

Name: _____ Date: _____

Vocal Lessons 3 and 4

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| 1. Free from errors; correct | A. advocacy |
| 2. Taking planned action to have a positive effect on the social or physical environment. | B. Reliable |
| 3. Information, beliefs or actions that most people would agree are useful, reasonable, true or good to do. | C. accurate |
| 4. Evidence of expertise in a certain field of study, such as degrees or experience that prove someone knows a lot about a topic. | D. common sense |
| 5. Facts or figures from which conclusions can be drawn. | E. PSA |
| 6. Producing a desired effect; working well | F. permanent |
| 7. To decide value or worth in a careful way. | G. Stretch the truth |
| 8. Lasting for a long time or enable to be changed. | H. Effective |
| 9. An advocacy technique that uses a noncommercial advertisement to raise awareness, change attitudes or offer information or advice about health and safety issues. | I. credentials |
| 10. Able to be relied upon; dependable. | J. Data |
| 11. To exaggerate or oversell the positive aspects, or make claims that aren't backed up by facts in order to sell a product or accomplish some other goal. | K. Target Audience |
| 12. The group of people information or advertising is intended to reach. | L. Evaluate |