

rock by rock 

Take Action Project

PSA Video

Name:



TP.1 Strong PSAs

Directions: All PSAs have a topic, an action and an emotion. PSAs can show their topics, emotions and actions in different ways. Watch the PSAs in your module. On your own or with a partner, write down the topic, emotion and action in each PSA. Then decide, which PSA you think was most effective? Why?

Topic

Action

Emotion

1

2

3

Which PSA do you think was most effective? Why?

TP.3 PSA Brainstorm

Directions: Brainstorm some topics for your PSA. You've read about many ways we impact rainforests. You have SO many CHOICES for your PSA. Before you pick one, make a list of the topics you might want to make a PSA about.

	PSA Topic Ideas	

TP.4 Outline Time

Directions: Now it's time to outline your PSA. We make outlines before we write our scripts. TV writers write outlines so they know what they will write about before they start. Yup. It's true. Professional writers use outlines like this one. It's time to outline your PSA

1. Write the topic you choose for your PSA.

2. Write the action you want people to take after watching your PSA.

3. Choose your emotion.

An effective Public Service Announcement provokes or makes you feel an emotional reaction. For example, it can include sad pictures of animals to remind you that all life is important or to donate to a dog rescue, or make you angry about crime and injustice.

You should feel some kind of emotion after you have watched your PSA.



End of Preview

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