



# St. Anne's Sixth Form

## Get Ahead Tasks

### Politics A Level

#### US Politics

Watch the following video on YouTube: "9 Classic Election Ads – "Do You Approve These Messages?" <https://www.youtube.com/watch?v=KY1QgFEnijg>

You will be analysing 9 commercial from presidential campaigns, starting in 1952.

Using these series of presidential commercials, provide the following information:

1. Who was the candidate? Research who was running for President and who they were running against. Also outline key issues in the campaign.
2. Was this their first election or were they the incumbent (means they were running for re-election)?
3. What was the purpose of this ad? Do you think this was effective?
4. Is the political party mentioned in this ad, namely does the ad mention the Democratic, Republican or an independent party?
5. How do these ads change over the decades, are they more positive or negative? Explain.
6. How do these ads differ from those in the UK? Why might this be?

#### UK Politics

Following the recent UK General Election, read through the attached document and complete the questions.

Subject Leader: **Mrs R Payne**

Exam Board: **AQA**