

Name \_\_\_\_\_ Date \_\_\_\_\_ Hour \_\_\_\_\_

## PSA Analysis

### The Message...

What is the main message? What does the PSA want people to do or not do, in one or two sentences?

PSA1

PSA2

PSA3

PSA4

PSA5

PSA6

PSA7

PSA8

### The Tone...

What tone is used to fit best with this message? Be sure you can explain why you selected this tone.

PSA1

PSA2

PSA3

PSA4

PSA5

PSA6

PSA7

PSA8

## **The PSA Elements...**

1. Colors

2. Emotions

3. Visual effects

4. Characters

5. Movements

6. Words

7. Sounds

8. Rhetorical devices