CHAPTER-1
INTRODUCTION

Chapter Abstract:

This chapter discusses the relationship between social issues and media. Advertising: Its meaning, History and types have been explained in a very comprehensive manner. In addition to it, the chapter also discusses the importance of social advertising in India. In the end, the rationale of the study and delimitations of the study have been explained.
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 but now a days Government, NGOs and many other companies are actively taking part for the welfare of the society. These social issues include many health problems (HIV/AIDS, Pulse Polio, Declining health status), 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 to remove these hindrances of development. Media plays an important role in creating awareness in the society towards these issues. It is referred to the fourth estate, the voice of people. It ought to hold the mirror of the society. The media has an additional role to interpret and analyze.

According to FICCI Report 2014: India’s Media and Entertainment industry reaches millions of people. 161 million TV households, 94,067 newspapers (12,511 dailies), close to 2000 multiplexes, 214 million internet users out of which 130 millions are mobile internet users all these are platforms that could drive change and be transformational catalysts.¹

Mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages. It is an effective medium for communication, dissemination of information, advertising, marketing and in general, for expressing and sharing views, opinions and ideas. Advertising is the paid form of communication. Its main function is to inform the people about products, services and ideas and to persuade them for their use i.e. to encourage the people to take action. It is advertising that educates the people about new products and services. It helps the people to adopt new ways of life and to give up some old habits. The word ‘advertising’ comes from the Latin word ”advertire” which means to turn to. The dictionary meaning of the term is to give public notice or to announce publicly.

American Marketing Association has defined advertising as “any paid form of non-personal presentation of ideas, goods and services by an identified sponsor. Paid form by an identified sponsor means advertising is always paid by an individual or a firm. Its presentation is non personal which means advertising is not meant for an
individual but for masses. The placement of announcements and persuasive messages, in time or space, purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/ or persuade members of a particular target market or audience about their products, services, organizations, or ideas.  

According to Tyagi and Kumar “Advertising is the dissemination of information by non personal means through paid media where the source is clearly identified as the sponsoring organization.”

We cannot think about the media without advertisements because for a media operation, a big amount is required to run a media house and that big amount is generated through advertisements. There is a business and economic relationship between media and advertising. Both are interdependent for their existence.

According to William J. Stanton, "Advertising consists of all the activities involves in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor."

Advertising is the mirror of society. It responds and reflects the prevailing value system of a society. Advertising is a paid one way communication, through a medium in which the sponsor is identified and the message is controlled. Frank Jefkins in his book ‘Advertising Today’ explained, “Advertising is the dissemination of information concerning an idea, service or product to compel action in accordance with the interest of advertiser.”

1.1 HISTORY OF ADVERTISING

Advertising is not a new concept. Very long ago, hawkers and drummers used their voices to attract the people towards the products they wanted to sell. They were also used for public announcements. After that Product or company’s name was also indicated on shops or walls. For the very first time, advertising appeared in printed form in 1780 in Bengal Gazette, the first Indian newspaper. Advertisements related to ship arrival from England, sale of household furniture and birth or death of people had been published in the newspapers. For the very first time in 1785, Bengal journal offered to print Government advertisements without charging. With the increasing impact of industrial revolution, agents came into existence and they started working as
a space contractor between advertisers and press. These agents gave birth to advertising agencies.\(^5\)

The first Indian ad agency, the Indian Advertising Agency, was launched in the very early years of the 20\(^{th}\) century. On the other hand, B Dattaram & Co, located in Girgaum in Mumbai, launched in 1905, claims to be the oldest existing Indian agency. This was followed by the launch of the Calcutta Advertising Agency in 1909. By the 1920s a good number of Indian agencies were working from the major Indian cities, the most important being the Modern Publicity Company in Madras, Central Publicity Service in Bombay and Calcutta and the Oriental Advertising Agency in Tiruchirapalli.

In 1931, the first full-fledged Indian ad agency, the National Advertising Service, was established. During the post independence era, the advertising business was well on its way to growth and expansion. The Indian Society of Advertisers was formed in 1951 and in May 1958, the Society of Advertising Practitioners was established and advertising clubs came up in Bombay and Calcutta to promote higher standards of work.\(^6\)

In All India Radio, Vividh Bharti Vigyapan Sewa was started in Oct, 1957. Hamam and Vicco Vajradanti were among the first heard jingles at that time. The following points indicate the nature of advertising:

1) Advertising is a mass communication activity. It is addressed to the masses at large.
2) Advertising aims to create interest in people for a product, service or idea.
3) Advertising, in general, is educative in nature. In the words of the late President Roosevelt of the U.S.A., "Advertising brings to the greatest number of people, actual knowledge concerning useful things: it is essentially a form of education and the progress of civilization depends on education."
4) Its main aim is to increase the sale of a business.
5) It persuades the people to take action i.e. to use that product, service or idea that is advertised.

