

## Child Abuse

Child abuse is a very serious issue all around the world. There is hardly any country that does not suffer Child abuse and neglect. Recently, the Child Protective Service (CPS) said that one in seven children are abused daily. Many organizations both private and public are exploring various methods to create awareness against child abuse through public service announcements to put a stop to it. We see various public service images about child abuse, but ‘The Keep Calm and Posters’ “say no to child abuse” is specifically effective in communicating the impact of child abuse, the helplessness of an innocent child trapped in a room with an abuser to the family members, loved ones and viewers at large, who are imagining how it feels to be abused. “Say No to The Child Abuse” as shown below portrays a detailed use of visual texts, imagery, color, background, and composition to catch its viewer’s attention through the impact of the message, relevance, and clarity of message.

