

COMPARE MEDIA

Background Ads are everywhere around us—on websites, in football and baseball stadiums, and even on clothing. Ads draw our attention to products or services and try to convince us to buy what we see advertised. Companies make billions of dollars from purchases made because ads were successful in persuading us.

One type of ad is not trying to sell something that costs money. Public service announcements, or PSAs, deliver a completely different kind of message—ideas that are for the public good.

MEDIA ANALYSIS

Persuading Viewers through Ads



Your Phone Can Wait

Public Service Announcement Film

by Stephanie Ramirez



Driving Distracted

Public Service Announcement Poster

SETTING A PURPOSE In this lesson, you will view and analyze two types of public service announcements—a film and a poster. Both try to convince people to change their attitudes and behaviors regarding aspects of driving in order to help them drive safely. Examine each public service announcement carefully to determine what particular points about safe driving it promotes and whom it is trying to persuade.

MEDIA

Your Phone Can Wait

Format: Public service announcement film

Running Time: 2:0 minutes

AS YOU VIEW The film you are about to view was created for the National Safety Council for a specific purpose and audience. Think about whom the filmmaker might have wanted to appeal to as you watch the film. How do the various parts of the film appeal to that audience? Also think about the specific message that the film delivers and the variety of techniques—verbal and visual—that the filmmaker uses.



Pause the video and write notes about techniques and ideas that impress you as you view. Also write down any questions you have during viewing. Replay or rewind the video as needed.

Analyze Ideas in Media

8.SL.1.2

The creators of public service announcements like “Your Phone Can Wait” design them with a specific audience and purpose in mind. A **target audience** is the group that the creators want to appeal to. The individuals in the target audience may share certain attributes, such as age, gender, ethnic background, values, or lifestyle. The **purpose** of a film may be to share information or to persuade the audience to change behaviors or attitudes.

The creators of filmed public service announcements combine different techniques and elements to deliver their **message**—the idea that the film promotes.

- **Persuasive techniques** are methods used to convince viewers to agree with a message. Some language may appeal to viewers’ sense of reason, while other words appeal to viewers’ emotions. Repeated words help viewers remember the message.
- **Visual elements**, such as graphics or **animation**—the process of displaying images so they appear to move—can engage the audience. Fast-paced scene changes can convey excitement.
- **Sound elements** such as music or sound effects can emphasize a point or grab viewers’ attention. A **narrator**, or the person who speaks and explains the message, also has an impact. An older voice may sound responsible and mature, while a younger voice may seem friendlier to a younger audience.

Consider how these elements are used in “Your Phone Can Wait.”

Analyzing the Media

8.SL.1.2

Cite Text Evidence

Support your responses with evidence from the media.

1. **Identify and Infer** Review the public service announcement film and fill out a chart like this one.

Who is the target audience?

What is the message of the announcement?

What is the purpose of the announcement?

2. **Evaluate** Which persuasive techniques, visual elements, and sound elements are used to deliver the film’s message? How do these techniques and elements help make the message more appealing?

MEDIA

Driving Distracted

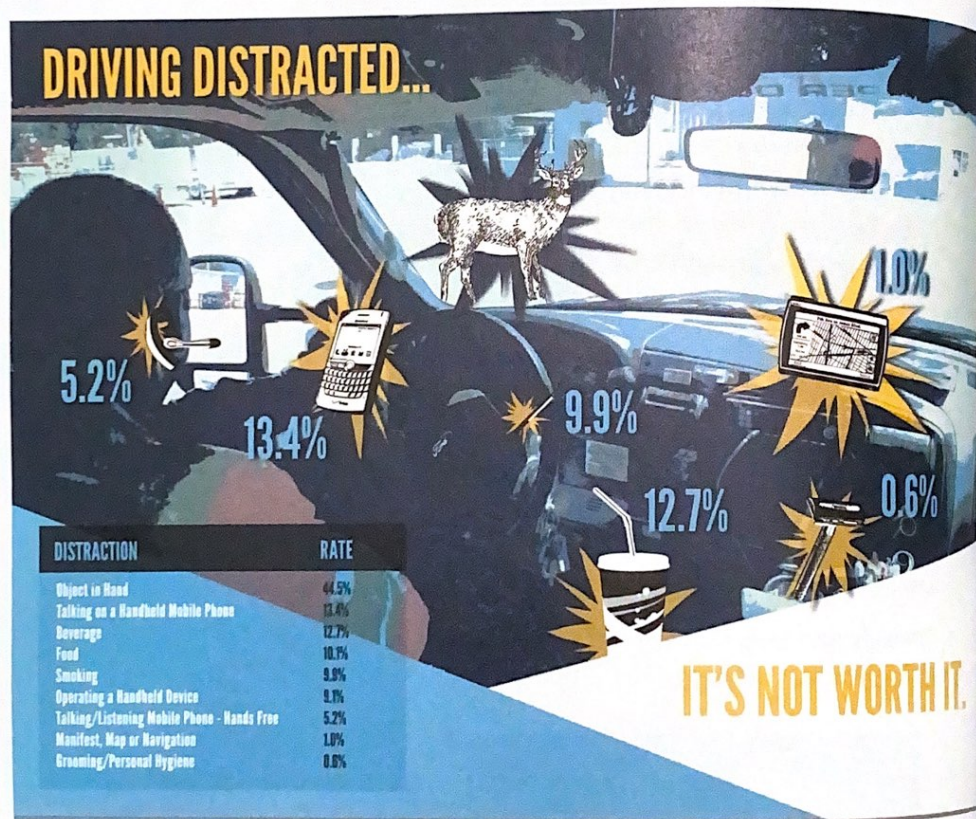
Format: Public service announcement poster

