

# Perspectives on Transportation

Get students thinking about transportation by evaluating the messaging in transportation related advertisements. In the pages below, you will find two sample ads, each with two speech bubbles where students can write. In one bubble, encourage students to write the direct message to readers, and then have them write the underlying message in the other.

For example:

The jeep ad where the family is on their way to Grandma's house:

Direct message - This jeep can take you anywhere and it is exciting

Underlying message - Nature is a thing to tear through and conquer

Include your own ads from magazines, the internet and newspapers, or encourage students to bring in their own!

This activity is courtesy of Arthur Orsini

**4RUNNER**

Sometimes the shortest distance between two points is through a rocky ravine. Good thing the 4Runner is equipped to handle even the harshest of terrains. Happy trails.



GET THE FEELING. TOYOTA.

[toyota.com](http://toyota.com)



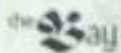
OVER THE RIVER AND THROUGH  
THE WOODS AND ACROSS THE  
ROCKS AND DOWN THE CANYON  
AND INTO THE GORGE AND UP THE  
MOUNTAIN AND UNDER THE CLIFF  
AND BETWEEN THE BOULDERS AND  
PAST THE SWITCHBACKS AND INTO  
THE STREAM AND BEYOND THE RIDGES  
TO GRANDMOTHER'S HOUSE WE GO.

ROCKPORT



Our philosophy is simple:  
*walkability*




AVAILABLE AT  the bay

ROCKPORT



Our philosophy is simple:  
*walkability*



AVAILABLE AT  the bay

