

CHAPTER-6
FINDINGS AND CONCLUSION

Chapter Abstract:
This chapter summarizes the key results of the study. It also checks whether the research objectives of the present study have been achieved or not. It also discusses the limitations of the study. The chapter concludes with the suggestions and recommendations for further studies.
FINDINGS AND CONCLUSION

This chapter discusses the information and conclusions drawn from the collected data. The study social advertisements of TV and radio: content analysis and audience perceptions of social advertisements in radio and television as the title suggests has been divided into two parts. One part is analysis of content of social advertisements and the second part is people’s attitude towards social advertisements. This chapter discusses the information and conclusions drawn from the collected data.

6.1 FINDINGS OF CONTENT ANALYSIS

The findings with respect to the content of social advertisements are as follows:

Total advertisements telecasted on TV and broadcasted on Radio

During the research period it has been found that total of 29 social advertisements were telecasted on Television on all the four channels under study. For radio, only 8 advertisements have been broadcasted on both the stations under study.

Prevalence of type of social advertisements

It was found that social advertisements were presented on many issues related to health, national development, women development and environment. As far as prevalence of social advertisements during research period is concerned, it was found that 9 out of 29 (31%) of total social advertisements were on different health issues. The time devoted to these health issues is 39% of the total time devoted to social advertisements. Half of the radio ads were also on health issues and the time provided to these health issues is 47% of the total time devoted to social ads of radio. It has been found that health related messages dominate the social advertisements followed by messages that are necessary for the development of country.

Time devoted by different channels

Government owned Delhi Doordarshan (DD) for TV ads and AIR for radio ads are the main sources of social advertisements. 64.3% of the total time was provided by DD to Social advertisements while the other three private channels under study jointly provided half of the time provided by DD. In radio, 74% of total time was devoted by AIR for social service ads.
Length of social advertisements
As far as conventional time length of advertisements i.e. 15-60 seconds is concerned, 20 percent of selected TV adverts do not follow conventional length of ads while all the 8 advertisements of radio have a length of 15-60 seconds.

Aspects of content of TV ads
It has also been found that the content, copy and presentation vary according to messages it wants to convey.

Use of characters: As far as characters of TV ads are concerned, both men and women characters portrayed almost equally 23 and 26% respectively. Child characters (13%) were used in the advertisements to convey the message emotionally. One important thing that has been noticed is that celebrities were presented as major characters in the ad and are presented in the manner that the people remember the advertisement by celebrity’s name. Out of 29 social ads under study, 45 percent ads have celebrity appeal. In radio ads, out of total 13 characters, the percentage for both men and women characters portrayed were 46. There was only one ad in which celebrity has been used.

Language: The other aspect that was studied is the language used in the social advertisements. It was found that most of the advertisements were in Hindi language though some English conversational words have been used in the sampled advertisements to make the advertisements understandable for general public. Out of 29 total ads, 15 (52%) were in Hindi language and 12 (41%) were a mixture of Hindi and English. There is one ad in which different languages of different states were used and one ad was presented with a very light music. The ad was without any dialogue. Synonyms or antonyms, idioms or proverbs, binary oppositions have been studied in detail in chapter 5. As far as social ads of radio are concerned, 5 ads (62.5%) were in Hindi whereas 2 ads (25%) were in mix language of English and Hindi. There was only one ad which is in regional language of Punjab i.e. Punjabi.

Slogans: slogans used in the advertisements have also been analyzed. It can be concluded that about 83% adverts have slogans in the written or verbal form. While 17% ads were without slogans. In radio ads analysis, only one ad (12.5%) out of 8 have a slogan.
Style: As far as style of social advertisements is concerned, it was found that 80% ads have adopted conversational way. Only advertisements with celebrity were in direct speech to audience. In radio, the percentage of conversation and speech style was equal i.e. 37.5 for each. The two ads used music and song to deliver the message.

Background: As far as background is concerned, it has been found that urban background has been used in more than half of the advertisements. Public places like hospital, restaurant and markets etc have been used in half of the sampled advertisements. Background of radio ads can’t be analyzed.

Music and shots are the most important part of television adverts. Soft music is used in half of the selected adverts while 37% ads of both TV and radio do not have any loud or soft music in the background. Soft music was used only in 37.5% radio ads while only 25% radio ads were of loud music. Different types of camera shots and camera angles have been used in the social advertisements of TV. Close up shots are more prevalent in the ads than wide or long or mid shot. Because the face expressions can easily be studied in close up shots and these emotions help the audience to realize the true meaning of advertisements. In radio ads, analysis of shots can’t be done.

Other aspects: The voice is the first thing that attracts a listener in radio adverts. Music and jingles is the most important feature of radio advertising. It has been found that male voice over is more common than female voice over it has been used in half of the social ads of radio under study. In TV ads, It has also been found that emotional faces and gestures are very necessary to make an ad effective. The dresses that characters used to wear reflect the culture and background of characters.

