

# Unit 09: PSA - Service to the Masses

Content Area: **Technology**  
Course(s): **Television Production 1**  
Time Period: **April**  
Length: **7 blocks**  
Status: **Published**

## Enduring Understandings

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Camera angles and production techniques can influence an audience's opinion.

Advertisers use a specific target audience and persuasive techniques to sell their products.

PSA are free advertisements that are aimed at promoting public awareness or interest to a particular issue or cause.

## Essential Questions

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Why are PSAs important?

How do PSAs influence your opinion?

How can commercials manipulate a message to a target audience?

In what ways can a PSA evoke emotions in the audience?

## Content

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Vocabulary: PSA, Target Audience, Public Interest, Public Awareness

## Skills

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Critique PSA's including music, graphics, and persuasive techniques used.

Apply persuasive techniques to a target audience, in a PSA.

Research a non profit organization or cause to find important information to include in project.

Produce PSA to be exactly 60 seconds utilizing the script formula, one page equals one minute.

## **Resources**

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Students will view many PSA's both on air and those created by former TV1 students.

## **Standards**

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9.3.12.AR.1	Analyze the interdependence of the technical and artistic elements of various careers within the Arts, A/V Technology & Communications Career Cluster.
9.3.12.AR.4	Analyze the legal and ethical responsibilities required in the arts, audio/visual technology and communications workplace.
9.3.12.AR.5	Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology & Communications Career Pathways.
9.3.12.AR.6	Evaluate technological advancements and tools that are essential to occupations within the Arts, A/V Technology & Communications Career Cluster.
9.3.12.AR-AV.1	Describe the history, terminology, occupations and value of audio, video and film technology.
9.3.12.AR-AV.2	Demonstrate the use of basic tools and equipment used in audio, video and film production.
9.3.12.AR-AV.3	Demonstrate technical support skills for audio, video and/or film productions.
9.3.12.AR-AV.4	Design an audio, video and/or film production.
9.3.12.AR-JB.3	Plan and deliver a media production (e.g., broadcast, video, Internet and mobile).