CHAPTER II
REVIEW OF LITERATURE

2.1 Introduction

This chapter examines the related literature on effectiveness of public service advertisements such as health awareness advertising, social / public service advertising, and media advertising. It is desirable to review the relevant literature while handling a research problem. It is aimed at reviewing the relevant and available literature in order to find out a pattern or a knowledge gap or a definite direction. In this pursuit, the relevant research studies were grouped and have been presented accordingly.

2.2 PUBLIC SERVICE ADVERTISEMENTS

In the present complex competition ridden world the service and profit organizations if needs to sustain are supposed to play a multifaceted role. The first task before them is to make possible an attack on the social evils by generating mass awareness. This focus on public service advertising is practiced by many organizations in general. The second task before them is to close doors for such marketing decisions or others which directly or indirectly pollute culture, ecology and economy. Besides these types of organizations practicing public service advertising for social cause becomes the responsibility of the government and Non-government organizations at large they do holistically and in full swing.

A large number of service organizations are engaged in the formation of social capital, such as educational institutions, hospitals and health care centres, political and religious organizations, non-government organizations, civic and municipal bodies need a revamp and changes in their vision. They promote their services in enabling the socio economic system or profile of the nation. One could not negate the fact that
unplanned development has been making ways for the emergence of a number of social, cultural, economic and environmental problems. Of course it deserves appreciation as they do spate of positive contributions to the transformation of national economy.

Public service advertising refers to the advertising that is done with the non-profit motive. Such advertising is generally undertaken with the motive of public service in mind. The advertisements that are prepared for this purpose are called public service advertisements.

Public service advertisements are generally prepared for the purpose of increasing awareness of the general public regarding health and safety issues, conservation of nature and wild life and other areas of public interest. Another major reason behind the preparation of public service advertisements is to inform people about the steps to be taken in case of an emergency such as a cyclone or an earthquake. Public service advertisements can also be made to inculcate family values, to stop the youth from joining gangs, or for any other purpose for the betterment of the society in general.

Usually public service advertisements are prepared through collaboration between private advertising agencies and government agencies or non-profit organizations. It is generally the government agency or the non-profit organization which provides the subject matter of advertisement, while the advertising agency develops the concept creatively, undertakes planning and execution of the same. The advertising agency might provide its services free of cost or at subsidized rates.

Public service advertisements are usually broadcasted on the television or on the radio. Such ads are commonly known as Public Service Advertisements in the advertising world. They are called Public Service Announcements in USA and Public
Information Films in the UK. The other terms commonly used for public service advertising are non-commercial advertising, public interest advertising, public service advertising, cause-related advertising, issue advertising, public education campaigns and social marketing.

Some common examples of public service advertisements in India are ‘Mile Sur Mera Tumhara’, ‘School Chalein Hum’ and ‘Ek Titli, anek titliyan’ among others. In USA, the ‘Smokey Bear’ advertisement for wild life conservation, the ‘Fried Egg’ advertisement for preventing drug abuse and the ‘Crying Indian’ advertisement for cleanliness became hugely popular. Similarly the ‘Charley Says’ series in the UK was a very popular public service advertisement.

The message in public service advertisements is usually crisp and very clear. Sometimes, in order to make the advertisement more effective, the help of a celebrity is sought. For instance, Amitabh Bacchhan and Shahrukh Khan campaigning the Polio eradication campaign in India.

The Red Cross, the American Cancer Society and other large non-profit organizations buy advertising space for their campaigns. However, smaller organizations that cannot afford to do so use the free or subsidized space provided by the media for such advertisements.

2.3 Historical Background

Over the past half-century, thousands of mass media campaigns have disseminated messages about dozens of different health topics to the U.S. population. Numerous government agencies and health associations have sought to educate and persuade the public to adopt healthy practices or to avoid behaviors that pose a risk to health. Under their public service obligation, the broadcast media have provided free slots for health Public Service Advertisements; some newspapers and magazines have
felt the responsibility to allocate free space for print messages. The Advertising Council has served a coordinating function in assisting certain campaigns to achieve these placements, while other national and local organizations have directly approached media outlets to gain cooperation. As pro bono space and time has declined over the past two decades, both governmental and association sponsors of health campaigns have increasingly relied on paid ads to gain more frequent and prominent placement of health messages.

Researchers have examined effects of numerous public communication campaigns, beginning with the classic campaign to teach Cincinnati residents about the United Nations (Star and Hughes, 1950). That study showed that a heavy flow of multimedia messages produced almost no knowledge gain or affective change. Combined with other scientific studies of media impact during the 1940s, such as the apparent minimal influence of political persuasion in presidential campaigns, a pessimistic outlook developed regarding the likely effectiveness of information campaigns. A “null effects” perspective became dominant in the 1950s in academic circles, especially among sociologists and psychologists who contended that audience members are often highly resistant to mediated messages because of apathy, attitudinal defensiveness, and cognitive ineptness; further, it was felt that interpersonal influences outweigh and overcome mass media inputs (Hyman and Sheatsley, 1947; Klapper, 1960; Bauer, 1964). Article titles such as “Some Reasons Why Information Campaigns Fail” and “The Obstinate Audience” reflect this pessimism.

A more optimistic perspective developed among mass communication researchers in the 1970’s. The revisionist interpretation held that media campaigns can be moderately successful under certain conditions; the key issues involve
defining criteria for success, distinguishing various types of effects, and identifying the maximizing conditions for impact (Mendelsohn, 1973; Atkin, 1981). This is reflected by article titles such as “Some Reasons Why Information Campaigns Can Succeed.”

In the health communication domain, the landmark campaign that contributed to the optimistic perspective was the Stanford heart disease prevention project in the early 1970’s (Farquhar et al., 1977). The evidence showed substantial improvement in cardiovascular risk factors in communities receiving an intensive media campaign. The successful use of mass media messages in the Stanford project vividly demonstrated the potential of media health campaigns in influencing important health behaviors. This campaign provided a major impetus for generating subsequent community intervention projects featuring a central media component.

Over the past two decades, scientists studying effects of public communication campaigns, particularly in the health domain, can be grouped into two divergent camps. On the conservative side are the neo-null effects proponents who adhere to the view that the media are largely impotent for most purposes.

On the more positive side are the academics and practitioners who hold that the media are potentially influential, especially if a campaign is properly designed and effects are sensitively measured and interpreted. This latter camp acknowledges that powerful and impressive effects are unlikely, and that the impact on behavioral outcomes is often limited. Rather than concentrating on the array of factors that limit effectiveness, they have searched for improved strategies to overcome the barriers, to pragmatically utilize the strengths of media channels, and to use indirect pathways of influence.
The Federal Communications Commission (FCC) defines a Public service advertising as "any announcement for which no charge is made and which promotes programs, activities, or services of federal, state, or local governments (recruiting, sale of bonds, etc.) or the programs, activities or services of non-profit organizations (e.g., United Way, Red Cross blood donations, etc.) and other announcements regarded as serving community interests, excluding time signals, routine weather announcements and promotional announcements." Non-government organizations speak Public Service Advertising as the messages for the public interest disseminated by the media without or without charge.

