**Lecture Seven: Public Service Advertising**

**Lecture objective**

**The objective of the lecture is to :**

Provide students with an understanding of public service advertisement (PSAs)

Facilitate the students to prepare PSAs on different socio-economic issues

**Outcome of the session**

After the session, the students will be able to develop ideas and gain skills on how to produce an effective PSA

**Discussion**

A public service announcement (**PSA**) is a brief message aired on radio or television or in the newspapers or online news portals that provides information to the public. Public service advertisement is a type of social marketing that is circulated in the market without any cost and is for the public welfare. ... Also these are broadcast by the mass or news media to let the general public know and inform about socio-economic, political and cultural matters.

Public service is a service intended to serve all members of a community. It is usually provided by government to people living within its jurisdiction, either directly (through the public sector) or by financing provision of services. ... Examples of public services are the fire brigade, police, air force, and paramedics.

Ad agencies, working with non-profit organizations, create public service advertisements, also known as public service announcements or PSAs, designed to persuade consumers to engage in behaviors that actively promote healthy behaviors or good citizenship.

**The Difference between the Two**

A commercial is an advertisement that airs for a specific amount of time and is paid for by a company. It is that company's intention to invest in the ad to entice people to buy. Public Service Announcements or PSA's on the other hand, are run on TV for free.

**Common examples of public services**

* Education. Public education at the preschool, K-12 and university level.
* Emergency Services. Emergency services such as police, firefighters and paramedics.
* Healthcare. ...
* Public Health. ...
* Public Safety. ...
* Environmental Protection. ...
* Justice. ...
* Competition & Consumer Protection.