

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



## Did You Know. . . ?

What's unique about the Presidential election is that the **Electoral College** ultimately decides the winner of the presidency, not the **popular vote**. You'll read more about this later, but what you should know is that the United States has an indirect system of voting which was originally set up to ensure a system of checks and balances for our government, and while there are very few examples of the **Electoral College** going against the popular vote, know that it is possible for a candidate to win the **popular vote** but not the presidency because of the way the **Electoral College** is set up. The 2000 general election is a clear example of this. The popular vote for Al Gore was 50,996,116 while George Bush retained 50,456,169 of the popular vote. President Bush won the election in the Electoral College with a total of 271 delegates, while Al Gore had only 266.

Source:  
[http://www.rockthevote.com/rtv\\_elections\\_101.php](http://www.rockthevote.com/rtv_elections_101.php)