2.4 EARLY STAGES OF PUBLIC SERVICE ADVERTISING

The first entity to use Public Service Advertisements that more closely resemble modern messages was the U.S. government. During the Civil War, the government sold bonds via newspaper advertisements provided without charge and placed throughout the North to raise money in support of the war. The device was so effective that the national bond sales have been credited with demonstrating “what advertising could do” and resulted in the first national ad campaigns for baking powder, soap and railroad travel, thus launching the commercial advertising industry.¹

The first non-governmental ads that could be considered Public service advertisements appeared after the end of the century. In the early 1900s ads were run free by newspapers to dramatize the outrages of child labor. The National Child Labor Committee was chaired by Felix Adler, the early welfare leader who stacked his Board of Directors with newspaper publishers who would support his cause.² When the U.S. was drawn into World War I in 1917, the Federal Committee of Public Information was created to encourage public support and dramatize the reasons for “why we fight.” Within the Committee, a Division of Pictorial Publicity was formed

45
by the artist Charles Dana Gibson, who recruited the leading illustrators of the time to create posters building support for the war. James Montgomery Flag drew the assignment to create the “Uncle Sam Needs You” poster shown below, which may be one of the most famous and iconic posters of those time. Hundreds of other posters that have become part of the national memory were produced by this group. All works were provided free including the design, printing and placement.³

At that same time President Woodrow Wilson established the Committee on Public Information, which played a major role in convincing the public to support the war effort. George Creel, a Kansas City journalist whom Wilson appointed to chair the Committee, described its mission as the “propagation of faith.”⁴

With the help of people drawn from the advertising industry, the Committee created several major campaigns. Among them were:

- The War Savings Stamps drive that urged the public to "save the thoughtless dollars being wasted" through self-indulgence, while soldiers sacrificed themselves on the battlefields of war.
- The Red Cross campaign that asked citizens to join the organization, which was personified in the ads in a Madonna-like image entitled the "Greatest Mother in the World."
- The Selective Service campaign that supported draft registration.

Another result of the Creel Committee have been using were called “public relations agents” who left a lasting legacy in the world of public marketing. Their work demonstrated the power of mass communication by creating a new breed of professionals whose job was to manipulate the symbols of public opinion to promote civic causes. This committee laid the foundation for using publicity and advertising to make nationalism an American religion.⁵
Another interesting theme about those early efforts to influence public opinion was the use of symbols. These were those created by the political parties of the 19th century in which “potent images of the soldier-statesman, the log cabin common man, the rough-and-ready frontiersman and the political sage were used as tools to achieve popular support.

Robert Jackall and Janice Hirota, researched the history of public service advertising and opined it as a powerful images and calls to action were by no means the only factors in uniting the public on the war effort to hear public opinion. Today symbols also play an important role in campaigns dealing with drunk driving, cancer and AIDS.

Public service advertisements played an important part in World War - II as well, and became more formalized. Radio broadcasters and advertising agencies offered their skills and facilities in support of the war effort leading to establishment of the War Advertising Council, which became the official home front propaganda arm of the Office of War Information. Print, outdoor advertising and especially radio became the carriers of such messages as "Loose lips sink ships," "Keep them Rolling" and other messages supporting the purchase of War Bonds.

In one of the most far-reaching of the war campaigns, Rosie the Riveter asserted, "We Can Do It!" She became America's wartime icon for women willing to roll up their sleeves and work in factories as a part of the war effort. With able-bodied men marching off to war, six million women moved into the workforce to replace the men and help manufacture war materiel. Another wartime campaign, Loose Lips Sink Ships, urged Americans to keep quiet about information that might be useful if heard by the enemy. At a time when Japanese and German submarines patrolled the US coastline, there was great need for secrecy concerning Navy maneuvers, troop
movements, and other military matters. After the war the tradition of making free space and radio time available for good causes has been continued. The public concerns of the 1920’s were mostly those dealing with health, leading up to the Great Depression in the early 30’s which spawned a plethora of public service messages on behalf of the Works Progress Administration, the National Recovery Act and the Civil Conservation Corps.

The practice of volunteering free media time and space had become institutionalized and the War Advertising Council was renamed as the Advertising Council. With the advent of television in the early 50’s public service messages could be seen as well as heard. Soon the public was seeing messages from "Smokey Bear" and other famous Ad Council campaigns such as "A Mind Is a Terrible Thing to Waste," which raised millions for the United Negro College Fund, and the American Cancer Society's "Fight Cancer with a Checkup and a Check," which raised public awareness and funds. An issue which received a lot of PSA support at that time was the environmental protection and then attempts have been made to encourage the public to be as better environmental stewards.

A national nonprofit public education organization named Keep America Beautiful, Inc. (KAB) was formed in 1953 with the mission of "engaging individuals to take greater responsibility for improving their local community environments." KAB’s first PSA focused on litter prevention. It partnered with the Ad Council in 1960 to produce a campaign focused on the harmful environmental effects of litter and other forms of pollution.

Ten years into the KAB-Ad Council partnership, in 1971, an Italian actor playing the part of a Native American (who became known as "The Crying Indian") or “Iron Eyes Cody” appeared in an anti-litter commercial. As he looks over a
polluted landscape and sheds a tear, a voice-over says: “People start pollution, People can stop it.” This powerful commercial won many awards, including being named as one of the top 100 advertising campaigns of the 20th century by Advertising Age. Its success inspired other environmental messages from other groups as well.

However, this campaign proved to be quite controversial. Shortly after its debut, various journalists wrote articles pointing out aspects that might not be immediately apparent to viewers. They noted that the tagline "People start pollution; people can stop it" focuses the responsibility for environmental pollution solely on individuals.

John McDonough, writings in Advertising Age, pointed out that the Ad Council's advisory panel for the campaign included some of the country's biggest alleged polluters Allied Chemicals, Bethlehem Steel, American Can, and US Steel and that the original campaign was funded by American Can. McDonough wrote, "The company might have the pre-Columbian landscape as much as the next guy and delighted in having Iron Eyes letting people know it. But it consistently opposed state legislation designed to curb litter through container refund-deposit. They felt that the KAB-Ad Council campaign was actually a public relations effort on the part of the container industry to cover its opposition to refund and deposit programs."

