

Develop Your Argument

In 1943, the way Americans viewed women in the workplace changed forever.

"We Can Do It!" proclaims Rosie. This strong and dependable woman has her hair tied back in a red and white polka-dot scarf and flexes her biceps; she is ready to work. She resolutely calls American women to do their patriotic duty and keep the economy strong.

The "Rosie the Riveter" public service announcement was part of a campaign to motivate American women to take the jobs left vacant by the men fighting World War II. Although this ad helped shape today's workplace, employment inequalities still exist.

How could you update this campaign to focus on today's workplace challenges such as gender inequality or the importance of education? Complete the outline below to develop your argument.

Topic: _____

Story description: _____

Simple, memorable slogan: _____

Spokesperson or character: _____

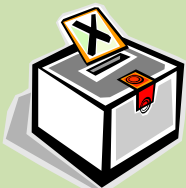
What the audience will see (visuals):

What the audience will learn: _____

Research and Write

Choose one of the following public service announcements. Research and write an essay describing why the campaign was developed and whether it was successful. Visit www.adcouncil.org for more information about these PSAs.

1. "Truth: The Anti-Drug" (Partnership for a Drug-Free America)
2. "Iron Eyes Cody" (Keep America Beautiful)
3. "A Mind Is a Terrible Thing to Waste" (United Negro College Fund)



Many young people do not realize the impact that voting has on their life. Many do not believe that their vote makes a difference, or that the election could have an affect on their life.