



## LESSON PLAN

### STRUCTURE:

Overview

Outcomes

Preparation

Procedure



**LESSON NAME:** Public service advertising

**DURATION:** 2 x 60 min

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### OVERVIEW

Apart from being a way to showcase products and services, thus offering consumers a wide choice in terms of what they are offered and what they can choose to buy, advertising can also be an effective means to raise awareness and change public attitudes on different issues/problems. Therefore, it's important to make students aware that advertising can be a powerful tool to inform and educate people. To achieve this goal, in this lesson, students recall what they've already learnt about advertising in previous lessons, analyse both commercial ads and public service announcements, infer the differences/similarities between those two types of advertising and create their own public service announcement. Students are completely free to choose the issue/problem they want to deal with.

### LEARNING OUTCOMES

Students will be able to:

- Describe ads and identify advertising strategies
- Identify the similarities and differences between commercial and public service advertising
- Recognise the role of advertising as tool that can serve public

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interest

- Design a public service announcement

### PREPARATION AND MATERIALS

- Ask your students to bring their camera/mobile phone and photos that illustrate issues/problems of public interest. They might also bring their laptops/tablets in case they'd like to use software that might not be installed in school computers.
- Make sure that the classroom has a wall-projector, Internet connection and several computers.

### PROCEDURE

1. Begin by asking students to come up with a definition for advertising in which they have to use the following verbs/phrases: persuade, encourage, manipulate and take action. Write the best one on the board. Then ask if they agree that the purpose of an ad (of advertising) is always to sell a product and why.
2. Show students 6 different print ads, 3 should be commercial ads and 3 public service announcements. Ask them to work in pairs and analyse those ads by filling in a table containing six different headings: type of advertising, aim, target audience, strategies used, special language features and where one can find them. Correction follows. Finally, ask students to infer the

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PSA



similarities and differences between commercial and public service advertising.

3. Create groups of four and assign them with the task of designing a public service announcement following the guidelines in attachment 1 (pages 4 and 5). Let them decide by themselves the issue they want to focus on and the software they want to use (Publisher, PowerPoint, Pixlr, GIMP, Adobe InDesign, Photoshop, etc.) Remind them that if they happen to choose online pictures, they must be copyrights free.
4. Ask students to show their final product and explain the concept. The class chooses the best PSA based on their perceptions of the intended message, the audience appeals employed, its concept and overall effectiveness.



## CREATING A PSA GROUP WORK

Although public service announcements are not meant to sell a product, but to raise awareness and/or promote attitude or behaviour change, effective print public service announcements and effective print commercial ads share the same characteristics. They focus on a simple clear single message, connect with their audience, are memorable and easily recalled, provide pertinent information succinctly and prompt people to take action. By creating a PSA, you can apply your media literacy skills, express your opinions towards public issues and advocate for social change in a fun and engaging way.

**Here are a few tips that can help you make an effective PSA:**

### **1. Choose your topic and the aim of your PSA**

Are you going to raise awareness, show the importance of a problem or issue, convey information or promote behavioural change? Your PSA must have a specific purpose and a clear ask. Brainstorm ideas as a group.

### **2. Do some research**

If you want to be convincing and accurate, you have to know what you're talking about and the most current and up-to-date facts on your topic.

### **3. Choose your target audience**

What audience are you trying to reach and influence: teens, parents, teachers or other specific group? Consider their needs, preferences and the most effective ways to reach them while developing the tone and look of your PSA. It would be better for you not to choose multiple targets.



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#### **4. Grab your audience:**

- Be short and concise;
- Use common vernacular language;
- Use eye-catching imagery and/or a provocative image;
- Be creative;
- Don't forget that emotional response, humour and surprise can be effective strategies;
- Be careful of using scare tactics;
- Leave the audience with a message that can be summarized in a single declarative sentence.

#### **5. Follow copyright laws**

The ideal would be for you to use your own pictures or draw an image. In case you decide to use pictures from the Net, you have to be sure that they are copyrights free or that they can be used under a Creative Commons licence. If you don't own the pictures, you really need to have permission from the author to use them.

#### **6. Choose the software to make your PSA**

You can use a programme such as Adobe InDesign, Photoshop, GIMP, Pixlr, Publisher or PowerPoint.

#### **7. Revise your work**

Check if your PSA meets all the requirements needed to achieve its purpose.

**GOOD WORK!**