This campaign and the controversy surrounding it suggest that public service campaigns are like the commercial advertising campaigns on which they are modeled, are often meant to serve the vested interests of their sponsors.
2.5 The Greenpeace Movement

Organization has certainly been controversial but not because they promote vested interests is Greenpeace. Combination of aggressive and sometimes hostile actions was taken against polluters. The public service advertisements are mostly produced in-house and have great production values and appeal to a visually oriented, hip culture, which is their primary audience.

2.6 Fairness Doctrine

A demonstration of public service advertisements effectiveness came in 1969. Two years earlier, a federal court upheld the application of the Fairness Doctrine to cigarette advertising on radio and television, and ordered stations to broadcast “a significant amount of time” for anti-smoking messages.

This effectively meant one public service advertisements for every three tobacco commercials. The public service advertisements proved so effective that smoking rates began to decline for the first time in history. Tobacco industry withdrew all cigarette advertising on radio and Television and Congress made such advertising illegal after 1971. In further support of the success of the public service advertisements, with the passage of the law preventing cigarette ads, the bulk of the anti-smoking messages disappeared as well, and cigarette consumption rose again. However public health professionals credit the public service advertisements as having saved many millions of lives by initiating the decline in American smoking.\footnote{Although there is a lack of evidence that anti-smoking public service advertisements actually save lives, it is clear that they contributed to the decline in smoking rates.}

Perhaps the most famous anti-smoking public service advertisement was done by Yul Brenner before his death in 1985 from lung cancer, Nine months before he passed away; he gave an interview on Good Morning America. In that, he mentioned wishing to make an anti-smoking commercial. After his death part of the interview
was turned into a public service advertisement by the American Cancer Society and left a lasting impression on everyone who ever saw it.

Later “The Truth” campaign was launched which producers claim is the largest national youth-focused anti-tobacco education campaign which was ever conceived. It is designed to engage teens by exposing Big Tobacco's marketing and manufacturing practices, as well as highlighting the toll of tobacco in relevant and innovative ways. Another famous anti-smoking campaign was the Campaign for Tobacco Free Kids which used paid print ads and earned media as the primary media vehicles to point out the dangers of smoking among the young.

2.7 Changes in Network Public Service Advertisement Policies

Historically, the "big four" broadcast networks had always feed externally produced public service advertisements to their affiliates which in turn could decide to air them or pre-empt the feed by using paid commercials, locally produced public service advertisements or other programming. With a desire to brand their own public service advertisements, the networks decided to begin using characters from their own shows to deliver social messages, and thus getting externally produced public service advertisements on the networks or to even get them to feed them to their member stations became nearly impossible. At the same time the local stations were under additional pressure from community-based organizations seeking airtime and many stations created their own public service advertisements in an effort to meet local needs.

In the 1980s, a number of broadcast Television stations went public or changed hands. The resulting debt load, mounting costs, as well as increased competition from other media, resulted in demands for greater profitability. Accordingly, most unsold airtime was devoted to promoting the station or network,
and at the same time, deregulation meant less government oversight in favor of a marketplace model.

The Advertising Media Partnership for a Drug-free America (PDFA) was created by a group of media and advertising agency executives, spearheaded by Capital Cities Broadcasting Company, then completing the take-over of ABC. Rallying unprecedented support, the organization mounted the largest public service campaign ever. Indeed, at its height, with more than $365 million a year worth of print lineage and airtime it became rival to the largest commercial advertising campaigns.¹²

In its famous campaign often called the “Frying Egg” public service advertisement, the visual shows an egg dropped into a pan with the voice over saying: "This is your brain." Once the egg starts frying, the voice over continues "This is your brain on drugs. Any questions?"

One of the most memorable campaigns in public service advertisement history demonstrated that one need not do expensive props, talent, and filming to create a powerful message. In more recent years, the PDFA has created a much broader array of public service advertisement messages to deal with the scourge of drugs in its many forms, including marijuana, amphetamines, cocaine and others, aimed at a much wider demographic.

The other hallmark of the PDFA was its use of research before, during and after campaign launch. Consistent with contemporary thinking about the nature of social marketing, the campaign was solidly grounded in McGuire’s¹³ paradigm of behavioral change: Awareness of a problem by a number of people will result in a smaller number who undergo a change of attitude toward the problem. An even smaller number from this second group will actually change their behavior.
2.8 Paid vs Public Service Advertisement

One of the ongoing questions in the world of public service advertising has always been that if one buys media time and space, they could solicit public service advertisements, and could use the media for public service advertisements from an organization, knowing they are also using paid for advertising.

There was a time when buying time and space would poison the well among the media who wanted to donate their scarce inventory to only those non-profits which could not afford to buy the time. Then along came an organization called ONDCP, which stands for the Office of National Drug Control Policy.

In 2000, inquiries were made on five major television networks about ONDCP's practice of offering millions of additional advertising dollars to networks that embedded anti-drug messages in their programming. Congressional hearings were held and has been ruled that the networks should have identified the Office of National Drug Control Policy as the sponsor of the television programs. In the spring of 1998, the ONDCP began to develop an accounting system to decide the network shows to be valued and for how much. Receiving advance copies of scripts, they assigned financial value to each show's anti-drug message. Then they suggested ways that the networks could increase the payments they would get.

Many broadcast stations adopted a policy of accepting the paid funds from ONDCP, and thus the former policy of either accepting paid funds or relying solely on Public Service Advertisements was overturned in favor of what are typically called “hybrid” placements15.
2.9 Public Service Advertisements and Drunk Driving

McGuire's paradigm of behavioral change referenced may seem very obvious, the anti-drunk driving public service advertisement campaigns are a good case in point that demonstrate how difficult it is to change behavior towards a social problem. In the late 1970’s the National Highway Traffic Safety Administration launched a national campaign to reduce drunk driving.

Grey Advertising, under contract to the government, developed the famous theme, ‘Friends Don’t Let Friends Drive Drunk,” which was the positioning line for numerous national PSA campaigns in all media. The author of this article was the Deputy Director on this program.

State and local highway safety representatives were engaged in the campaign; alcohol/safety workshops were held to train other trainers; state and local police provided increased enforcement; and there was a public education component. Yet in the early years the fatalities due to alcohol remained fairly consistent. What changed the dynamic was the advent of Mothers Against Drunk Driving (MADD) and many offshoots to reach youth, including – Students Against Drunk Driving (SADD) – which marshaled local public opinion and encouraged tougher sentences for repeat offenders.

Over time, drunk driving became a very serious crime, because the social forces were all aligned against it. Also, policy makers learned to use approaches that were not overly restrictive.

Now, some 40 years later, the deaths due to alcohol related incidents on our highways have been cut in half. This demonstrates the time it takes for a problem to sink into the public psyche to the point people will change their behavior.
2.10 Impact of Hollywood

Another innovative aspect of the anti-drunk driving campaign was to encourage Television show producers to weave drunk driving prevention messages and designated driver references into popular TV program storylines, such as Cheers, L.A. Law, and The Cosby Show. While often so subtle that the viewer may not even know that these storylines were crafted to have their intended effect, they demonstrated the power of the entertainment industry to change attitudes and social norms.

