**The Public Service Announcement Assignment\***

**Due Date:** Monday, April 29th. **Worth:** 15% of Final Grade

**PURPOSE:** In line with ENGL 1102 objectives to practice composing and making arguments in various forms of media, your group will plan, film, and edit a Public Service Announcement about the state of your profession which persuades the audience to believe or do something. You will adapt the research and argument made in your researched argument essay for this purpose.

**Skills:** In crafting this video you will practice persuading through:

* Applying your knowledge of the Rhetorical Situation (purpose, audience, authorial stance/voice, *Kairos)* to your PSA,
* Composing an infomercial which articulates a claim, is thoughtfully structured & organized, and makes use of the Aristotelian Appeals of ethos, logos, and pathos.

This assignment will also require you to:

* Practice working effectively with others, and
* Introduce yourselves to new technology to complete an assignment.

**Knowledge:** This project will require you to learn about film techniques, including:

* Storyboarding,
* Script-writing, and
* Video-editing software.

**TASK:** Remember those “say no to drugs” commercials that involved a frying pan, an egg, and a woman who was breaking everything in her apartment? How about the #truth commercials promoting the negative effects of smoking that seem to pop up every few months? A Public Service Announcement (PSA) is a message promoted to the public with the intent of *raising awareness* for or against a social issue.

For your final assignment this semester, you will be adapting the work you’ve completed for your research essay into a video PSA. Obviously, this isn’t a film class, so don’t think you have whip up a Stanley Kubrick masterpiece worthy of submission to the Sundance Film Festival. Instead, these videos should:

* Be 1-2 minutes in length;
* Include every member of the group, either on video or voice over;
* have a clear, planned structure that involves some video editing;
* demonstrate understanding of problems & solutions from your research;
* utilize basic rhetorical appeals to *persuade* an intended audience that the problems you’ve discovered in your field are worthy of public attention; and
* be submitted with a written reflection that details your design choices, rhetorical decisions, and composition process, detailed below.

Things to keep in mind:

1. Don’t stress too much over quality; make sure that there is a clearly visible sequence of events in your video that use rhetorical appeals to persuade an intended audience.
2. Let loose, explore, and be creative. This is a unique opportunity to get a grade on something that is relatively fun to make.
3. **Your PSA will be shared with the class during our last meeting.**

**STEPS:**

1. Using brainstorming, drafting, and video analysis of PSA’s discussed in class, create a brief **written proposal** **(250 words)** explaining how you imagine your PSA would look like in its finished format. This will include:
2. an action plan (explaining how you will go about shooting/editing this thing),
3. what specific element from your research you will be highlighting, and
4. what your intended audience would be.

We will discuss these steps in class on Wednesday, April 17th, and this proposal will be due on D2L on Sunday, 4/21 at 11:59pm.

1. Create a **storyboard** for your video. Essentially, storyboarding is drawing a visual timeline of your video using stick figures. It is a practical way to conceptualize the entire video before you start walking around with a video camera. You will complete a storyboard demonstrating what kind of style, shots, scenes, transitions, or narration you would like to complete. Your storyboard should contain:
2. 6-15 images (representing “shots”) with descriptions of each image. These should be hand drawn, preferably with stick figures.
3. Each image should contain a brief context statement describing what that shot is and how it influences your larger PSA.
4. Each image should have a rough estimate of how long that particular shot will be (in seconds).

We will discuss these steps in class on Monday, April 22nd, and your group’s storyboard will be on due on D2L on Friday, 4/26 at 11:59pm.

1. Shoot and edit this thing. You will
2. pull free videos from the Internet, gather your own footage with your group, and record voice over narrations.
3. Then use iMovie or Windows Movie Maker to edit and arrange your video.
4. To submit your PSA, upload your video to YouTube as an unlisted video. This will give Dr. Livingston easy access to the video without you having to make it public.

We will go over the basics of iMovie and Window Movie Maker in class on Wednesday, 4/24. Here’s some things to keep in mind:

1. Write your 2-page written reflection. This is a way to justify your design choices, rhetorical decisions, and composition process. Your group’s written reflection should be a team endeavor, include all of your member’s names, and be formatted in MLA style. Compose your reflection in a narrative that answers the following questions:
   1. Who was your intended audience?
   2. What were you trying to convince them of?
   3. What specific choices and/or rhetorical appeals did you make to persuade them?
   4. If you had unlimited resources (just pretend Jeff Bezos was funding this thing and there wasn’t a timed deadline), what would you have done differently or changed to make it more persuasive?

**CRITERIA FOR SUCCESS:**

**All videos will:**

* Include a clear message/intent,
* Make choices that respond to the Rhetorical Situation at hand,
* Utilize ethos, logos, pathos to persuade the audience,

**All reflections will be:**

* formatted in MLA Style.
* 2 pages in length.
* submitted via hard copy in class AND electronically through the appropriate folder on D2L.

**Exemplary projects will:**

* Clearly detail the problem at hand, and include a clear message which grapples with the subject in some depth.
* Be crafted with an obvious consideration for the assigned rhetorical situation. In other words, the author will make choices about content, organization, style, and tone in response to his or her audience, purpose, and Kairos.
* Include obvious organization, structure, and editing designed to contribute to the video’s persuasiveness.
* Carefully and accurately attend to the requirements of MLA Style in terms of paper formatting.

**\*** This assignment was designed by KSU Master of Arts in Public Writing student Kelley Bostian. He is a graduate of University of Tennessee at Chattanooga, and currently working as a TA and Student Teacher in ENGL 1102 – Section 58 – CRN: 14619 in preparation for teaching First-Year Composition in the fall of this year.

The assignment was minimally tweaked in content, and rewritten in TILT form, by Molly Livingston.