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Role of Public Service Announcements and Effectiveness of Media in Communication of Three Social Programs

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Abstract:

The mass media play a vital role as the link between government and the larger public. Government authorities educate and entrust the media with essential social information, which is then relayed to the public in readily accessible formats through a variety of media channels. The Public service announcements in the form of oral, folk art, wall paint, bill board, print, sound, motion picture are an effective way to persuade target audiences to adopt new behaviors, or to remind them of critical information. Besides informing the public about services and educate about social awareness. The Public Service Announcements hold out a possibility of on-demand access to social content anytime, anywhere, on any communication devices. Therefore, the study documented the relationship between public service announcements through various communication media for social development.

Keywords: *Public Service Announcements, media, social communication, awareness campaign*

1. Introduction

Over the last half-century, thousands of mass media announcements have disseminating messages about social development. Public service announcements or advertisements is a powerful communication force, highly visible and one of the most important tool to inform or convey the messages of social awareness. Public service announcements focuses on issues like family planning, national integration, pollution, care for aged and disabled, cautious driving, campaigns against alcohol, drugs, smoking, animal right, human right, and others related to health, education, environment, economic and social development of the country. The basic function of mass communication media is to provide information, education, instruction and entertainment to the people. Media also motivate people directly or indirectly to discharge these functions as well as interactive user feedback, creative participation in a meaningful and purposeful manner in any country for national development. National development refers the ability of a country to improve the social welfare of the people by providing social facilities, good education, medical care, infrastructure, water, sanitation and eradication of poverty and fulfilling basic social and economic needs.

1.1. Public Service Announcements or Advertisements (PSAs)

Public service announcements advertisements (PSAs) as an effective medium of development communication it reaches large number of population. And it is an essential communication force to convey the messages of socio-economic welfare services through mass communication media channels. Public service advertising or Idea advertising is powerful communication tool often used to educate people about issues of health, education, agriculture, women and child development, drinking water and sanitation, environment, population explosion, road safety measures, equal status to women, and many other issues. One of the important Indian communication scholar's keval J Kumar opinioned "The newest term for public service advertising is development advertising. This type of advertisements focuses on social issues such as family planning, national integration, population, care for aged and disabled, cautious driving, campaigns against alcohol, drugs and smoking. The primary purpose of PSAs is educating people through hard hitting messages. These advertisements do not sell product and services but ideas and messages." Public service advertisements are produced and distributed on a non-cooperative basis by governmental agencies or non- government organizations.

1.2. Cases of Public Awareness Programs

a) Saakshara bharat or Adult education: Saakshar Bharat has been formulated in 2009 with the objective of achieving 80% literacy level by 2012 at national level, by focusing on adult women literacy seeking – to reduce the gap between male and female literacy to not more than 10 percentage points.

b) Swachcha bharat abhiyan: Swachcha bharat mission is a mass movement across the nation for cleanliness and it has launched in 2014 by Prime Minister Narendra Modi. The main objective is to eradicate the system of open defecation, to convert the insanitary toilets into pour flush toilets, to remove the system of manual scavenging, to make people aware of healthy sanitation practices by bringing behavioural changes in people, to link people with the programmes of sanitation and public health in order to generate public awareness, to build up the urban local bodies strong in order to design, execute and operate all systems related to cleanliness, to completely start the scientific

processing, disposals reuse and recycling the Municipal Solid Waste and to provide required environment for the private sectors to get participated in the Capital Expenditure for all the operations and maintenance costs related to the clean campaign.

c) Save and educate girl child ('Beti Bachao-Beti Padhao): The trend of decline in the Child Sex Ratio (CSR) is a cause for implementation of this scheme. The aim of this scheme is the prevention of gender biased sex selective elimination, ensuring survival & protection of the girl child and Ensuring education and participation of the girl child

2. Literature Review

2.1. Awareness Program and Public Service Advertisement through Mass Media

Ibager (2013) examines the political awareness and their capacity to make political choices through the mass media. And the study reveals that the media are equally unable to play their role in increasing the people's political awareness and their capacity to make a good choice.

Dejong (2002) describes the media campaigns to reduce college student drinking. Information campaigns on the dangers of high-risk drinking are common, but none has been rigorously evaluated. Quasi-experimental studies suggest that social norms marketing campaigns, which correct misperceptions of campus drinking norms, may be effective, but more rigorous research is needed.

