

C12 Conceptual Understanding/Music/Inductive

This task will help you develop a deeper understanding of how music is used in campaign ads.

Instructions:

- Go to EASE History -- <http://www.easehistory.org/>
- Search on 'Music' ads in EASE History. [Search: EASE History Campaign Ads>Ad Themes> Music
- Examine at least 12 campaign ads that have been coded on the 'Music' theme. (In EASE History, campaign ads and historical events are treated as cases.)
- Switch to the Weave 4 viewing mode. (The Weave 4 button is in the upper right hand corner of the interface.)
- Select four ads that feature music.
- Chart 1: List the names of each case then describe the goals of each case.
- Chart 2: Explain how music supports the goals of each case.
- Chart 3: Describe how the four cases use music in sort of similar and sort of different ways.

Chart 1: What are the goals of each case?

Case #1 name:	Case #2 name:
Case #3 name:	Case #4 name:

Chart 2: How does music support the goals of each case?

Case #1:	Case #2:
Case #3:	Case #4:

Chart 3: How was music used for similar or for different purposes in these four cases?

	Sort of similar:	Sort of different:
Cases 1&2		
Cases 1&3		
Cases 1&4		
Cases 2&3		
Cases 2&4		
Cases 3&4		