**Create Your Own PSA**

# Directions:

* In a group of 1-4 people, create a **1-5 minute** Public Service Announcement (PSA) for an issue you believe needs to be addressed within society today.
* Your group may present your PSA as a **presentation/skit** to the class or as a **filmed** and edited **video**.
* **Every member** of your group **must participate** in the presentation or in the filming of your PSA.
* You will **write** a script of your PSA that identifies an example of each form of Rhetoric: **Ethos, Logos, Pathos** and the required **Rhetorical Devices**. Your completed script must be turned in on the day of your presentation.

# Your PSA must include:

* At least two **(2) Visual Aids**:
  + One must be an example or picture representing the problem/issue you are speaking out against occurring in contemporary society.
  + The other must be costumes or a PowerPoint or a poster or a filming location
* At least one clear example of all three **(3) Forms of Rhetoric: Ethos, Logos, and Pathos**
* At least two **(2) Rhetorical Devices**:
  + Allusion (make reference to a well-known outside story, movie, event or person)
  + Alliteration (Rachel Rogers rocks Roseville!)
  + Rhetorical Questions (Are we going to take this anymore?)
  + Repetition (I have a dream…I have a dream…I have a dream…)
  + Metaphor (a beacon of hope, mountains of joy, love blooming in the Spring)
* A **Call-to-Action** requiring your audience to change something or adapt a new way of thinking to help prevent further exasperation of your issue/problem.

# Important Dates:

* Your group will receive a limited amount of class time. You must use this time wisely. Everything else you must arrange outside of class. You must realize that you will be responsible to complete a majority of this assignment outside of class.
  + Brainstorming: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Class Work Time: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Chromebooks: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Typed Script Due: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Presentation Due: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_