Public Service Announcement for Homosexual Rights

The Fight for Equality

Visual Literacy in Business CGD 218

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 With this assignment, I felt that I had a good chance to spread a message. This was an incredibly daunting task, and I am sure that I did not give the cause near the justice it deserved; however, I learned many insane facts about the GLBT community.

 The life that someone is given to lead if they happen to be homosexual, bi-sexual, or transgender, is one that will test their every reserve. As a society we are not accepting of them at all, and this is something we should be ashamed of.

 Many years ago our forefathers came to this country, to start a new world where people were liberated from religious persecution, and could live freely. The world we live in today, although very advanced from those colonies, is in many ways, no more free or tolerant, then it was 200 years ago.

 While imprisoned in 1963, Martin Luther King Jr. had these words to say, “Injustice anywhere is a threat to justice everywhere.” (King, 1963). There is a lot of truth in this statement. Anyplace that tolerates injustice for any individual, would tolerate injustice to any individual. Someone decided that being homosexual equaled less individual right and freedoms, for a person.

 I will go through each slide in this PSA, describing the different aspects used to express the ideas behind the PSA. I hope that this PSA, and the accompanying explanation can be of use in teaching the viewer as many important facts as I have learned.

 Slide 1- This slide is the shows the title of the piece. It has a black ground with white lettering in a fancy script. I chose the background and color scheme to bring focus to the words. I chose the particular type used because I felt it was regal and would bring out the focus that this is a meaningful topic.

 Slide 2-4, these slides are the first part of the Declaration of Independence. These are famous and empowering words that everybody recognizes. I used the same text and background as the title page, for the same reasons as before.

 These words are also the basis for my argument that homosexual people are entitled to the same rights as heterosexual people. The Declaration of Independence has already ensured these rights for people, they are just being ignored.

 Slide 5, is the Gay Pride Flag. This is in the background to remind the watcher of the PSA, that the issue we are looking into is homosexual rights. Over the top of the flag I have statistics about the immigration laws surrounding homosexuals. These Statistics are alarming; I had no idea that there were issues with immigration if you are homosexual.

 Slide 6, is the middle section of a female, with a rainbow belt. This picture brings a sexual image to the mind immediately. And with the rainbow belt, we immediately think that this female is a lesbian. Over the top of this image we see script that gives statistics on the violence rate of the homosexual community. This reminds us that homosexuals are victims of hate crimes just like other minorities. I chose the color purple for this slide as it is often associated with homosexuality.

 Slide 7, the background of this picture is the upper body of a female wearing just a rainbow tie. This is there to bring attention to her sexuality, and the fact that she is classifying herself as a lesbian. Over the top of this image we see more statistics about the hate crimes upon the homosexual community. I chose to leave the text of the statistics in this slide white. I felt that they would stand out much better, and bring attention to the message.

 Slide 8, has a plain black background. This is done to specifically because this slide speaks on the suicide rate among the homosexual youth community. The black speaks on the despair a person has to be feeling in order to commit suicide.

 Slide 9, has the gay pride symbol for lesbians. This also incorporates the rainbow again which is an ongoing theme throughout the PSA, as it is the main definer of gay pride in America. Across this background we are given statistics on the number of attempted suicides for the males in the homosexual and bi-sexual community.

 Slide 10, shows people waving the gay pride flags. Across this background we see the percentage of teachers that can be classified as homophobic. This ties together the last few slides that dealt with teen suicide within the gay and bi-sexual teen community. It is important that the audience understand that discrimination can be seen in the very areas we expect for our rights to be being honored.

 Slide 11, shows a group of teens equal in number of female and male, standing against a white background. They are of different races and backgrounds. This was intentional to show the audience that homosexual people are from all races, and that they are just another minority. I chose a picture that had an equal amount of both sexes, to make the audience aware that homosexuality is just as common if female youth as it is in the male population.

 Across the background of youth we see statistics that deal with the amount of times youth hear slur words about homosexuals. This is also indicative of the last slide, and reinforces that idea that homophobia is rampant in the public school system.

