

## Public Service Announcement Project

### Characteristics of a PSA:

- short (usually 60 seconds or less)
- present one single issue
- inform the viewer of key, relevant facts
- have a clear call to action (usually indicated through text on screen)
- might or might not include people/music
- sometimes use voice-overs
- sometimes use special effects (like black and white)
- might use transitions/editing to enhance the video
- aim to leave a lasting impact

### Persuasion can be visually created through:

- powerful images – video, photographs, artwork
- expressions on people's faces
- use of color vs. black and white
- use of celebrities
- use of regular people
- clear calls to action

### Persuasion can be created through sound via:

- play on words
- repetition
- humor
- imperative commands
- music to create tone
- lyrics that add to meaning and/or tone
- tone of actor/narrator's voices
- silence

**Directions:** Watch the following PSAs on YouTube, or alternates from SchoolTube. Note the persuasive techniques used in each.

Examples from YouTube video

Words really do hurt (30 seconds)

Red: What I got (60 seconds)

The One Campaign (61 seconds)

Example from SchoolTube

Interesting Life

Source: <http://www.rock-your-world.org/how-to-study-public-service-announcements-psas>