SUMMARY
INTRODUCTION

India is one of the developing countries of the world. Many social issues and problems are the barriers in the development of the nation. Earlier, awareness towards the social issues was quite an ignored area however; now a day’s Government, NGOs and corporate are actively taking part for the welfare of the society. These social issues include many health problems (HIV/AIDS, Pulse Polio, Declining health status etc), social problems (poverty, illiteracy, pollution, sanitation, education) and many issues related to woman (breast cancer, gender inequality, female foeticide etc). The awareness towards these issues is the responsibility of the government and public in order to remove these hindrances of development. Media plays an important role in creating the awareness in the society towards these issues.

It refers to those advertising efforts which are done as a part of social responsibility by entities such as Advertising Agencies, Government, NGOs as well as other business organizations. The main objective behind this kind of advertising is to spread social consciousness among the masses and promote important social issues which generally go unnoticed. Such advertisements may range from being subtle to direct, and practical to ironic. Today Social advertising has become very popular and is considered to be one of the most effective means to create social awareness and bring about a change/shift in the mindsets of people.

SOCIAL ADVERTISING

Many government and non-government organizations working for the welfare of society need media to communicate with people. They place advertisements in media to promote social issues and bring about positive behavioral changes in the masses. This type of advertising is called social advertising. Commercial advertisements promote products and services while social advertisements have some other purposes. Advertisement related to social issues like family planning, HIV/AIDS, female foeticide, child education, sex determination and many other advertisements come under this category.

“Advertising justifies its existence when used in the public interest - it is much too powerful a tool to use solely for commercial purposes.” - Attributed to Howard Gossage by David Ogilvy.
According to Thomas Garbett, “Social/Public Service advertising is that kind of advertising, either government or association sponsored, which promotes causes and activities generally accepted as desirable. By its nature, public service advertising is usually non-controversial. It may, then, be paid or sponsored by the media without charge. Most importantly, it is associated with “good works” about which there is consensus.”

In the current scenario, social advertisements have become tremendously important as indicators for social and economic progress. They enhance the direction of change in our values. They are made to basically make people aware of the societal values. Social advertisements should cover all social issues which are barrier in the social development of the country. Television and Radio are the most popular medium of mass communication to deliver social messages through advertising. So, it is necessary to analyze the patterns of occurrence, the presentation styles and content effectiveness of the social advertisements of Television and Radio.

**RATIONALE OF THE STUDY**

Media is the best way to create awareness among people about social issues and problems and advertising can indeed be a catalyst for social change. Social Service Advertising is a topic of extreme importance to many people for various reasons. On one end, it serves as a vital communication tool for governments, private institutions, social groups, and in general, for the betterment of society. On the other end, social service advertising helps people who may have problems or needs and provides them with a source of information and support. Because public service advertising employs mass media, as well as many other communication sources, it can have very powerful social effects. Among these effects are: educating and informing; persuading and changing attitudes; and, training and behavior modification. When one considers that these effects may be in relation to life and death matters such as, AIDS, Cancer and drug abuse, the importance of social service advertising becomes overwhelming. In an age where social problems abound, even the greatest critics of advertising must agree that social service advertising is not only beneficial, but vital. Social advertising, a part of advertising, helps to fight social problems, to transform social values, ideas and thoughts of the audience. Social advertisement is not a new concept, it has been identified and experiment by many advertisers, social activists and development
communicators, but majority of social advertisements fail to make any mark. Social
advertisements have limitations in terms of content and creativity. Compared to
commercial advertisements social advertisements have fewer repetitions. From research
point of view too, social advertising has significantly received less theoretical and
applied research. The study of social advertising scene in India revealed that social
advertising is quite an ignored area in spite of its worthy cause.

The present study will further throw light in the existing pattern of social
advertisements at national level in terms of various social issues covered, messages of
these social advertisements, their presentation style, occurrence and overall content.
This analysis may prove to be a guideline to further enrich the status of social
advertisement and may provide directions to social advertisement designers to enhance
the potentials of reaching the masses through social advertisements. The present study
may prove to be beneficial in knowing and highlighting the current status of social
advertisements through selected respondents, by seeking their opinion regarding social
advertisements. Further, it may also provide suggestions by the respondents so as to
achieve the optimum benefit of message dissemination and reception by the masses
through social advertisements.