In fact, this tactic of engaging Hollywood in addressing serious social problems led to the formation of the Entertainment Industries Council (EIC) in 1983. The EIC encouraged high-profile film, television and recording stars to create Public Service Advertisements with positive messages about social problems, working with producers, writers and directors to incorporate social messages into entertainment programming. EIC also employs a slightly different model via its Picture These can be extremely effective approaches, because they provide a win-win opportunity for both the stations and the other stakeholders working with them to address important social problems.

2.11 The “Total Station Project”

The other major development in innovative media approaches combining Public Service Advertisements and other forms of programming is referred to as the Total Station Project. In this model, the Community Affairs Department at broadcast Television stations adopts a public service theme, and working with other departments at the station coordinate public service advertisements with station editorials, heavily promoted public affairs programs, talk show appearances by the campaign spokesman, remote broadcasts at special events and features in local news broadcasts.
2.12 Public Service Advertisement’s Promoting Religion

Public service advertisements have been used to promote a variety of religious issues, ranging from the Catholic Communication Campaign designed to promote family values; aimed at reducing child poverty; the long-running Home front campaign sponsored by the Mormon Church and campaigns to influence the public in different ways sponsored by the Lutheran, Presbyterian and Methodist churches.

2.13 Public Service Advertisement’s and Recruiting

Another way public service advertisements were used in contemporary times was to recruit various target audiences as volunteers. From the time it was formed in the Kennedy Administration, the Peace Corps used Public Service Advertisement’s exclusively to recruit young people to help ameliorate poverty around the world. While there was an active direct mail program and college recruiting efforts during this time, public service advertisements contributed to the lion’s share of recruiting leads and proved that public service advertisements were an effective direct response mechanism.

2.14 The Military Services

Historically, the military services have used public service advertisements to support their paid efforts in an attempt to recruit more qualified applicants to our armed forces. Some military services such as the Marine Corps tend to use the same creative for both paid and public service advertisements. Other services such as Air Force have a bifurcated strategy, creating separate messages for each different approach. Public service advertisements have not only been an effective mechanism to extend the reach of other marketing efforts for our military; they also have helped to generate leads, because public service advertisement messages tend to be more credible.
2.15 Animal Protection - Public Service Advertisements and People for the Ethical Treatment Animals

One of the most controversial non-profits is People for the Ethical Treatment Animals - the largest animal rights organization in the world. The organization uses famous celebrities in many of its public service advertisements and other forms of communication. They are also well known for their in-your-face tactics to protest the use of animal fur in clothing.

It is important for all public service advertisement producers to understand that while throwing paint on someone wearing fur may be good streak theater, that type of approach, when used as a public service advertisement is never going to get on the air. First, it is too controversial and more importantly could dissuade local retailers from advertising on stations, which is their lifeblood. In the case of People for the Ethical Treatment Animals, they tend to use their more controversial approaches in print ads and videos posted to popular internet sites such as Yahoo and You Tube.

2.16 The Non Commercial Sustaining Agreement Program

Another hybrid arrangement is known as the “NCSA” program which stands for Non-Commercial Sustaining Agreement. In this arrangement, funds are paid to state broadcast associations which can use the funds for any of their programs such as youth scholarships for students in their communities. On behalf of the “sponsor,” the state broadcast association then negotiates public service advertisement placements that typically result in much better reach and frequency than what would result from strictly public service advertisement placements and bonus spots. The Army National Guard and U.S. Coast Guard both have used this approach.
2.17 Impact of Videos and Social Media

One more fairly recent development is the use of video clips to convey various types of messages. The number of videos posted to You Tube and other mainstream sites is astronomical and many of these are messages in the public interest. However, instead of lavish productions created by advertising agencies, they are being churned out by creative people with low-cost cameras and editing software, then posted for free on the Internet. Public service advertisement contests and crowd sourcing are also new tools being used by non-profits to engage their audiences in their issues and campaigns. Most social media sites have special interest sections where people who want to promote or support certain causes can gather to share success stories, donate, build bigger communities, and so on.

2.18 Types of Campaign Messages

Depending on the most promising mechanisms of influence, campaigns utilize three basic communication processes by which messages move the target audience toward the desired response: awareness, instruction, and persuasion. The relative emphasis on the three types of messages will vary at different points of the campaign and for different target audiences, because the pathways to impact depend on the existing pattern of knowledge and attitudes of the audience.

2.19 AWARENESS MESSAGES

Most campaigns present messages that attempt to increase awareness: raising consciousness about the health topic and informing people what to do, specifying who should do it, and cuing them about when and where it should be done. These messages may be designed to achieve the following objectives:

- create recognition of the topic or practice for a large portion of the public
- convey the impression that the health problem is important
• impart simple forms of new information about the health topic
• trigger activation among favorably predisposed audiences
• foster compliance with interpersonal influences or environmental forces by focal segments
• stimulate interpersonal communication in informal networks
• encourage further information-seeking about the topic
• sensitize individuals to subsequently-encountered extra-campaign messages

Compared to changing bottom-line outcomes such as fundamental behavioral practices, most of these awareness-related outcomes are more readily influenced through mass media channels. Initial impact on knowledge gain, interpersonal communication, or trial acts may eventually contribute to behavior change. The last two outcomes, information-seeking and sensitization, have considerable potential to advance the change process; these will be discussed in detail:

**Information-Seeking.** Campaign messages that have the broadest reach can deliver only a superficial amount of informational and persuasive content that is seldom customized to the individual recipient. The conventional mass media are inherently a somewhat crude tool for health campaigns because of targeting imprecision and depth limitations that restrict the presentation of multiple appeals, elaborate evidence and detailed instruction. To overcome these shortcomings, campaigners should stimulate the audience to seek out additional material from specialized sources.

A key role of awareness messages is to arouse interest or concern, and to motivate further exploration of the subject. In particular, messages should include elements designed to prompt active seeking from elaborated information sources such as web sites, hotline operators, books, counselors, parents, and opinion
leaders. Facilitating information-seeking not only extends the exposure to the campaign material, but the content and style of the specialty messages will be more on target for individual needs and tastes and the capacity of these channels enables more extensive information to be accessed.

**Sensitization.** The everyday environment experienced by focal individuals has a rich array of existing influences that can complement the health campaign messages, but many of these stimuli are simply not salient enough to be recognized or processed. In the mass media, there are numerous news stories, advertisements, entertainment portrayals, and other public service campaigns that present content consistent with campaign goals. Similarly, individuals may not be conscious of certain social norms, interpersonal influences, behavioral models, or societal conditions that might contribute to performance of the focal behavior. Thus, some campaign messages can serve a priming function to cue the audience to available pro-campaign stimuli.

