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

Camera angels 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

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

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

Skills

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

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

Standards

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).