DELIMITATIONS OF THE STUDY

The study has been delimited to content analysis of social advertisements
telecasted only on four major news channels (DD, STAR TV, INDIA TV, NDTV
INDIA) and only two stations of radio (All India Radio (AIR) and 94.3 My FM). It is
also delimited to the time of advertisements. Only primetime social advertisements
have been selected by the researcher.

The study will be delimited to citizens of Chandigarh and two nearby villages
i.e. Nayagaon (Mohali) and Dhanas (Chandigarh U.T).

The study will be delimited to perception of audience regarding the
presentation, occurrence and content of social advertisements.

OBJECTIVES OF THE STUDY

• To study the content analysis of social advertisements of Television and Radio.
• To analyze what types of social advertising is prevalent on Radio and Television.

• To determine the number of social advertisements appearing on both Radio and Television for some specific period.

• To study the time devoted to social advertisements.

• To analyze different aspects- language, style, shots, characters, slogans, theme and background used in the social advertisements.

• To study the opinion of people regarding different aspects of social advertisements.

• To study the perception of people towards social advertisements.

RESEARCH METHODOLOGY

The methodology adopted for the present study is content analysis and survey method. The social advertisements of prime time (9PM-10 PM) for the period of one month from Aug 2013 to September 2013 on four major news channels-AAJ TAK, ABP news formally known as Star news, India TV and Delhi Doordarshan and for Radio social advertisements of two major radio stations AIR and 94.3 My FM for one month from October 2013 to Nov 2013 have been recorded. A total of 29 TV social advertisements and 8 radio social ads have been recorded during the study period. These ads will be considered as sample for content analysis.

Justification of the sample: Television advertisements have been chosen by the researcher because Television is the dominant type of media in the developed and developing countries. It combines audio and visual possibilities of social advertising. Its effectiveness results from ‘learning without involvement’ which means that the people take up the information even without being interested at first. Consequentially, television is an essential media for social advertising and radio advertisements have been chosen because of its reach.

Perception of audience: Social advertisements are the messages given by Govt. NGOs Corporate’s through media. These advertisements are presented only for the well being of people. These advertisements have the potential to change or mould the public
behaviour. This type of change will be helpful for an individual as well as the society at large. These social advertisements are prepared by experts. So, it is essential to know the point of view of the audience from the angle the audience thinks about the social advertisements and one part of the social advertisement is most relevant. For this purpose, a sample of 200 people was selected from Chandigarh & two nearby villages namely Nayagaon & Dhanas. The data seeking the views about social service advertisements from the sampled subjects have been collected.

**STATISTICAL METHODS USED**

The collected data has been analyzed and presented in the form of various tables. The percentages have been calculated and presented for all these tables. To prove the validity of sample used for the research study, Chi Square test was applied. It has been applied to show that the distribution of male subjects does not differ from distribution of female subjects.

In each table Chi Square test has been applied for testing the significance of difference between the frequency of any two columns or rows where ever required.

**RESULTS AND DISCUSSION**

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

**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 service 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 service 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: It has also been found that the content, copy and presentation vary according to messages it wants to convey. The analysis of the different aspects of advertisements is as follows:

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 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. When talked about celebrity use, it has also been noticed that sometimes, celebrities do not have any connection with the advertisement. 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 has 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:** 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% ads while only 25% ads were of loud music. Different types of camera shots and camera angles have been used in the social service 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.

**FINDINGS OF THE AUDIENCE PERCEPTION**

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 service advertisements noticed. 43% of the sample noticed heath ads on TV followed 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 service 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 SSA:** 34% 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 service 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 SSAS.

**Knowledge and awareness by social service advertisement:** As far as the creation of knowledge and awareness by social service advertisement is concerned, about 86% subjects are of the same opinion that SSAS 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.

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.

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 NGOs 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 Service 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.