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Reflection of U3

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Public service announcements better known as PSA's are best known as ads and commercials. PSA's 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 well known ads as they are 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.

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. PSA's can do this by including imagery that allows more to be shown than said. PSA's are diverse with how much is said. Some PSAs 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. Since most PSA's air as ads or commercials it becomes very confusing as to who certain PSAs are directed too. However, this does not mean every PSA is directed at everyone or no one. Most PSA's still have a target audience such as anti-smoking PSA's which are directed at 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. However, a bad trait of the PSAs is that most PSAs are commercials and ads, so they are short. This is unfortunate as it can lead to the PSA not giving enough information and becoming confused, losing its message.

I chose the PSA genre to better reach my target audience which is kids and young adults. They are my target audience since the issue of gun death effects them with school shootings and suicides taking place more often unfortunately a message needs to kids and young adults as well as teens. They have a voice as they are the future and as a young adult myself, I believe we have the power to make enough change so that our future generations will not be affected by the weapons they can so easily get to. The way my PSA is written is I want to have it so that it remains unbiased with anti-gun and pro-gun supporters able to understand my stance seeing how it is better for our kids and for the world we live in. With this Older and other audiences would get the PSA ads too, but mainly kids and young adults would get it the most. This is the main reason I chose the PSA genre as the message I am trying to convey I want to reach everyone along with kids and young adults. I believe my audience knows how big of an issue school/mass shootings are; however, I do not believe that my audience understands how big of an issue gun related suicides are and with this PSA it will allow more of these kids to understand how big of

an issue this topic is. Even with all these PSAs talking about guns and how bad they are I do not see them as effective because they do not give statistics to show how bad the issue of gun deaths is.