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In “This is a Generic Presidential Campaign Ad” I saw two logos. First one has a name “Dissolve”, it represents extraordinary footage and photography. Second one “Candidate” for an American America. I did see many rhetorical appeals, ethos and pathos. The reason of using those in ads is to persuade others to believe a particular point of view. In this case vote for this candidate. It often used to sway the audience. Some of the examples in this ad are: “crime and thunderstorms are going to be in the past if I become a president.” They show candidate’s family origins to show that he is coming from a good American family. They are trying to show that he is just a regular guy who can shake hands and even take pictures with people on the streets. It creates certain emotions for us as viewers.
* I think that Candidate mythologies are being used in "This is a Generic Presidential Campaign Ad”, such as a lot of nice background locations, things that people care about, things that close to every person’s heart. They show military men, fire departments, and lots of patriotic themes, flags. Music is also very pleasant; it gives you a good positive emotion. It usually implied thought images. Sometimes their opponents create it, not all mythologies are necessary have to be positive. Other mythologies that may be used are: Father/Mother figure, Friend of the common people, Savior or Intellectual.
* Propaganda uses variety of communication techniques that create emotional appeal to accept particular opinion. In article “We are America” I can clearly see Glittering Generalities technique, such as use of virtue words (democracy and patriotism). It uses statements that have emotional appeal on people without giving them concrete reason. I see a lot of emotional appeal in “ Love has no Labels” video also.
* The targeting audience in “Love has no limits” video is: gays, lesbians and mixed families mostly. They are trying to show that love can be very different, doesn’t matter of your age or religion. It sends the message to love each other a little more. Video “We are America” is targeting the same audience, but it explains more about meaning of patriotism and understanding of historical facts, how it affects our society. It sends a message saying that we are all humans doesn’t matter of our racial origin or religion.

Next I will be give light