Public Service Announcement (PSA) Analysis

PSA #1 Title: ________________________________

What is the PURPOSE of this PSA? (What are they trying to convince you of? Make you do? Make you aware of?)

Who is the AUDIENCE for this PSA?

HOW do they communicate the message? What strategies do they use?

PSA #2 Title: ________________________________

What is the PURPOSE of this PSA? (What are they trying to convince you of? Make you do? Make you aware of?)

Who is the AUDIENCE for this PSA?

HOW do they communicate the message? What strategies do they use?
### Shot # 1

**Shot description:**

**Audio:**

**Effects/Graphics:**

**Dialog & Narration:**

### Shot # 2

**Shot description:**

**Audio:**

**Effects/Graphics:**

**Dialog & Narration:**

### Shot # 3

**Shot description:**

**Audio:**

**Effects/Graphics:**

**Dialog & Narration:**