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1. Advertising in America, the First 200 Years.


4. William O’Barr, Advertising & Society Review

5. Smoky, Rosie and You – The History and Practice of Marketing Public Programs

6. Ibid pp. 45-34.

7. William O’Barr, Advertising & Society Review

8. Ibid pp. 12-23


12. Wikipedia.com

13. McGuire (2010 ), psychiatrist and a member of the Behavioral Research Institute at UCLA


15. ONDCP website

2.20 Health awareness advertising

Farquhar et al., (1977)¹ in their study health communication domain, the landmark campaign that contributed to the optimistic perspective was the Stanford heart disease prevention project in the early 1970’s the evidence shows substantial improvement in cardiovascular risk factors in communities receiving an intensive media campaign. The successful use of mass media messages in the Stanford project vividly demonstrated the potential of media health campaigns in influencing important health behaviors. This campaign provided a major impetus for generating subsequent community intervention projects featuring a central media component. Over the past two decades, scientists studying effects of public communication campaigns, particularly in the health domain, can be grouped into two divergent camps. On the conservative side are the neo-null effects proponents who adhere to the view that the media are largely impotent for most purposes.
Bauman et al. (1990) \(^2\) says there was no significant impact on smoking-related beliefs or smoking behavior among Minnesota adolescents relative to Wisconsin adolescents. Similar findings were reported by, who found no change in adolescent smoking following a media campaign in southeastern states. In their review of comprehensive media-based anti-smoking campaigns implemented in five states, he has concluded that teenagers displayed high levels of exposure to and recall of paid advertising, and general improvement in beliefs and attitudes. The campaigns in California, Massachusetts, and Florida were judged to be effective in reducing the prevalence of teenage smoking, while initial findings in Oregon found no change after two years (the data from Arizona are not yet available). At the community level, the campaigns also lead to an increase in passage of local ordinances restricting cigarette sales to youth and providing smoke-free environments. These policy initiatives, along with an increase in tobacco taxes, combined with the media campaigns to reduce the teenage smoking. The most intensive statewide anti-smoking campaigns have been carried out in California, where the state spent $26 million in the early 1990’s, primarily for paid Television and radio spots and outdoor ads (supplemented by unpaid publicity generated by public relations firms).

(Flynn et al., 1992)\(^3\) say that major smoking prevention project compared the effects of school-based programs with and without a mass media supplement. The intervention began when students were in late elementary school, and continued for four years; the school plus media campaign was much more effective in preventing smoking than school programs alone. Testing two years later when students were in high school showed that the impact persisted over time. In the communities with school plus media, cigarette consumption was less than two-thirds as widespread as the school-only communities. For example, weekly smoking was found among 24%
of the students receiving the school programs vs. 16% of students receiving school programs plus media campaign. Several other school-based smoking prevention projects have demonstrated similar contributions of media supplementation. In the late 1980’s, Minnesota carried out the first statewide mass media anti-smoking campaign targeting the youth, featuring paid and donated ads disseminated via Television, radio, newspapers and billboards. The messages focused on negative social consequences (bad breath, smelly clothes) and normative expectations, rather than health threats. After three years, statewide surveys showed that adolescents were heavily exposed to the campaign ads (average = 50 times per year); moreover, exposure rates to antismoking were about 10% to 30% higher in Minnesota than in the comparison state of Wisconsin.

Popham et al., (1993)\(^4\) in their study explained that the media component seems to have played a negligible role; indeed, message exposure was only marginally higher in the intervention vs. comparison sites (7.7 vs. 7.6 on a 0-16 scale). The COMMIT project leaders assert that four years of cessation promotion may have been too short to produce a substantial impact, and that the intervention may not have been sufficiently intensive. They also point out that media coverage and public education was substantial in all locales during the period of the project, leaving little potential for additional effects due to the COMMIT efforts. Thus, the modest overall decrease in adult smoking prevalence and the impressive quit rates in both intervention and comparison communities may be partially attributable to the fairly widespread media publicity and anti-smoking messages that were being disseminated throughout American society during the period. In the early 1990’s, the statewide anti-tobacco media campaign in California used paid TV, radio spots, billboards, and print ads to promote cessation. In a special subsample of smokers who
had quit during the period of the campaign, 34% indicated that the campaign ads had played a role in their quit decision. This figure was obtained with a direct question that referred to the ads; in an earlier open-end question about the reasons for quitting, 7% cited the anti-smoking ads as a key factor prompting their decision.

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Hu, Sung, and Keeler (1995)\(^6\) have found that the California media campaign accounted for a 2-3% lower level of cigarette sales; they estimated a total reduction of 232 million packs during the two-and-one-half year period studied. The researchers
also concluded that the higher tax produced a far stronger impact on sales, with a reduction of 1.3 billion packs. Although the magnitude of the anti-smoking media campaign impact seems small (especially considering that changes in taxation and ordinances created a favorable context), it is noteworthy that a per capita investment of about $1 in media messages is shown to reduce per capita sales by 7.7 packs.

McPhee, Jenkins, and Wong., (1995)\textsuperscript{7} says that Smoking in the Vietnamese-American sample declined from 36\% to 34\%, while on the other hand quitting during the prior two years increased from 7\% to 10\%. Compared to a control city, the net changes found +3.5 points for smoking and +1.4\% for quitting. By contrast, a parallel campaign in an adjoining county showed no effect.

Everett and Palmgreen.,(1995)\textsuperscript{8} says that Although anti-drug campaigns have been the most prevalent type of mass media in health campaigning over the past 15 years, there is surprisingly little published research assessing the impact on audience beliefs, attitudes, and behavior. The massive Partnership for a Drug Free America campaign has disseminated more than $3 billion worth of TV and print messages since 1987, and Congress appropriated $1 billion for a five-year campaign beginning in 1998. Donohue and his colleagues have focused on the targeting factor of sensation-seeking. Youth who have a high need for sensation and arousal in their lives are much more likely to use drugs. Matching message type with target audience personality, the high-sensation anti-drug messages are more effective with high sensation-seekers, whereas less intense messages work better with low sensation-seekers.

Engleberg, et al., (1995)\textsuperscript{9} in their study deals with the differences increased according to frequency of exposure. For example, condom use with non main partners was 27\% in the unexposed comparison group, 38\% among those exposed to
3-10 messages, and 42% among those exposed to more than 10 messages. The researchers also reported that about one-third of the samples were exposed to AIDS prevention messages on TV and radio. It appears that these messages had little impact on behavior, as the rate of condom use was no higher than for the comparison groups. Several community studies of HIV prevention programs have shown that print media messages contribute to higher levels of condom use and bleach use to clean IV needles.

