

Dancing Cossacks

This task is about critically viewing media messages.

View the video, *The Dancing Cossacks* advertisement and answer the questions.

- a) In what way is the Labour Party linked to Communist Russia in the advertisement?
Give **three** examples (visual/verbal/sound, etc.) from the advertisement.

1.

2.

3.

- b) According to the advertisement, what is the "real" reason for Labour's 8% tax increase?

- c) How are New Zealanders represented in the advertisement?

- d) Is this advertisement biased or not?

Yes

No

Describe **three** examples from the advertisement to illustrate your answer.

1.

2.

3.