

# 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?  
\_\_\_\_\_  
\_\_\_\_\_



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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](http://www.carfax.com)