

PSA: TOPIC OF GENDER VIOLENCE

'I have chosen the topic of gender violence. I did some research on different pages and finally I focused on the Spanish national statistics institute. www.ine.es

Gender violence: affects women of all ages, social class, employment status, size of municipality of residence, education level, religious or ideological positioning option.

Social Reality: Unfortunately, domestic violence is a reality of our daily life.

Average: an average of 61.68 women killed by their partners each year.

Age of victims: Most of the victims were between 30 and 50 years.

Spanish territory where the victims live: We should be aware of the fact that the statistics let us know that both Catalonia and Andalusia are the territories in Spain with the highest range of violence, and others like Aragon and Cantabria have scarcely or inexistent a case of violence. From 1999 to 2014 nearly a thousand women died from domestic violence, an average of 61.68 women killed by their partners each year.

TARGET: Therefore, the information obtained can define our target audience: Spanish men, aged over 18 years, of any race, sex, religion ...

My PSA: Let's visualize the image of a young beautiful mother picking up her son, and suddenly, a hand hitting the mother and the child crying ... with a phrase: Could she be your mother? Remember where you come from and the importance of women in our lives!!!

The goal of my PSA is to impact the audience in order to cut down on the number of victims using the emotional element.

To sum up: it is important to remember the meaning of family and the importance of all mothers and all women. Without women there would be no world or life.'

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