

Are You Convinced?

Whenever you see a commercial, read a print advertisement, or hear a radio spot, remember that someone is trying to convince you to do something. Analyze how successful it is by answering the questions below.

1. What is the main message?

2. What emotion(s) is it trying to make you feel?

3. Is there anything unique or unusual about it?

4. Do you like it? Why or why not?

5. Are there any groups of people who might be turned off by it?

6. Does it make you want to get up and do—or buy—anything? If so, what?

7. What information did you learn, and do you consider it successful? Why or why not?



© SW Productions/Brand X Pictures/PictureQuest



In the first year of driving, 1 in 5 males and 1 in 10 females (16 years old) will have a crash.*

Your voice matters, and your actions can make a difference. First, create a public service announcement that encourages teens to be seat belt smart. Then mail it in for a chance to see it broadcast nationally on TV!

All entries must be postmarked by 5/3/05. Ask your teacher for details.

*Source: www.carfax.com