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| **Public Service Announcement History** |
| **Video** **Understanding Public Service Announcements (PSA)** **GOAL:** The learn the definition and history of Public Service Announcements (PSA) **INSTRUCTIONS: A**nswer the questions listed below. You do not need to write out the question, just write a complete sentence answer and the number before the question. In the 3D option assignment, you will need to read an article. Each paragraph in the article above will contain an answer.  **THE DEVIL IS IN THE DETAILS GRADING CRITERIA:** Assignments with correct, but short answers will receive a 2.5.  Papers with more detailed answers will receive a 3.   **I. PRIMARY SOURCE PSA #1 -** Look at the famous Keep America Beautiful “[Crying Indian](http://www.egusd.net/franklinhs/mediacom/video1/first_term/psa_examples/cryingindian1971.mov)” PSA from 1971.  **1. How did you feel watching the Crying Indian PSA?** **II. PRIMARY SOURCE PSA #2 -** Also look at the more recent "[Back by Popular Neglect](http://www.egusd.net/franklinhs/mediacom/video1/first_term/psa_examples/psa_neglect.mov)" PSA that references the one made in 1971.  **2. What was the predominant color of the PSA, why did they use that color?**  **III. PRIMARY SOURCE PSA #3 -** Look at this [Fire Prevention](http://www.egusd.net/franklinhs/mediacom/video1/first_term/psa_examples/smokey_bear.mov) PSA from 1980s. **3. What did you think of the surprise at the end of the commercial, did it keep you watching?** **IV. PRIMARY SOURCE PSA #4 -** Look at “[Your Brain on Drugs](http://www.egusd.net/franklinhs/mediacom/video1/first_term/psa_examples/psa_brain_heroin.mov)” PSA from the 1998. **5. Who is the target audience for this PSA and do you think it will is effective, why or why not?** **3D OPTION** - Download to your desktop the [Microsoft Word version](http://www.egusd.net/franklinhs/mediacom/video1/first_term/PSA_History.doc) of the Museum of Broadcast Communications [Public Service Announcements](http://www.museum.tv/eotv/publicservic.htm). article.  **Each paragraph of the article contains an answer.**  You do not need to write out the question, just write a complete sentence answer. You must write the answers in your own words, but you can and should cite from the article.  **6. What is a PSA?****7. When did PSAs come into being?****8. What is the Ad Council?****9.  What was the ultimate demonstration of the effectiveness of PSAs?****10. When was cigarette advertising made illegal?****11. What was the criticism aimed at campaign such as “Only You Can Stop Pollution”?****12.  What was the effect of deregulation during the 1980s?****13. What is McGuire’s paradigm of behavioral change?**   |