Kiai (2000) explains that various organizations have established programmes and projects on media and HIV/AIDS prevention and management. And also states that media is aimed at preventing and managing the disease. Finally, the study highlights that the media fraternity is not immune to HIV/AIDS as people who are potentially vulnerable to infection and as relatives and friends of those who become infected. Thus they should be well advised like all sectors of society, to use existing tools to support efforts to prevent and manage the illness.

3. Objective of the Study

- To analyze the awareness level and media effect on three social programs
- To study the role of public service announcements in awareness level of social programs
- To suggest the effective media and method of communication to communicate social messages

4. Research Methodology

The study mainly concerned with an analysis of awareness, media and form of communication for that awareness about three popular social issues. The study reveals media utility, knowledge about PSAs and it also tried to evaluate whether these announcements actually able to change the behavior of intended audience and whether there is any impact on these social issue. The main data sources for the study were primary data collected through the survey method with the tool of questionnaire. The sample size chosen was 100 by the rural populaces. The study also carried out by the secondary data from books, journals and internet.

5. Result and Discussion

5.1. Awareness Level about Programs

Programs	Awareness in Frequency			Awareness in %Percentage		
	Aware	Unaware	Total	Aware	Unaware	Total
Sakshara Bharat Abhiyan	67	33	100	67	33	100
Swachcha Bharat Abhiyan	94	06	100	94	06	100
Save And Educate Girl Child	96	04	100	96	04	100

Table 1: Awareness Level about Programs

Source: field survey

The above table reveals that the details of awareness level of social messages. Respondents of 67% are aware the program sakshara bharat. Majority of the respondents about 94 percent are aware the scheme swachcha Bharat abhiyan. Ninety-six percent of the respondent's aware save and educate girl child

5.2. Sources of Communication and Contribution of PSA

Communication channels/ media	Sakshara Bharat		Swachcha bharat		Save and educate girl child	
	F	%	F	%	F	%
oral	54	54%	17	17%	38	38%
folk	2	2%	-	-	9	9%
News paper	5	5%	7	7%	10	10%
Radio	1	1%	9	9%	2	2%
TV	1	1%	81	81%	34	34%
Outdoor publicity	9	9%	12	12%	7	7%
Institutional activities	1	1%	4	4%	20	20%
Contribution of PSA	11	11%	67	67%	12	12%

Table 2: Sources of Communication and Contribution of PSA

Source: field survey

The above table shows that the details of communication source for awareness of social development issues. Respondents of 54% are aware the scheme sakshara bharat from inter-personnel communication and 9% of respondents are also from outdoor publicity, remaining media have very limited contribution like newspaper 5%, folk media 2%, radio and institutional activities 1% each. And advertising contribution among these 11percent. Majority of the respondents about 81 percent are aware the scheme swachcha bharat through TV and 17% from oral communication, 12% from outdoor publicity,9% from radio, 7% from newspaper, and only 4% by institutions like education etc. advertising contribution among these about 67 percent. Majority of the respondents about 34 percent are aware the scheme saves and educate girl child through TV and 38% from oral communication, 7% from outdoor publicity, 2% from radio, 10% from newspaper, and 20% by institutions like education and folk media contribution is 9% and contribution of advertising among these is about 12 percent.

5.3. Expected Media by the Respondents to know the Information of Social Messages

Media	Frequency	%
Oral	15	15%
Folk	3	3%
News paper	2	2%
Radio	1	1%
TV	25	25%
Outdoor publicity	-	-
Institutional Activities	14	14%
AV-Van	62	62%

Table 3: Expected Media by the Respondents to know the Information of Social Messages
Source: field survey

The above table reveals that the details of expected communication source to know the social development issues. Respondents of 62% are aware expected the one of the effective communication channel AV-Van. Respondents about (25%) said TV, respondents of 15% said inter-personnel communication and 14 percent said institutional activities like NGO, education, self-help groups. remaining media have very limited contribution like newspaper 2%, folk media 3%, radio only one percent, no one said outdoor publicity to know the social messages.

6. Conclusion

Communication of social issues through public service announcements has been seen as an essential input and practice for achieving socio-economic stability of the society. The Public Service Announcements hold out a possibility of on-demand access to social content anytime, anywhere, on any communication devices. This study shows that majority of respondents are aware of all the schemes viz., save and educate girl child through oral and Television, sakshara bharat scheme through oral and swachcha Bharat abhiyan through Television. Most of the respondent prefers Television and AV-Van is more effective to communicate government schemes through mass media.

7. References

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