

The texts for study in this collection are all aimed at influencing the behaviour of people in cars and on motorbikes in order to cut the road toll. As many of you are learning to drive, you will find these texts particularly helpful.

You need to analyse the techniques that are used in some persuasive texts and to assess whether you, the target audience for many of the texts, are convinced by them. There are many ways of persuading people to do things and each approach involves different techniques. To help you understand how the visual aspects of texts seek to persuade you, use the following framework, *Analysing visual texts*.