6.2 FINDINGS OF THE PERCEPTIONS OF AUDIENCE

The second part of the study was perception of audience. While applying chi square test in the area wise v/s gender wise distribution, education wise v/s gender wise and education wise v/s area wise distribution has been found that be value is more than .05, thereby showing that the variables being compared do not differ significantly. This shows that the sample considered for the research study is a valid sample. So, the results if they differ do not differ because of the difference in the sample but due to the difference into the variables being studied.
Category of social advertisements noticed: No significant difference is found in age wise, area wise and education wise as far as for taking as a note of the Social service advertisement is concerned. This means that male and female, urban and rural and educated, less educated and even uneducated they all think same about the category of social advertisements noticed. 43% of the sample noticed heath ads on TV followed by 32 % of national development ads. While woman development ads were noticed by only 12% of the sample audience. And approximately 10 % sample noticed agriculture ads followed by child development ads.

Theme of social advertisements: As far as the theme of social ads is concerned 38% of subjects are of the view that SSAS of TV present natural theme and 32% think that theme presented in SSAS is informative. Only 14% and 0.5% subjects are of the view that the theme of SSAS is boring.

Language of social advertisements: When the subjects under study were asked about quality of language, it has been found that two third of them agreed upon the fact that social ads are nicely built in terms of language. It has been revealed from the table that 13 percent were disagreed upon this fact of language. There were also 11% people who could not comment upon quality of language. As far as language of social ads is concerned, the urban and rural areas differ significantly. The thinking of the urban people is comparatively more favorable than the rural masses. The percentage of rural people is more than that of the urban who could not decide about the quality of language. No significant difference is found in age wise and education wise but significant difference is found area wise as far as for taking as quality of language is concerned.

Effectiveness of radio: As far as effectiveness of radio as a medium is concerned 41% subjects believes that is an effective medium to broadcast social messages while 38% of subjects are of the view that radio may or may not be an effective medium of broadcasting social messages. Only 21% feel that radio is not at all an effective medium of broadcasting social messages.

Best Appeal to deliver SSA34% of the total surveyed are of the view that tragedy and pathos is the best appeal to deliver social messages and 26% feel that fear appeal is best to create awareness about social issues. 23% think that satire and sarcasm
is the best appeal while only 16% are of the view that humour is the best way to deliver messages.

Celebrities and social ads: More than half of the subjects agreed that social messages are best conveyed with the help of celebrities while only 9% of the subjects think that celebrities are not important in social ads.

Suggestion for a change in SSA: When subjects were asked about suggestions regarding change in the aspects of social advertisements, 55% are of the view that they want a change in content and only 12% think that design should be changed. 17% think that presentation should be improved and only 15% feel that there should be a change in appeal of social advertisements.

As far as the creation of knowledge and awareness by social service advertisement is concerned, about 86% subjects are of the same opinion that social advertisement is the best way for creating knowledge and awareness in the society. While only 14% think that this is not the best way to create knowledge about social issues.

In all the variables no difference is found between male and female, educated and less educated. Only significant difference is found area wise as well as quality of language is concerned.

6.3 SUGGESTIONS

During the course of study, the researcher has observed a number of things which she presented as suggestions for advertising personnel’s respectively.

- This is to be noted that the maximum time devoted to health issues in Social Advertisements under study. The Government NGO’s and other social advertisers should also give preference to other issues related to the overall development of the nation.

- As far as the language of Social Advertisements is concerned, about Two Third of the sample population agreed upon the face that Social Advertisements are effectively presented. Wherein, Only 14.5 percent of the sample population was satisfied with the Theme of advertisers. Hence, the advertising personnel must keep in mind the ‘Theme’ and work upon its effectiveness and acceptance in the society.

- As it has been found that more than half of the subjects under study were of the opinion that there should be a change in the overall content of ‘Social advertisements’. Hence, the larger group should be kept in mind while designing
the content of Social Advertisement. It should be designed in such a way that it draws attention of audiences in the messages that needs to be conveyed to the society.

As most of the sample population feel that Social Service Advertisement is the best way of creating awareness and knowledge in the society therefore; these advertisement should be given more importance to make aware the society about many health and development issues.

6.4 LIMITATIONS

The study has some limitations like few studies were available in Indian context so all the literature review pertains to other countries. since set of variables specific to Indian case were not available and mere extension of results from western literature would not have helped in giving satisfactory outputs keeping in mind the cultural, social and economic differences.

The data for content analysis has been collected from 4 TV channels and two radio stations during prime time (9 PM-10PM) only. Therefore, many social ads other than prime time have been ignored. The data has been collected from Chandigarh and two nearby villages by using accidental sampling technique. Therefore the sample could not be considered an exact representation of total population because towns, small cities were not a part of sample.

The research was conducted to evaluate the social ads of TV and radio only. This type of research is possible in print and online media also.

Time and resources were also one of the limiting factors as the study is done for academic purposes; timely submission of the study was one of the constraints for further extraction of some new facts.

6.5 RECOMMENDATIONS FOR FURTHER RESEARCH

- A comparative content analysis can be conducted on the social advertisements in traditional and new media.
- Specific areas can be chosen like environment, health and social development etc and indepth study can be conducted.
- Social service advertisements on social media can be studied.