Jenkins et al., (1997)\(^{10}\) have examined in a pair of narrowly-targeted California anti-smoking campaign, messages were disseminated to Vietnamese-Americans. In San Francisco, the more elaborate campaign involved an array of Vietnamese-language messages: paid counterads on TV, billboards and newspapers, as well as articles in newspapers and a TV program over a two-year period.

Walls et al., (1998)\(^{11}\) say that a project promoting condom use to young urban women at risk for HIV infection, the campaign disseminated print materials (flyers, pamphlets, and posters) featuring various “role model” stories.

Stephenson et al, (1999)\(^{12}\) in their research it has been studied a field experiment in a pair of medium-sized cities using paid placement of anti-marijuana TV spots. The series of spots emphasized negative consequences of smoking marijuana: lung damage, sickness, decreased motivation, lower grades, legal trouble, diminished coordination, troubled relationships, and psychological and physical dependence. The four-month campaign in the treatment city presented the spots 20 times per day on channels and programs favored by sensation-seekers (the project bought 750 time slots, and the stations donated time for an additional 1,250 placements).
Yanovitsky and Bennett (1999)\(^{13}\) say that tracked the amount of media attention to the issue between 1978 and 1996, and examined how this related to changes in federal legislation and the incidence of drunk driving. In a time-series analysis, they found that the media produced a strong direct effect on drunk driving policy which in turn lead to a decrease in drunk driving. Most of the impact of media coverage on drunk driving occurred indirectly via legislative changes.

Snyder et al. (2000)\(^{14}\) in their study has performed a meta analysis on the degree of behavioral impact across a subset of 48 media health campaigns (measuring responses of almost 170,000 participants), typically comparing treatment communities with control communities or exposed vs. non exposed audiences. On an average, behavioral change occurs among approximately 7% to 10% more of the people in the campaign sites than those in control communities. The effects are stronger for adoption of a new behavior (average 12% adopting practices such as exercise, condom use, and dental care) than cessation of current habits (average 5% ceasing practices such as smoking, binge drinking, unsafe sex). Campaigns promoting health services achieved modest impact (average 7% for using services such as cancer screening or hypertension treatment). Across all of these campaigns, the level of exposure to media messages averages about 40% of the target audiences. The size of effects is much greater in communities where higher exposure is achieved.

Siegel and Biener (2000)\(^{15}\) have measured a panel of adolescents one year after the campaign began and again four years later. In the 1994 survey, 71% had been exposed to the TV spots, 57% to billboards, and 33% to radio. Among the original 12-13 year old cohort, 25% had progressed to established smokers four years later; those with baseline exposure to TV spots were half as likely to have abstained
from smoking; those exposed to radio and billboards were slightly less likely to be smokers.

Zucker et al., (2000)\textsuperscript{16} in their study, the state of Florida has recently conducted an aggressive teenage prevention campaign, featuring counter-advertising messages in paid media channels. According to initial reports, exposure and recognition is widespread, attitudes have improved, and there has been a 19\% decline in smoking among middle school students and an 8\% decline among high school students.

Palmgreen, Donohue and Grant, (2000)\textsuperscript{17} says that the eight-month period following the campaign, the 8th-12th grade students in both the treatment and control cities formed stronger pro-marijuana beliefs, more positive attitudes, and greater intentions not to use the drug. Immediately after the campaign, the pro-marijuana orientations were actually higher in the treatment city. In the subsequent eight months, the gains on most measures were slightly smaller in the treatment city than the control city, indicating that the campaign served to slow down the pro-marijuana trends occurring among high sensation seekers at these age levels. One year later, another four-month campaign was carried out both communities. In the original treatment community, the upward trend in monthly marijuana use resumed about six months after the end of the first campaign; this was reversed by the follow-up “booster” campaign. The trends in monthly marijuana use among high sensation seekers in original control city are noteworthy: consumption had steeply increased from 17\% to 33\% during the 20 months prior to the campaign, and then decreased to 24\% during the campaign and considerably effective for next 8 months.
McAlister et al. (2000)\textsuperscript{18} say that an extensive campaign to combat AIDS was conducted in five major cities from 1991-94, using specialized print media to promote the use of condoms and IV needle bleach. The narrow target audiences were hard-to-reach high-risk segments such as IV drug users and their partners, runaway youth, and prostitutes. The campaign employed the “behavioral journalism” approach utilizing journalistic formats to present stories about “peers” (role models with backgrounds similar to the target audience) who had successfully performed the desired behavior. The messages were printed in newsletters that were hand distributed and personally reinforced by networks of trained peer volunteers and outreach workers. This method of dissemination attained high penetration rates for the target audiences in the five cities, averaging 50% reach and five or six exposures per person reached. Compared to unexposed individuals, those exposed to the newsletters much more likely to use condoms or bleach, and to exhibit higher self-efficacy, hold more positive attitudes, and perceive wider pro use social norms.

Alstead et al. (1999)\textsuperscript{19} say that the print campaign reached half of the target audience, although it achieved less penetration among the subset at greatest risk such as drug users and sex workers (outreach workers were required to contact this segment that is least integrated into the community). Exposure to the print media messages significantly increased communication with a main partner about condom use, and increased condom use among employed women over age of 21 who ever had an STD. A teenage-targeted HIV prevention program in the Seattle area utilized a media campaign and enhanced condom distribution. Although surveys showed that three quarters of the sexually active target audience was exposed to the condom campaign, levels of sexual activity remained stable during the campaign period. The most comprehensive smoking cessation campaign was the COMMIT project,
sponsored by the National Cancer Institute. From 1989 to 1992, community based interventions were mounted in 11 small to medium size cities. Although most of the efforts were centered in local organizations (work-sites, health care, and religious), media messages comprised a major component of the campaign. The results of the four-year project indicated an extremely limited impact on the intervention communities vs. a matched set of 11 comparison communities. Smoking prevalence declined approximately 3 percentage points (from 25% at the baseline to 22% five years later), but the decline was almost as large in the comparison communities (2.7 points) and there was no difference for heavy smokers. The quit rates (cessation maintained for at least six months) were 27% in the intervention sites vs. 25% in the comparison sites; almost all of this modest difference is due to higher quit rates among light to moderate smokers rather than heavy smokers. The prevalence of health campaigning has steadily increased over the past 50 years. Very few campaigns were disseminated via media channels in the 1950’s. The major campaign topic of the 1960’s was “smoking”, with extensive news media publicity in the mid-60’s and a major national PSA campaign on television later in the decade. In the 1970’s to early 80’s, heart disease campaigns were tested in several locales. Several major national campaigns occurred during the 1980’s: drunken driving, safety belts, drugs, and AIDS. With greater availability of funds, the 1990’s were characterized by paid messages about drugs, smoking, AIDS, and alcohol. During the past 10 years, access to free media placements diminished significantly.

