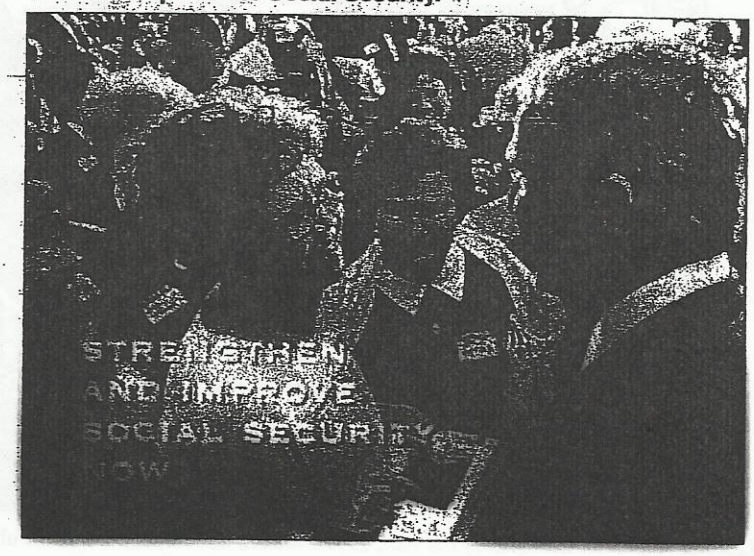
Activity B *Look at the two images below. The one on the top is an image from a television ad from the Gore presidential campaign. The one on the bottom is from a television ad from the Bush campaign. Then answer the questions that follow.*

1. **Identify the Target Audience.** Campaign ads are often intended to appeal to a certain group of voters. (a) Describe the people portrayed in each television ad. (b) Based on your description, whom do you think the ads are targeting?
2. **Identify the Campaign Issue.** Many campaign ads focus on a single issue that is highly important to the target audience. (a) What is the issue of the Gore ad? (b) What is the issue of the Bush ad? (c) Why would these issues be important to the target audience?

An image of a Gore campaign television ad released by the Democratic National Committee. The ad focused on the issue of prescription drugs for senior citizens. ▼

An image from a Bush campaign television ad released by the Republican National Committee. The ad focused on Bush's plans for Social Security. ▼



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