

ATTACK ADVERTISEMENTS FOR MOURDOCK AND LUGAR



The Senate primaries are basically being battled over the air and the primary reason for this is because apparently, attack advertisements seem to actually work. Richard Mourdock and the United States Senator, Richard Lugar, have definitely proven how much of a battle is going on for the position of the United States Senate seat. Lugar has attacked Mourdock, stating that the more people learn about him, the less they want to trust them. He is basically saying that Mourdock is not a trustworthy person and is therefore not a good candidate for the seat. Mourdock defends himself and counterattacks Lugar, stating that when he moved to Washington, he left his Hoosier values behind him. And, while the advertisements basically seem really catty, especially for grown men, they seem to be working. A poll that was taken on behalf of Mourdock shows that he is beating Lugar and that other Hoosiers are not familiar with who he is. Some of them recognize him in a positive manner and others recognize him in a negative manner but it seems the amount of supporters and those going against him are equal with one another. A website, OpenSecrets.org, claims Lugar has spent \$5.4 million on his advertisements. In the meantime, they claim that Mourdock has only spent \$1.7 million on his advertisements. It is also believed that the vast majority of the money for both candidates has been spent on attack advertisements, those advertisements that basically bash the other candidate for their opinions and what they do or don't do right. And, while social media websites have become all the rage and even online fundraising has become quite common, it seems the airwaves are still the best place for these attack advertisements to be displayed. Mourdock's Twitter page for his campaign had only a measly 2,240 follower just a week ago and Lugar only had 4,470 followers. Most celebrities have ten times the amount of follower. Advertisements that have been displayed online have received thousands of hits but Lugar's latest attack campaign was only viewed about 160 times. Some people feel like millions of dollars in advertisement money has been wasted on attacks against the competition instead of on talking about what these individuals can do and will do if they win the position as Senate. With all of these attacks, there definitely seems to be a huge war going on between Lugar and Mourdock. Everyone will be able to find out who officially wins the seat for Senate on May 8th but until the date approaches, the personal attacks against one another will most likely continue, especially on the airwaves because they will be fighting until the last minute.