

Some party political broadcast by different parties

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The first Labour broadcast that I'm going to describe is from the 2001 election. In this broadcast is really upbeat with music from the lighthouse family. Everyone in this broadcast is happy, it shows busy people and it shows beautiful scenery. They show a clip of the Angel of the North, which is also located in the North East. There are celebrities in this such as Geri Halliwell, Olympic Gold Medallist Tammy Grey Tompkinson, a cricket Umpire Dickie Bird and Kevin Whatley does all the commentary at the end of this broadcast.

Throughout the broadcast lots of sub-titles come up and tell you what labour have done and what they are going to do. Sub-titles such as a " million more jobs" tells us what labour have done and how Britain has changed since 1997. Labour tell you that they are going to increase pensions, they tell you this by using Subtitles. Labour have banned handguns and mines, this is one of princess Dianna's charities. Dickie bird the famous cricket umpire who wants to have free eye tests. This is a little joke because people always say the umpires need their eyes tested.

Then at the very end there is a voice of Kevin Whatley says, " The work goes on, A lot has been done but there's still a lot more to do. Vote labour on Thursday". The conservative party for the 2001 election campaign looks at the two main things and they are Crime and Tax's and it is in black and white and there's is no commentary. It shows inmates getting out early and committing crimes and rapes. It imitates an American broadcast, which was when one party was elected and let people out of jail on an early release scheme.

When they got out they raped and killed someone. The inmates are wearing handcuffs when they are getting released but you only wear handcuffs if you are going into jail. The music is very threatening and everyone in this broadcast is lonely. It shows people sitting in their homes because they cannot afford to use their cars and petrol is too expensive. It also shows disabled people in their homes because they also cannot afford to run their busses and vans.

Sub-titles come up such as " petrol tax is labours stealth tax" which means labour makes petrol really expensive. It shows an old woman with no food in the fridge because she cannot afford to buy food and run her car. In Labour two this focuses on how to make Britain better. This broadcast also has celebrities such as Terri Dwyer and Garry Lucy from Hollyoaks which are supposed to be a couple and when they vote they feel happy and they are glad they made the effort to vote. This has the same themes and music as the first labour broadcast.

Labour tells you what they are going to do like giving us more teachers, nurses and police but they really want us to go out and vote. They show children that are thankful for having more teachers and a young man who is really pleased with the new minimum wage. Every one is happy even when it starts to rain, and when little children are playing in the puddles. This is also in colour and has some commentary by Kevin Whatley at the end of the broadcast the crowd says " It's a good start but there's still a lot to do" Then a voice says " Be part of it its not over until you've voted.

Vote labour" In labour One and Two it is very colourful but in the conservative party it is very dull and dismal. There is a lot of commentary in labour two but only a little bit at the end of labour one. In the conservative party there is no commentary at all but there is a lot of threatening music. In labour one and two the music is the same and by the same artist but in the conservative broadcast there is drums bagging and lots of crashes and loud noises.

In both the labour party broadcasts it is very upbeat and exciting but in the conservative broadcast it is very boring. In both the labour broadcasts they focus on how to make Britain better but in the conservative party focuses on how to stop labour getting re-elected. I think the labour party's broadcast is the best because it looks better and I like the music is played through out the broadcast. When I am old enough to vote I am going to vote labour because they can change my life and make Britain better.