

MIL LESSON PLAN

LESSON PLAN:		MIL – module and unit	Modul 5, Unit 2
Subject / Theme:	Languages, Art, Social studies, Economics		
Topic:	Advertising		
Lesson Title:	Public Service Announcement		
Level:	Secondary, Tertiary	Lesson Duration:	

Learning Objectives:

Analyze a number of PSAs as a means of communicating information on a variety of issues

Develop a plan for an original PSA for a chosen issue, including statement of purpose, message, target audience, and technical and creative strategies

Produce a PSA

Evaluate the effectiveness of the communication strategies and the PSA in conveying information and the intended message, and in reaching the target audience

Pedagogical Approaches and Activities:

Watch the film from “Girl Effect”. It challenges us to change the world. It is very effective in conveying its message. It brings hope even if you do not agree with the initial premise. Is it a documentary, a commercial, a propaganda film, or something else? How is it made? Who made it? Who paid for the making of it? Where can you find it?

Examine a number of PSAs – print and video – and discuss the key features of each. Identify key information and the main message being conveyed and analyze how they are presented. Consider both technical and creative strategies

Analyze the use of emotional appeal in various PSAs. Identify any claims being made by these PSAs and whether or not they are supported by facts. Analyze how the technical elements of the PSA reinforce its meaning or message. Explain the effects created through the use of various camera shots and angles. Explain how sound can be used to convey meaning

Teachers could ‘deconstruct’ a PSA from the samples in more detail, by creating a storyboard for it based on their viewing. They will need to view the PSA more than once, and the facilitator will have to pause the PSA on each frame so the teachers can document on their storyboard what they are seeing and hearing. Sample storyboards can be accessed at: www.storyboardsinc.com

Develop an original plan for a PSA for an important social or cultural issue. Brainstorm a list of possible issues to use as the basis for the PSA. Discuss the purpose and audience. This discussion will, in turn, help shape the message being conveyed. Consider the key information and main message that you need to convey

Now consider *who* you want to reach and *how*. The information and message should be directed at a specific target audience

On paper, describe the concept and develop a list of strategies that can be used to create the PSA. These can include *creative strategies* (the content ideas for the PSA) and *technical strategies* (the production component)

Complete an outline for the PSA, including a statement describing the concept, technical and creative strategies, and the audience

Media and Information Resources:

https://www.youtube.com/watch?v=WlvmE4_KMNw&feature=player_embedded
<http://www.mil-project.org/index.php?page=videos>

References:

<http://www.girleffect.org>
http://en.wikipedia.org/wiki/The_Girl_Effect

Further topics and resources:

<http://www.guardian.co.uk/global-development/poverty-matters/2012/feb/10/will-girl-effect-combat-poverty>
<http://nikeinc.com/pages/the-girl-effect>
<http://www.globalgiving.org/girleffect/>
http://www.ted.com/initiatives/aws/girl_effect_the_clock_is_tick.html
<http://www.brac.net/content/brac-and-girl-effect#.UbnAHpX5gR5>