

PSA Analysis Assignment

View the PSAs from the playlist and, on a separate piece of paper, complete the following:

- A. Choose 5 PSAs to analyze from the list on the class website. For each analysis, complete the following:
1. Write the title of the PSA
 2. What person or group produced the PSA?
 3. Who is the audience the producer is targeting?
 4. Describe the message of the PSA. What is the producer trying to get you to understand?
 5. What is the call to action?
 6. Describe the production strategy used to convey the message.
- B. Discover two PSAs to analyze. For each analysis, complete the following:
1. Write the title of the PSA
 2. What person or group produced the PSA?
 3. Who is the audience the producer is targeting?
 4. Describe the message of the PSA. What is the producer trying to get you to understand?
 5. What is the call to action?
 6. Describe the production strategy used to convey the message.
 6. Copy the web address of video here.

Production strategies:

Actor or actors portrays a scene that dramatizes an idea or message.

Actor speaks directly to the camera.

A series of actors each speak a portion of one message to the camera.

An idea is conveyed through multiple examples.

An idea or message is conveyed through irony (when the opposite of what you expect happens).

Audio is comprised of a voiceover (notice that a voiceover conveys the inner thoughts of a character, even if that character is not human).

Audio is comprised of a soundtrack.

Text is placed on the screen.

Sound effects create a mood or introduce a character to the scene that we do not see (such as a baby crying).

A combination of above elements.

Other.