Name: Date:

**Instructions:** After viewing the selection of PSAs, think about their work in terms of your ideas, beliefs, and feelings. Choose either the PSA you ranked as #1 or the PSA you ranked as #8 and answer the following questions:

1. What message is the public service announcement (PSA) trying to portray? Is the message persuasive? **Explain using a detail from the PSA.**

**The PSA we watched that I believe was the most persuasive was the ad on cyberbullying. The message that the PSA is trying to portray is that we should not post hurtful words about another person online. Hurtful words are easier said online and anonymously than they would be in real life. The ad shows this by showing a girl making an announcement during a school assembly in which she says horrible things about her classmate Patty. The classmates around her are visibly uncomfortable and Patty looks mortified. The PSA made me feel bad for Patty too. The PSA ends with the text, “If you wouldn’t say it in person, why say it online? Delete cyberbullying. Don’t write it. Don’t forward it.”**

**The PSA was well done and has stuck in my mind.**

1. How did the producers use Logos, Ethos and/or Pathos to persuade the audience?
2. If you chose this topic for your own PSA, list two changes you would make in the movie.
3. How do the visual representations add meaning to the message? Give examples.