

## STOCK FILE

*The information below includes the text and images I ask students to select from for this activity. In red text throughout, I offer some notes to instructors as to why I selected these particular options. The “Additional Possibilities” section at the end includes some additional images and quotes that I did not use in the past but that other instructors might find useful in their own iterations of this activity.*

### ***Sponsoring Organization Information to Select From:***

THE PARTNERSHIP AGAINST DOMESTIC ABUSE

[www.pada.org](http://www.pada.org)



*Call 1-000-000-0000*

*Because most PSAs are sponsored by organizations such as non-profits, I created a fake organization modeled after the already existing National Coalition Against Domestic Violence so students could make choices in terms of the placement, size, and font type they use for the organization’s name and contact information. This often leads to interesting discussions about whether or not the sponsoring organization should be a focal point of the PSA or if the message of the ad should instead be more dominant in terms of placement on the page and size.*

### ***Images to select from:***

**Image 1**



Photo by the [Advocacy Project](#) on FlickrR Creative Commons, CC BY-NC-SA 2.0

**Image 2**



by [Maryland Gov Pics](#) via Flickr Creative Commons, CC BY 2.0

**Image 3**



by [publik15](#) via Flickr Creative Commons, CC BY-NC-SA 2.0

**Image 4**



photo by [dualdflipflop](#) via Flickr Creative Commons, CC BY 2.0

**Image 5**



available via Wikimedia Commons (no need to cite)

**Image 6**



photo by [Evil Erin](#) on Flickr Creative Commons, CC BY 2.0

*I do ask students to cite images on their created PSAs because to use the free version of Piktochart, students' infographics are public. We talk about how citing images would not be common for the genre, but I ask them to do this due to copyright concerns.*

*I give students a few options here. For one, they have the option of considering if a celebrity endorsement (Image 5) seems appropriate for their rhetorical situation, or if a more striking image of an unknown woman being beaten might be more persuasive. The images picture women of different age ranges and ethnicities, and some feature women using more powerful body language (such as the women who appear to be presenting at a conference) versus being crouched and in a weak position, such as the young girl huddled in the corner. The age range, body language, and ethnicity choices were again to give students some options in considering what would appeal best to the audience delineated on their rhetorical situation card and pair with the statistics below. While I thought including images of men being beaten, for example, might clue students in too quickly as to my purpose in asking them to think critically about the relationship between text and image, I used images 1 and 6 for purposeful ambiguity. The gender of the individual in image 1 is not clear, and the actions of the woman in image 6 could position her as abused or abuser.*

**Content you may use:**

NO MORE

EMPOWERING THOSE WHO HAVE EXPERIENCED DOMESTIC VIOLENCE

Domestic violence consists of physical or emotional abuse by one individual in a relationship who is trying to control another.

Every 9 seconds in the US a woman is assaulted or beaten. (Domesticviolencestatistics.org)

More than 1 in 4 teenage girls in a relationship (26%) report enduring repeated verbal abuse. (<http://www.teensagainstabuse.org/>)

Every woman who thinks she is the only victim of violence has to know that there are many more. – Salma Hayek

For more information, visit our website at [www.pada.org](http://www.pada.org)

*The statistics and comments here were selected to focus on different aspects of abuse. One statistic is about verbal abuse whereas another is about physical. A few focus on women but the top quote, for instance, does not indicate gender.*

### ADDITIONAL OPTIONS

*As mentioned, it is difficult to find Creative Commons images with an attribution license or public domain license that are more inclusive—especially ones that are directly intended to represent domestic abuse. However, images such as the two below offer ideas for more inclusive image options.*

**Image 1**



Photo by Tinou Bao via [FlickrR Creative Commons](#), CC BY 2.0

**Image 2**



Photo by Isa Sorenson via [Flickr Creative Commons](#), CC BY-ND 2.0

*Instructors might also find statistics such as the following useful:*

A National Violence Against Women survey showed 21.5% of men and 35.4% of women living with a same-sex partner experienced intimate-partner physical violence in their lifetimes, compared with 7.1% and 20.4% for men and women, respectively, who only lived with the opposite sex. (<http://www.advocate.com/crime/2014/09/04/2-studies-prove-domestic-violence-lgbt-issue>)

About two in five victims of domestic violence are male.

(<http://www.theguardian.com/society/2010/sep/05/men-victims-domestic-violence>)