

Campaign Commercials

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1. How do **backfire** ads work.?
2. Explain how Republicans **used** Al Gore's past statements to paint him as unreliable.
3. Explain Lyndon Johnson's famous **1964** campaign aid that used a little girl.
4. **What** was the most infamous fear based ad?
5. What is an advantage of a biographical ad?
6. How did Bill Clinton use George Bush's Texas residency to question his ethics?
7. Bill Clinton also attacked George Bush in **1992** with a campaign ad "second", based on what?
8. How did Richard **Nixon** use his "Vietnam" commercial to help win the presidency in **1968**?