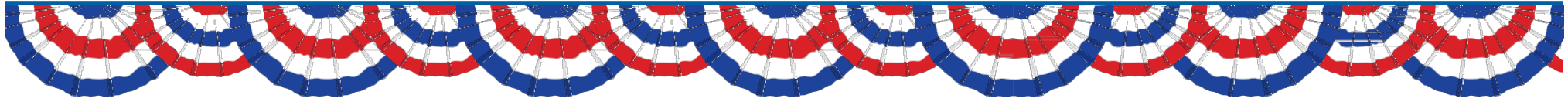


Name: _____

Class/period: _____

Date: _____



HOW TO WATCH A PRESIDENTIAL DEBATE: **Viewer's Worksheet**

Complete this worksheet while you watch and analyze the 2012 presidential or vice-presidential debates.

	★★★ BARACK OBAMA ★★★	★★★ MITT ROMNEY ★★★
SETTING: Examples of how colors, camera positions, view framing (e.g., close-ups, side view, other angles) favor or hurt the candidate.		
TECHNIQUES OF PERSUASION: Examples of candidates' use of glittering generalities, name-calling, emotional appeals, avoidance, etc. Did these examples help or hurt the candidate?		
FAVORITE PHRASES: Examples of candidates' use of slogans and buzz words. Were they used effectively or not?		
REHEARSED RESPONSES: Examples of candidates' use of prepared phrases or retorts that seem spontaneous. Were they used effectively or not?		
CUTAWAYS: Examples of non-verbal expressions, gesturing, audience reactions seen during debate. Did these images help or hurt the candidates?		
POST DEBATE ANALYSIS: Examples of horse-race words/phrases used by commentators, pundits, others. Did they favor a candidate? Examples of challenges to factual accuracy of candidates' claims. Were candidates' statements supported by facts?		

Use the back of this worksheet to make additional notes and comments.