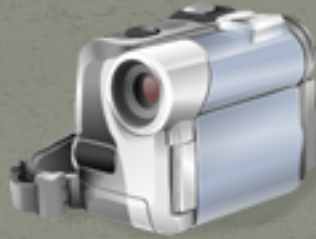


Public Service Announcement



Technical Learning Activity
Larry Lambert

Goal

The goal of this activity is for the student to be able to describe the components of a communication system and explain how they were applied in the creation and distribution of a Public Service Announcement.

Learning Objectives

- The student will be able to outline, in writing, the application of the Engineering Design Process to solving a problem involving a communication system.
- The student will be able to list and give examples of the components of a communication system.
- The student will be able to define and use content-specific vocabulary, terminology, and jargon unique to communication systems.

Frameworks Connections

Massachusetts Curriculum Frameworks for Science and Technology/Engineering, October, 2006

Engineering Design Strand

- 2.1 Identify and explain the steps of the engineering design process, i.e., identify the need or problem, research the problem, develop possible solutions, select the best possible solution(s), construct a prototype, test and evaluate, communicate the solution(s), and redesign.

Frameworks Connections

Massachusetts Curriculum Frameworks for Science and Technology/Engineering, October, 2006

Communication Strands

- 3.1 Identify and explain the components of a communication system, i.e., source, encoder, transmitter, receiver, decoder, storage, retrieval, and destination.

- 3.3 Identify and compare communication technologies and systems, i.e., audio, visual, printed, and mass communication.

Cross-Curriculum Connections

Massachusetts English Language Arts Curriculum Framework
(March, 2001)

Writing Standards:

Presentation of Knowledge and Ideas

5. Integrate multimedia and visual displays into presentations to clarify information, strengthen claims and evidence, and add interest.

Production and Distribution of Writing

6. Use technology, including the Internet, to produce and publish writing and present the relationships between information and ideas efficiently as well as to interact and collaborate with others.

Cross-Curriculum Connections

Massachusetts English Language Arts Curriculum Framework
(March, 2001)

Speaking and Listening Standards:

Comprehension and Collaboration

1. Engage effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on *grade 8 topics, texts, and issues*, building on others' ideas and expressing their own clearly.

Activity Procedure Outline

- Select a topic for the Public Service Announcement. (PSA)
- Select a format for the PSA.
- Develop a storyboard/mock-up or similar prototype for the PSA.
- Record and Edit or otherwise develop PSA.
- Finalize and Deliver PSA.
- Write a report describing issues encountered in the development of the PSA.

Topic

In 2008, our school district adopted an initiative referred to as Building Respectful Communities. Under this initiative, a core set of values: Respect, Achievement, Inclusion, Service, and Empathy (represented by the acronym, RAISE) was identified. These values are now a part of the district plan and have been integrated into the curriculum at all district schools. The expectation is that students will adopt these values as their own which will enhance their development as good citizens, good friends and respectful peers.

PSA Format Options

- Video
- Audio
- Print
- Web

Materials

Microsoft Windows-based PC complete with microphone and speakers, loaded with the following (or equivalent) software:

- Microsoft MovieMaker (Video PSA)
- Audacity (Audio PSA)
- Microsoft Publisher (pamphlet PSA)
- HTML Development Environment or Notepad (website PSA)

Video Camera and the means to transfer video footage to the computer.

Sample

Anti-Drug PSA



Sample

Seat Belt PSA



Communication System

- **Source** – Actors in the Public Service Announcement
- **Encoder** – Video Camera
- **Storage** – Encoded video being written to the tape or memory device in camera
- **Retrieval** – Video being recovered from the tape or memory device for editing on the computer for editing.
- **Transmitter** – The centralized DVD player acts as a transmitter, sending the Public Service Announcement out over the school's cable television wiring.
- **Receiver** – The televisions in the classrooms contain circuitry that accepts the signals from the school's cable television wiring.
- **Decoder** – The televisions in the classrooms contain additional circuitry that converts the electrical signals that have been received into images and sound.
- **Destination** – Students viewing Public Service Announcement during homeroom

Assessment

- Communications Quiz
- Evaluation of Public Service Announcement Project
- Evaluation of PSA Engineering Design Process Outline

Sample PSA Video Credits

Anti-Drug Video

http://www.youtube.com/watch?v=rK_BMuP8evk

Seat Belt Video

<http://www.youtube.com/watch?v=bZ2EKswyTao>