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## Effectiveness of Public Service Advertisements in Communicating Development Messages: An Evaluation in Rural Area

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### **Abstract:**

*Government has given high priority for socio-economic development. The demand for information about development messages has grown. Development authorities educate and entrust the media with essential information, which is then relayed to the public in readily accessible formats through a variety of media channels. The mass media development agencies expand their audience reach, which is crucial considering the fact that face-to-face channels of communication often require too many human resources and reach only a small number of people in large, underserved rural areas. The mass media advertisements in the form of the print, sound, motion picture are an effective way to persuade target audiences to adopt new behaviors, or to remind them of critical information. And can also keep the public updated about development schemes and services. The Development advertisements hold out a possibility of on-demand access to content anytime, anywhere, on any communication devices. Therefore, the study documented the relationship between public service advertisements through various media and communication of development messages to the rural people.*

**Keywords:** Public Service Advertisements, Communication, Development messages, rural development

### **1. Introduction**

Development is the process of improving the quality of life of all in income, consumption, level of food, medical services, education, establishment of social, political, economic systems and institutions which promote human dignity and respect. India is basically a rural, agrarian and developing country. Rural development is the backbone of national development in India. About 65% of the people live in rural India. In the post-independence era, several rural development projects were implemented in India in order to enhance the status of rural people. The concept of participation, the role of mass media organizations, and the involvement of local and national governments are the contributing factors in the field of rural development. The role of mobilizing the people and educating the people to participating in developmental activities has been emphasized. The efforts of the central and state government through various schemes and the financial allocation and the achievements in the field of rural development helps to plan, build, implement and adopt various rural development programs. Communication with the people is necessary in any society and any form of government, especially democratic society depends much more. In a developing country like India development communication plays a vital role in integrated rural development. Rural development cannot be done without communication technologies and without the help of mass communication media. Five year plans gave sustainable emphasis to the expansion of mass media networks and information and publicity units all over the country with a view to provide development-oriented education to the people in rural area to improve the standard of living in countryside or villages.

### **2. Literature Review**

Effective and efficient utilization of communication resources would contribute in a big way towards the integrated development of the nation. Policy makers, planners, administrators, academicians, researchers, activists and others have realized the need and importance of communications media in the context of development in rural India.

Bird, Lutz & Warwick (2008) explicates that Media as Partners in Education for Sustainable Development. Media Training and Resource Kit are attempts to provide media professionals with basic information about some priority issues for sustainable development. A well-informed media can help to create better understanding of local issues and can influence the decisions of policy makers and the actions of the public.

Harne (2013) investigate the role of media in sustainable rural development. To capture and express sustainable rural development there is a need for media base. It can be possible by taking mass media to masses and involving members of these rural cultural groups in media production. A lot many such efforts are under way either by individual initiative or by the initiative of genuine NGO workers. However, there is need to promote these efforts and for this we may need a re-look at our media policy.

Irfan et al., (2006) investigate the role of mass media in the dissemination of agricultural technologies among the ultimate users' farmers. And shows that majority of the respondents gave 1st preference to television, quarter of them gave 2nd preference to radio, and few gave 3rd preference to print media as source of agricultural information. A vast majority of the respondents did not listen/watch agricultural radio/TV broadcasts regularly or occasionally.

### 3. Rural Development

Rural development generally refers to the process of improving the quality of life and economic wellbeing of people living in relatively isolated and sparsely populated areas. In short, rural development is a process that aims at improving the standard of living of the people living in the rural areas. Rural development can also be defined as helping rural people to set the priorities in their own communities through effective and democratic bodies, by providing the local capacity; investment in basic infrastructure and social services, justice, equality and security, dealing with the injustices of the past and ensuring safety and security of the rural population. Rural development in general is used to denote the actions and initiatives taken to improve the standard of living in non-Urban neighborhood, countryside, and remote villages.

### 4. Development Communication

The process of development communication was introduced to India in 1960s like a dynamic issue for national development. Development communication refers communication which perform significant role in an action of development. It carries out the functions of information, instruction, education and communication for socio-economic development of a person, community, country or globe. Mass communication media both traditional and modern engage themselves to enhance the social life of masses. In developing countries like India mass media have grown and developed as an instrument for countries socio-economic development. Mass media have the nature of providing education, information and entertainment to the large number of audience which is not easy with interpersonal communication. Development and communication are two organs of national development like two wings of same bird. Without communication development has not been achieved and without the concept of development there is no greater importance for communication.

### 5. Public Service Advertisements

Public service 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 kevel J Kumar opined "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."

### 6. Schemes and Programs for Rural Development

- Janani Suraksha Yojana (JSY) under NRHM in 2005 Government of India modified the National Maternity Benefit Scheme (NMBS). The scheme has the dual objectives of reducing maternal and infant mortality by promoting institutional deliveries.
- Bhagya lakshmi yojana
- Bhoochetana scheme
- Indira awaz yojana (IAY)
- MGNREGA

### 7. Objective of the Study

- To study the media exposure in rural populaces
- To find out the knowledge of different kinds of advertisements among rural people
- To know the awareness and benefit level of rural development schemes
- To study the communication source of rural development scheme

### 8. Research Methodology

The study mainly concerned with the evaluation of schemes and programs of socio-economic development. This study is conducted through survey method using questionnaire tool. The study uses both primary and secondary data. The secondary data is collected through the books, journals and other publications. To study the media consumption, awareness and impact of advertisements of several development schemes hundred questionnaires were administered to the respondents in rural Mysore.

