



4.2.4 Slogans (Std, ES and EAL/D)

Slogans as cues

Look at the words in the Centre for Road Safety slogans below and decide what behaviour is to be changed and which emotion each is trying to tap into (fear of punishment/ sense of responsibility/ sense of fun/ consideration for others/ warning/ self control, etc.) You might feel that more than one emotion or behaviour is being encouraged through the slogan. If so, which words tell you this?

Slogan	Behaviour to change	Emotional Appeal	Emotional Trigger Words
Ride to Live			
Get your hand off it			
Don't Rush			
RBT means you need a Plan B			
Double demerits, think twice			
Don't trust your tired self			
They're counting on you			
You're in our sights			
Slow down and give us space			
Clip every trip			