2.21 Social / Public service advertising

Chan-chifai (1991)\textsuperscript{20} has studied and concluded that public service advertising have been showing positive impacts on smoking and alcohol-related problems, especially when they are multi-modal and carefully designed to engage particular
groups. They are more likely to have significant and lasting impact on congruent and combined with a mix of additional educative, policy, legislative and intervention measures. From the foregoing, given the wide-ranging, inter-related regulatory, industry, public participation and public health initiatives arising from the Gambling Act 2003, it appears to be particularly in time to introduce a social advertisement to gambling harm reduction.

Flynn, B., et al. (1994) 21 their study says that the major social forces of a global nature - such as demographic trends, migration patterns and the globalization of the economy - are reshaping social welfare policies and social work practices the world over. There is much to be learned from the careful analysis of experiences in the various countries that are struggling with the emerging challenges to social welfare in the post-modern world.

Baker (1996) 22 has identified that there are four general methods for evaluating the welfare effects of advertising. When there is no willingness to pay for advertising, ex ante, advertising is appropriately modeled as persuasive. He also concludes that generic advertising by a marketing order uses a smaller quantity of advertising than does a similar monopolist.

Bauman A, et al. (1996) 23 has confirmed that colors in a public service advertisement is supposed to enhance the ad's effect so as to prompt more people to care about the public welfare cause and promote the development of public welfare. Therefore, a public service advertisement, on the one hand, should uniform the public and on the other hand, it should bring aesthetic enjoyment to the people.

Wakefield, M., & Chaloupka, F. (2000) 24 says that public service advertising aims at bringing about social change using concepts from commercial marketing. Action is undertaken whenever target audiences believe that the benefits they receive
will be greater than the costs they incur; Programs to influence action will be more effective if they are based on an understanding of the target audience's own perceptions of the proposed exchange; Target audience are seldom uniform in their perceptions or likely respond to marketing efforts and so should be partitioned into segments.

Perry, Cheryl L. et al. (2001)\textsuperscript{25} says that public service advertisement is designed to give publicity to causes that concern the public interest. Therefore, a public welfare ad should not be linked to pornography. Although the exact purpose of this nude ad, one thing is for sure that this ad depicting female half-nude body, besmirches the reputation of public service advertising.

Klapper, J (2001)\textsuperscript{26} has identified that some advertisement is inappropriate because the nudity downgraded the tastefulness of the public service ad and affected the reputation of public welfare causes. It is hard to explain the purpose of using a nude photo as a kind of advertisement.

Schlatt (2001)\textsuperscript{27} has found that number of organizations won tax exempt status from the IRS as "social welfare" organizations seemed to exist solely for the purpose of political advertising. Nevertheless, these groups used their nonprofit status to shield the identity of their donors - from whom they accepted unlimited contributions.

Donovan, R. J., Henley, N. (2008)\textsuperscript{28} has concluded that public service advertising approach should focus on reaching a wide audience, it must also acknowledge the broad range of target groups within this population and disseminate effective, research-informed messages relative to respective groups.

Donovan & Henley (2003)\textsuperscript{29} in their study reported that some critics argue that marketing has an individual focus that predominantly disregards the wider
determinants such as social, economic and environmental factors of individual health behavior. Other critics reportedly contend that the individual approach equates to a ‘blame the victim’ mentality. However, there is a growing acceptance of applying public service marketing to influence upstream activities and to address the wider determinants of health.

Henley (2003)\textsuperscript{30} perceived association of propaganda and manipulation with social marketing and suggests that the social marketing campaigns need to: “Focus less on communication to inform people about public health products, Place greater emphasis on developing affordable, accessible products that allow people to solve their problems and realize the aspirations. The change in their life style to modify the environment easier and more enticing to adopt the healthy behavior.”

Hyman, Herbert H. and Paul B. Sheatsley (2005)\textsuperscript{31} has suggested that the effective public service marketing has been inhibited by a lack of understanding of, inadequate training for, and poor utilization of core components of social advertising.

Mendelsohn, Harold (2005)\textsuperscript{32} has suggested that the success of the antismoking campaign relied on sustained, thoughtful, well-resourced and multidimensional efforts. A similar trend in tobacco control activities has occurred in New Zealand. A major lesson from alcohol and tobacco control efforts in New Zealand is that any proposed gambling harm prevention initiatives must always seek to reduce the potential further inequalities amongst populations most at risk.

Yogita Narang et al., (2012)\textsuperscript{33} in their study reviewed the effects of media-based communication campaigns, to determine the degree of impact of campaigns on behaviors, and identify promising strategies for increasing campaign effectiveness. Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideals, or services.
Same advertising techniques can be used to promote commercial goods and services and also to inform, educate and motivate the public about non-commercial issues, such as save paper, protection of environment, political ideology, and deforestation. While advertising can be seen as necessary for economic growth, it can be with social message also. Advertising is increasingly invading public spaces, such as schools, frequently using psychological pressure (for example, appealing to feelings of inadequacy) on the intended consumer. In today's times companies are trying to garner and gain goodwill alongside monetary profits, so it is important for organizations to do something to inform, educate and motivate the public about non-commercial issues. Also advertising agencies in India are using three basic media for advertising; television, radio and print. Thus the paper attempts to know which media is the best to get the message through and how far does it actually impact the thinking of the target audience. It concludes by identifying the Tata Tea “Jaago Re” Movement as the most influential communication campaign out of the four campaigns under study, television as the best media of communication and some strategies for an effective communication campaign.

2.22 Media Advertising

Star and Hughes., (1950)\(^{34}\) has examined effects of numerous public communication campaigns, beginning with the classic campaign to teach Cincinnati residents about the United Nations that study shows that a heavy flow of multimedia messages produced almost no knowledge gain or affective change. Combined with other scientific studies of media impact during the 1940s, such as the apparent minimal influence of political persuasion in presidential campaigns, a pessimistic outlook developed regarding the likely effectiveness of information campaigns. A “null effects” perspective became dominant in the 1950s in academic circles,
especially among sociologists and psychologists who contended that audience members are often highly resistant to mediated messages because of apathy, attitudinal defensiveness, and cognitive ineptness; further, it was felt that interpersonal influences outweigh and overcome mass media inputs. On the more positive side are the academics and practitioners who believe that the media are potentially influential, especially if a campaign is properly designed and effects are sensitively measured and interpreted. This latter camp acknowledges that powerful and impressive effects are unlikely, and that the impact on behavioral outcomes is often limited. Rather than concentrating on the array of factors that limit effectiveness, the public service advertisement campaigners searched for improved strategies to overcome the barriers, to pragmatically utilize the strengths of media channels, and to use indirect pathways of influence.

