PSA's (Public Service Announcements)

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What is a PSA?

Public service announcements better known as PSA's are best known as ads and commercials. PSA' are usually made to spread awareness, most of these PSA are written by organizations on a topic at hand. Most recently anti vaping PSA have become ads well known as they are everywhere on YouTube, tv, and posters on buses. These are mostly seen on television, YouTube, and anything with ads. This allows the PSA to reach a larger target audience to get the message the PSA is trying to teach across.
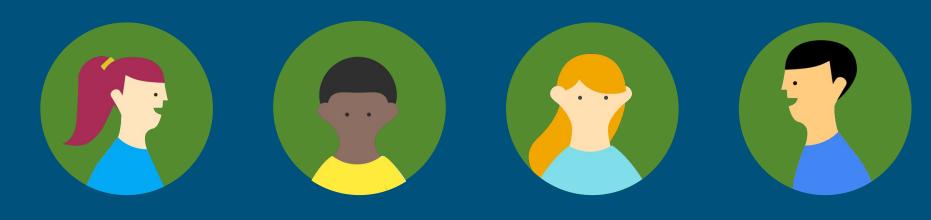
What is the tone of a PSA?

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PSA's can take a dark and gritty tone or they can be cheerful and uplifting it all depends on how the director/creative lead of the PSA wants to get the message across. Some PSA's however take a shocking turn making them a certain way that disturbs and shocks the viewer

How do PSA's do this?

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PSA's are able to do this by including imagery that allows more to be shown then said. PSA's are diverse with how much is said. Some PSA's have a lot of dialogue either from a third person or first person pov, while others have no dialogue and use all imagery. Most PSA's take a third person perspective as a voice narratives over saying the message the psa was trying to convey.

Audience

Since most PSA's air as ads or commercials it becomes very confusing as to who certain PSA's are directed too. However this does not mean every PSA is directed to everyone or no one. Most PSA's still have a target audience such as anti smoking PSA's which are directed to older people as they are people who still smoke so a lot more commercials play on older tv networks while few or no one play on kid channels. Every PSA with a message is trying to reach someone.

Few examples

https://youtu.be/XwdUXS94yNk

My opinion

I think PSA's are very effective especially the ones that are dark and leave the viewer shocked as those stick in their heads for a long time. I personally love looking at PSA's as they can be directed to a lot of people with different imagery used