In the commercial I hear a narrator talk about the increase of unemployment during Obamas first term.  |
| What do you think the commercial producers want you to feel or think? What makes you say this? | I think the commercial producers want me to feel and think that Obama is not doing anything he said he would and that it is time for a change. What makes me say this is the fact that the whole commercial is about how Obama hasn’t succeeded in anything he said he would.  |
| Do you think the ad is effective? Why or why not? | I think the ad is not effective because it is a short ad only talking about one thing that Obama has not fixed.  |

| Ad Title and url:https://www.youtube.com/watch?v=z-EEETo3Sqo |
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| What do you see in the commercial? Describe images or text. | In this commercial I see quotes of what people think of Obama when he when there were rumors of him taking advantage of his “President Character” along with small clips of new channels headlining the rumors.  |
| What do you hear in the commercial? Describe voices, music, background sound effects. | In the commercial I hear the narrator talk about how Obama has been doing wrong by the public and his political party.  |
| What do you think the commercial producers want you to feel or think? What makes you say this? | I think the commercial producers want us to think/feel that Obama is not fit for presidency because all he does is do wrong by the people and his party. I say this because the entire commercial is about things that Obama has done to try to reach his next term.  |
| Do you think the ad is effective? Why or why not? | I think this ad is not effective because it is a short commercial about how Obama has done wrong to try to get another term to be president.  |