Morrison, Kline, & Miller., (1976)\(^{35}\) says the experiment carried out over a one-month period, radio spot campaigns were designed to make adolescents aware of drug information sources that they could contact for further consultation. Although several Public Service Advertisements were aired each day, youth in the experimental town were no more likely to perceive more messages about the topic, and reluctant to identify more clinics, help centers, or doctor sources of information.

Ogilvy (1985)\(^{36}\) says that whenever in television the endorsers appear during advertisements for the branding of a product or in any campaign, the viewers have been remembering the celebrity but they doesn’t recall for what the endorser has been appeared for the product or campaign. Ogilvy has also added that initially in his professional start-up stage he did not know that using of celebrities is mislead and people tend to forget the product easily.
Siska et al., (1992)\textsuperscript{37} in their study have been tested the impact of individual public service spots under realistic field conditions. An experiment was conducted using two television Public Service Advertisements from the “America Responds to AIDS” campaign. In two TV markets, the spots were placed on the late night newscast of one station (two spots per night for three nights). Individuals were recruited to watch either the station carrying the AIDS messages or a second station that did not carry the public service advertisements. In the experimental groups that were assigned to watch the newscasts featuring the AIDS messages in both sites, the proportion citing AIDS as an important issue increased from 15\% at baseline to 24\% following the broadcasts; there was no change in the control groups that did not see the spots. This study demonstrates that exposure to several TV public service advertisements can temporarily heighten the perceived importance of a health issue to a substantial degree.

Jason et al., (1993)\textsuperscript{38} say that the television was the primary source of AIDS information; 48\% reported that they first learned about AIDS from TV, 47\% reported that TV was their medium through which they learned the additional AIDS information, and 53\% cited TV as their leading current source of new information. Newspapers were mentioned as a source by about 10\% of the IV drug users. The media are more widely used for AIDS information than interpersonal sources such as outreach workers, drug treatment personnel, and friends, which were cited by about 30\%.

Bauman A, Owen N, Rushworth RL. (1995).\textsuperscript{39} say that at the height of the AIDS awareness campaigns in the late 1980’s, messages were disseminated in great volumes via all media channels. He has analyzed results from CDC surveys which asked about sources of AIDS information. Adults using print media (newspapers,
magazines, brochures) scored slightly higher on AIDS knowledge scales, compared to those with less exposure to these high-involvement channels. By contrast, those using the low-involvement TV and radio channels had less knowledge than non-exposed respondents. Print media use was also associated with interpersonal discussions of AIDS.

Henriksen and Flora (1999) have found that children believed that anti-smoking ads have greater influence on themselves than other children; by contrast, children believed that cigarette advertisements influence others more than themselves. It was indicate that certain AIDS and drunken driving campaign messages are also perceived as having more impact on self than others. The evidence showing relatively greater subjective impact on self is the opposite of the usual findings in research examining the “third-person effect”; for most types of mass media content, people tend to believe that the influence will be more on others than self.

Snyder, (2000) focused on the preponderance of the evidence shows that media public service campaigns have only limited direct and immediate effects on most health behaviors. A recent meta analysis across 48 studies of comprehensive community-based campaigns shows that the media contribute to a 5-10% change in behavior. While a small increase in market share is considered successful in commercial advertising campaigns, it’s often disappointing to health campaigners and their sponsors. While few studies show major improvement in behavioral outcomes, it is important to note that many focal behaviors are complex, deeply rooted, or socially supported, and that relatively few in the audience are in a state of readiness for change on those behavioral domains. On the other hand, cognitions (awareness, knowledge, beliefs) tend to be easier to learn, and this impact does not vary widely across the domains of health behavior. Even though health campaign effects are typically
restricted to a small fraction of the total potential audience, the sizable number of people that are reached by the media means that thousands or even millions of individuals can be influenced to perform the healthy behavior orients.

Murray, D., Prokhorov, A., & Harty, K. (2002)\(^42\) discussed that At times, the agency spends its own money to fund a social service campaign. But an advertising agency can only be good at communication, and not funding. This is where large corporates need to come in.”

Donohew, L., Lorch, E., & Palmgreen, P. (2005)\(^13\) has mentioned that the public relation people took help of Hollywood stars to reach the global audiences. There were immediate responses from audiences which superseded easily and found that the messages were easily recognizable. They have cited from the works by Erdgan 2000 where it has shown that a study undertaken in UK in 1995, reveals that celebrity campaigns gain national headlines more swiftly and hence help in propagating the messages more effectively.

DeJong, W., & Hingson, R. (2010)\(^44\) says Promoting important social issues which generally go unnoticed, public service advertising is considered to be one of the most effective means to create social awareness and bring about a change.

Haskins, J. B. (2010)\(^45\) “Be smart about prescription drug advertising, a guide for consumers” FDA launched this caption on 2010. These advertisements are directly aimed to reach consumers which had discussions with the health care professionals and it helps patient to improve their care for health. Some of the health tips are also included in this site anti drugs campaigns.

Vingilis, E., & Coultes, B. (2011)\(^46\) says Doordarshan that religiously aired social awareness campaigns. It’s only in the past few years that others channels are
participating and doing their bit when it comes to generating the message of social wakefulness.

Suganya manikasam., (2012)\textsuperscript{47} has examined the Public service announcements are creating awareness among the public. The study is about the effect of celebrity presenting public service announcement in television. This study helps to find out influence of celebrating presenting government made Tamil public service announcements and its effect in pursuing the announcement made for public cause in Tamil Nadu. The method adopted for this study is survey. The findings are evaluated by measuring recall and recognize of public service announcements the study found that publics are aware of celebrity presenting public service announcement that telecasted in television and they have influenced to it. When celebrities appearing for the cause it truly fulfills the goals of that awareness but public tend to forget the cause and remember the celebrities. However, some public can recall the announcements with the celebrities name and the visuals that telecasted in television. The recent public service announcement by Tamil Nadu government is dengue awareness presented by actor Karthi. The announcement had a reach among public and it was easily understandable by public. The study finally concludes with feedback has to be taken. There are more unaware causes left out and more awareness has to create among public by television channels.

\textbf{2.23 SUMMARY OF THE CHAPTER}

This chapter has dealt with the existing literature on Public service advertisement, types of health issues and the nature of activities under public service advertisement by exploring the theories of various authors who have studied about this concept in their earlier studies and the actual functioning in India and abroad. In order to link the existing literature to the theme and objective of this research, the role
of public service advertisement and its presentation are explored. To determine the effectiveness of public service advertisement and its impact on the rural youth, a quantitative research approach is adopted in the analysis. The following chapter discusses the methodology of this research study.


46. Suganya manikasam., (2012). The relationship among driving while impaired charges, police drinking-driving roadchecks activity, media coverage and alcohol-related casualty traffic accidents. Accident Analysis & Prevention, 17(6), 467-474.