AS YOU VIEW In this poster, the writer and designer create a particular scene for a particular purpose. They include facts and figures as well as images. Think about how these visual and textual elements work together to convey the message.

Consider specific elements, such as

- the objects that are included
- the use of light and dark colors
- the content and placement of text and figures

What points do each of these elements make or emphasize?



COLLABORATIVE DISCUSSION Evaluate how well the film and the poster work as public service announcements. Is the message in each announcement a powerful one? Why or why not?

Analyze Diverse Media

8.SL.1.2

Public service announcements are communicated through various media, including magazines, billboards, or posters such as the "Driving Distracted" poster. These media use different elements to help make their messages more exciting.

Public service announcements quite often include **statistics**, mathematical information that is collected and analyzed to help people understand a situation or a trend. Statistics help make a message more convincing.

A public service poster, or any similar type of media, also includes visual elements, such as the following:

- **Graphics** are visual designs or elements that call attention to certain information. For example, the starbursts in the "Driving Distracted" poster call attention to the objects contained within.
- **Color** can be used to create certain feelings or to convey emphasis. For example, red can suggest danger, while blue can create a calm, peaceful feeling. Text in vivid colors will stand out more than text in darker colors. Viewers are more likely to read something bold or vivid because it catches their attention immediately.

Consider the impact of these elements as you analyze the "Driving Distracted" poster.

Analyzing the Media

8.SL.1.2

Cite Text Evidence

Support your responses with evidence from the media.

1. **Infer** To what does the heading "Distraction/Rate" refer?
2. **Interpret** Each of the five yellow starbursts within the car contains an image with a percentage shown next to it. What does this use of visuals and statistics convey? What impact do these elements have on the message?
3. **Analyze** Why is the starburst containing the image of the deer placed within the windshield area? What message does this symbol and its placement convey?

COMPARE MEDIA

Evaluate Media

8.RI.3.7, 8.SL.1.2

"Your Phone Can Wait" and "Driving Distracted" both deliver similar messages. However, because they are presented in different forms of media, they can emphasize different types of information to make their message clear.

- **Oral information** uses spoken language to make its point. While words can be logical and factual, some words can appeal to feelings and emotions. A speaker's tone or emphasis can also have an impact.
- **Quantitative information** conveys facts and details through numbers. It tells about information that is measurable.

Think about the techniques—or combination of techniques—each media form uses as you evaluate "Your Phone Can Wait" and "Driving Distracted."

Analyzing the Media

8.RI.3.7,
8.W.1.1a,
8.W.1.1b, 8.W.3.7
8.SL.1.2, 8.SL.2.5

Cite Text Evidence Support your responses with evidence from the media.

1. **Analyze** "Your Phone Can Wait" and "Driving Distracted" both provide quantitative information about the dangers of distracted driving. Complete a chart like this to gather details about the specific information each public service announcement provides. Which announcement more effectively conveys quantitative information?

Public Service Announcement	Quantitative Information	How Information Is Shared
Your Phone Can Wait		
Driving Distracted		

2. **Compare** "Your Phone Can Wait" includes a narrator who provides spoken information. It also includes an animated re-creation of a driving experience. Are these methods of conveying information more or less effective than the use of text and graphics in "Driving Distracted"? Explain.

PERFORMANCE TASK



Media Activity: Public Service Announcement Work with your group to create your own print media public service announcement about safe driving for teenagers.

- Brainstorm with your group for ideas to include.
- Discuss the different techniques that would help you effectively deliver your message.
- Research the topic and gather statistics that will help make your message more persuasive.
- Create and lay out visuals that reflect your ideas.