## 9. Result and Discussion

### 9.1. Communication Media Association of Rural People

Communication Media	Frequency of Media Association	% of Media Association
Oral communication	86	86
Folk	53	53
News paper	65	65
Radio	18	18
TV	95	95
Cinema	28	28
Social Media	13	13
Outdoor Publicity	67	67
AV-Van	37	37
Institutional Activities	27	27

Table 1: Communication Media Association of Rural People

The above table provides the mass communication association of rural respondents. Majority of the respondents about 95 percent are watching television for information and entertainment purposes. Majority of the respondents (86%) are having associated with oral communication. Majority of the respondents about 67% have outdoor media association. Sixty-five percent of the respondents reading newspaper. Respondents of 53% have exposure to folk media and 37% of respondents AV-Van, 28% of respondents are used to watch cinema, 27% of the respondents have institutional activities, and only 18 percent of the respondents have the utility of radio and 18% of respondents using social media

### 9.2. Knowledge on Kinds of Advertisements

Types of advertisements	Knowledge on ad kinds	
	F	%
Commercial ads	82	82
Political ads	95	95
PSAs	92	92
Film ads	84	84

Table 2: knowledge on kinds of advertisements

The above table provides the details of knowledge on different kinds of advertisements. Majority of the respondents (95%) are aware of political advertisements. Ninety-two percent of the respondents are aware public service advertisements. Respondents of 84 percent have knowledge about advertisements on cinema/ film and 82% of the respondents are aware commercial advertisements of different media.

### 9.3. Awareness and Benefit Level of Development Schemes

Development schemes	Awareness level		Beneficiaries	
	F	%	F	%
Bhoochetana	65	65	48	48
Indira awaaz yojana	97	97	46	46
Janani suraksha yojana	91	91	40	40
Bhagya lakshmi yojana	97	97	25	25
MGNREGA	99	99	80	80

Table 3: Awareness and Benefit Level of Development Schemes

The above table reveals that the details of awareness and benefit level of development schemes. Respondents of 65% are aware the scheme Bhoochetana and 48% of respondents have benefited by the scheme. Majority of the respondents about 97 percent are aware the scheme Indira awaaz and 46% of are benefited by the scheme. Ninety-one percent of the respondents aware Janani Suraksha Yojana and 40% are beneficiaries. Respondents of 97 percent have awareness the scheme Bhagya Lakshmi and only 25% are benefited by the scheme. Majority of the respondents about (99%) are aware the program MGNREGA and 88 percent are beneficiaries of the program

## 9.4. Communication Source of Awareness and Contribution of PSAs

Source of communication and effect of PSA in percentage					
Media	Bhoochetana	Indira awaaz yojana	Janani suraksha yojana	Bhagya lakshmi yojana	MGNREGA
Inter-personal	40	71	84	79	71
Folk	-	-	-	-	1
News paper	7	16	5	13	27
Radio	4	11	1	3	7
TV	1	3	1	13	28
Cinema	-	-	-	-	4
Social media	-	-	-	-	-
Outdoor publicity	28	14	9	9	26
PSA Impact	31	27	11	20	31

Table 4: Communication Source of Awareness and Contribution of PSAs

The table depicts that the details of communication source for awareness of development schemes. Respondents of 40% are aware the scheme Bhoochetana from inter-personnel communication and 28% of respondents are also from outdoor publicity, remaining media have very limited contribution and there is an impact of 31% by PSAs. Majority of the respondents about 71 percent are aware the scheme Indira awaaz through inter-personnel communication, 16% from newspaper, 14% by outdoor media, 11% through radio and only 3% by TV and PSA impact is 27%. Eighty-four percent of the respondents aware Janani Suraksha Yojana from inter-personnel communication channels only 9% by outdoor publicity, PSA effect is 11% and newspaper, radio, TV and other media have poor contribution. Respondents of 79 percent have awareness the scheme Bhagya Lakshmi by inter-communication channels, 13% each from newspaper and TV, 9% by outdoor publicity and only 3% from radio and PSA effect among these is 20 percent. Majority of the respondents about (71%) are aware the program MGNREGA through inter communication channel and contribution of TV is 28%, newspaper is 27%, outdoor publicity is 26%, radio is 7%, cinema is 4%, folk media is only 1% and PSA contribution among these is 31 percent.

## 10. Conclusion

Knowledge and information are essential for people to respond properly to the opportunities and challenges of social, economic and technological changes. In developing countries, it is need to develop communication strategies especially in the areas which are isolated from both traditional and new information and communication technologies, which is important to improve the lives of marginalized. Rural development has been viewed as a socio-economic activity to achieve desirable social goals in rural area through communications media effort. The process of integrated development in rural has to be through various methods, techniques and strategies to improve socio-economic status of the poor and weak. Communication of development messages through public service advertisements has been seen as an essential input and practice for achieving agricultural, educational, health and other socio-economic development.

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