

## ABSTRACT

### CONTENT ANALYSIS OF POLITICAL TV ADVERTISING SPOTS IN THE 2004 PRESIDENTIAL ELECTION

Historically, advertising has been an important part of political campaigning, with many candidates choosing TV as the main medium. Political TV ads include positive, negative, mixed, and defense tone of ads, which use attack and acclaim utterances to convey the message. The political ads became more negative with every election. Citizens are reluctant to vote. Researchers have been focusing on examining the effects of negative political TV ads trying to find a cause for political disengagement. Contradictory evidence keeps the research ongoing. This study analyzed the content of 120 political TV ads, aired during the 2004 presidential campaign, to analyze their patterns and tone. Results showed that both candidates used more negative ads than positive, and talked about relevant issues rather than images in their TV spots. The incumbent attacked more than the challenger and won the election, while the challenger acclaimed more and lost.

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