

ANTH 325: Culture, Health and Healing
Public Service Announcement (PSA) Project
Fall 2013

Objective

Create a 60 second long Public Service Announcement (PSA) on a contemporary health/wellness issue. Your campaign should target a specified audience, raise awareness, and stimulate action in your target audience related to the health/wellness issue.

Overview

The project is worth 40 points and consists of the following tasks

- Task 1. Topic/Target Audience Description (Week 2) (5 points)
- Task 2. Background Research and Annotated Bibliography (Week 4) (10 points)
- Task 3. Script/Storyboard (Week 8) (5 points)
- Task 4. Final PSA (Week 9) (15 points)
- Task 5. Watch and Discuss PSAs (5 points)

Deliverables/Timeline

Task 1: Submit Topic/Target Audience Description

Your Topic/Target Audience Description should be 2-3 sentences long. We will have a brainstorm in class during Week 2 to help you complete this task.

Due: Beginning of class, Friday, October 11 (Week 2)

Task 2: Background Research and Annotated Bibliography

To lay the foundation for your PSA, you'll conduct background research according to the framework listed below. Meredith Farkas, our PSU anthropology research librarian, will also come to class during Week 3 to help guide your research strategies. Feel free to take advantage of Meredith's expertise – she is a great resource!

Part 1: Complete Searching for Academic Articles Exercise (link on D2L, 3 points)

Here is the link of the exercise:

https://portlandstate.qualtrics.com//SE/?SID=SV_25Jzedzbq88Kkbr

This is a required activity – if you do not complete it you will lose these points.

Due: To be completed by 12 noon, Wednesday, October 16 (Week 3)

Part 2: Annotated bibliography document (7 points)

Due: Beginning of class, Friday, October 25 (Week 4)

Format: For each of the sources specified below, write a few sentences summarizing what you learned.

Required sources for the annotated bibliography:

- a. Three articles from academic journals, one each addressing the (1) sociocultural, (2) ecological/environmental, and (3) political economic contexts of your health/wellness issue. Possible sources of academic articles include Medical Anthropology, Medical Anthropology Quarterly, Anthropology and Health Journal, Anthropology and Medicine; Social Science and Medicine; Studies in Medical Anthropology; Culture, Medicine, and Psychiatry; Global Change and Human Health; and the Journal of Ethnobiology and Ethnomedicine.
- b. Two articles and/or videos from professional journalistic sources that discuss your health/wellness issue.
- c. Two websites from non-profit or governmental organizations working on your health/wellness issue.
- d. An example of a PSA or health education campaign on your topic, or a similar topic if you can't find any PSAs

Task 3: Submit script/storyboard

Provide a script or storyboard for your PSA.

Due: Beginning of class, Wednesday, November 20 (Week 8)

Task 4: Submit PSA

Your 60 second PSA should be a video/film that raises awareness on your topic and motivates your target audience to some kind of action. The PSA must include images and sound (e.g. narration, music).

The PSA can be created in whatever technology and format you would like, so long as it can be viewed on YouTube. I recommend a video making software – they are easy to use and produce a dynamic video. If you like, you may also use presentation creation software such as Powerpoint or Prezi, but these do not generally produce as good of a product given the assignment parameters. If you use a presentation software, you must (1) animate your presentation so that the images and sound play together as a seamless video, and (2) upload the presentation in video format on YouTube.

Be sure to check that your video plays correctly on YouTube!

Due: Uploaded to YouTube by 5 p.m., Wednesday, November 27 (Week 9)

Task 5: Watch and Discuss PSAs

We will watch the PSAs in class during Week 10. I will be taking role these days, and students will lose points if they do not attend class these days (excepting, of course, excused absences due to illness).