 Slide 12, is a Post Secret. Post Secret is an amazing idea that allowed people to tell the world their secrets without fear that their identity would be discovered. I felt that throwing a few of these in throughout the PSA could have a great impact on the viewer. This was a very different medium, and I feel it is very effective in it’s message. It is a unexpected jolt, that tugs at the emotions of the viewer.

 In this post secret we see little girls gossiping, and we read about how one little girls spreads rumors about her gay class mates, just to gage others responses, and see how others would treat her, should she chose to reveal her sexual preference to others.

 Slide 13, is another Post Secret. In this particular one we read about how a woman wonders how her in-laws (conservative Christians) would feel if they knew she had given their grandchild up for adoption to a gay couple. This secret leaves you feeling much pain for the woman, which carries such a burden in a secret. It is another example of how homophobia effects even the very personal and most joyous decisions in a person’s life.

 With this particular post secret we are able to see both sides of the story. From the woman who has to worry about her in-laws reaction to a very personal decision. To the gay couples who are denied adoption by the state and also by people’s prejudices.

 Slide 14, is white to represent purity. I chose that because I feel like being gay is never a choice, and to call someone stained/sinful due to being gay is inherently wrong. Across this white background the simple words, “being gay is not a choice”. It is a simple statement that breaks down many walls, put up because of homophobia.

 Slide 15, follows right behind the last by stating that gay people are made to feel shame and guilt for being gay. The background is white here as well, because gay people are not “stained” because they are gay.

 Slide 16, is another Post Secret. In this one the man feels so much guilt over being gay that he wishes he had been molested so he would have a “reason” to be gay. This post secret like the ones before really captures the pain a person can feel because they are gay, and society makes them feel as if there is something wrong with them.

 Slide 17, goes right to the point of the PSA. It states that gays are not receiving the same rights as straight people are. The happiness that heterosexual people are enjoying every day is being missed by the homosexual population.

 Slide 18, is a banner that states that a gay person can fight and die for this country. That a gay person can even run for president, but that they cannot legally be married. The banner then states that you should support the legalization of gay marriage.

 Slide 19, says “What defines Love?” This is white lettering over a black background. This is done for the simplicity of the statement. It is a simple question. And the answer should be a simple one as well.

 Slide 20, is the definition of love for the last slide. It is a family. Two mothers and their child, proudly wearing the gay pride colors so that everyone can see that they are a proud lesbian household.

 Slide 21, says “What defines marriage?” Again this is the white text on the black background. I feel it is important that the simplicity of these questions be expressed.

 Slide 22, this slide shows another family. This one has two dads, and two daughters. The definition of marriage should be a committed couple. This particular case involves two men.

 Slide 23, says “What defines family?” The same type and background is used as before.

Again this is a simple question that is easy to clarify.

 Slide 24, is a picture of a man and his baby. I chose this picture to define family, because family is not often defined as a mother and her child when depicted as a single parent household. This makes adoption by single gay men harder. By showing a photo of a man and a child, we are representing this idea, without actually stating it.

 Slides 25-34 are all black backgrounds with words in white. This is once again done for the simplicity aspect. Sometimes less is more. These are powerful statements that don’t need anything added to get your point across.

 Slide 35, is a white background with rainbow colored silhouettes reaching to the sky. Across this we are asked to join the revolution and fight for gay rights. This also ties into slide 34, which speaks of our forefathers, and how not giving all people their freedoms is a slap in their face.

 During the entire PSA you can hear the song “We Shall be free”, by Garth Brooks in the background. This song was chosen because it tells the truth about freedom. Freedom can only be fully achieved when all people are equal.

 The purpose of this PSA was to educate the public and make them aware of the trials that homosexuals face. To eliminate the bigotry that most of us encounter every day, and make sure that we are not adding to it.

 I hope that at the very least those that see this will be touched by it, and learn a little

something about tolerance, and love.

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