BLANK POLITICAL ADVERTISEMENT ANALYSIS CHART

political ad					name calling	glittering generality	euphemism	transfer	testimonial	plain folk	bandwagon	fear	other
no.	year	party	place	title									
1	1952	Dem	1st	I Love the Gov									
	1956	none											
2	1960	Rep	1st	Most Important Issue									
3	1964	Dem	2nd	Daisy									
4	1968	Rep	1st	Convention									
	1972	none											
5	1976	Rep	last	Pearl Bailey									
6	1980	Rep	4th	Safire									
7	1980	Dem	6th	Bible									
8	1980	Dem	7th	Flip Flop									
9	1984	Rep	5th	Bear									
10	1984	Rep	last	Peace									
11	1984	Dem	2nd	Limo									
12	1984	Dem	6th	Failure									
13	1988	Rep	last	Willie Horton									
14	1992	Dem	8th	Morning									
15	1992	Rep	3rd	Gray Dot									
16	1992	Reform	1st	Kids									
17	1996	Rep	4th	From the Heart									
18	2000	Rep	4th	Dangerous World									
19	2000	Rep	7th	Hopeful									
20	2000	Dem	last	Question									
21	2004	Rep	1st	Safer, Stronger									
22	2004	Rep	7th	Changing World									
23	2004	Rep	14th	Wolves									
24	2004	Dem	5th	Optimists									
25	2004	Dem	last	Heroes									