### 1.2 ADVERTISING AS A COMMUNICATION TOOL

Advertising essentially is a tool of communication for marketing. In communication process, the sender sends a message through some medium so that it reaches the receiver. The transmission of message from a sender to a receiver is the backbone of any communication process. The end result of the communication process
is the understanding of the message. In communication, we are trying to share information, ideas or an opinion. The message is sent through certain channels or media. The response to the message is known by receiving the feedback from the receiver.

When we talk about advertising communication, it is basically marketing communication. The sender is the advertiser. The message is the printed advertisement or brochure or a TV commercial or a radio spot. The media used are newspapers, magazines, TV and outdoors. The receivers are the target audience of the product. The favourable response to a product is the feedback. The sales reports also form the feedback.

Thus, the following elements are involved in advertising communication:

**Advertiser:** An advertiser could be an individual or an organisation, which wants to communicate with a target audience. The communication is about the products and services offered by the advertiser.

**Advertisement:** An advertisement message is meant for information. It goes beyond it, and tries to make people favourably inclined towards the product/service/idea. It may ask people to act on the message. To do so, an advertisement uses the persuasive power of appeals - both rational and emotional and sometimes, moral.

**Media:** The channels of communication are the media. They convey the ad message to the target audience. The most commonly used media are newspapers, magazines, radio, TV and outdoors. Each medium has its own strengths and weaknesses.

**Target Audience:** The readers of print media, or the listeners of radio or the viewers of TV make the audience. The product may be for mass consumption or for a targeted audience of the total consumers. Audience could be users, non-users and potential users.

### 1.3 FORMS OF ADVERTISING

David Ogilvy opens his book Ogilvy on Advertising with this statement: “I do not regard advertising as entertainment or an art form, but as a medium of information.

When I write an advertisement, I don’t want you to tell me that you find it ‘creative.’ I want you to find it so interesting that you buy the product”7
Some writers think that Advertising is an art because creativity is a major factor in advertisements. Some scholars have classified advertising on the basis of its functions. Advertisements on the basis of functions are political, financial, corporate images/institutional, retail, product advertising, social or public service advertising. Political advertising is done by a political party to attract the people towards the policies of its own party and to explain the weaknesses of opposition. In 2014 Loksabha elections, on the one hand, congress has given advertisements of the policies made by its government though it’s Bharat Nirmaan Campaign to attract the audience and inspired them to vote for congress in coming elections and on the other side, Bhartiya janta party is asking people to vote for its party. Ache din aane wale hai was the campaign started by Narender Modi led BJP.

**Financial Advertising:** When public limited companies invite the general public to subscribe to the share capital of the company, it is called financial advertising. The advertisements by insurance companies, car loan companies, banks and non banking financial companies are said to be the financial advertising. It educates and guides the people for investments that will be beneficial for their future.

**Institutional Advertising:** It is done by business firms and institutions to build their image. Such advertising does not attempt to sell anything directly. The objective is to improve the goodwill of the organization as a whole, not focusing on anyone product or service of the organization. It is also known as corporate image advertising. For example: Superstar Amitabh Bachchan Promoted Reliance, Anil Dhirubhai Ambani Group.

**Retail Advertising:** It is done by retailers to attract the consumers directly. It may be defined as all advertisements by the stores that sell goods directly to the consuming public. It is usually local in nature. The primary objective of retail advertising is to build store traffic and advertising does that by emphasizing a reduced price on a popular item or by promoting the store image by focusing on unusual or varied merchandise, friendly and knowledgeable clerks, or prestige brands.

**Product Advertising:** Such advertising is done to promote the sale of a tangible product For example Lux Soap, Nirma Washing Powder, Knorr Soup, Lizzat papad, Nokia Mobile, Hyundai Santro.

**Social Advertising:** It refers to those advertising efforts which are done as a part of social responsibility by entities such as advertising agencies, Government, NGO’s as well as other business organizations. The main objective behind this 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 to bring about a change/shift in the mindsets of people.

1.4 WHAT IS 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 behavior 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. Advertisements 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.

Media is flooded with many social messages in the form of advertisements such as urging people to quit smoking or pleading public to practise safer sex, to aware the society about development, education, and pollution and to prepare people to fight against many diseases like thalassemia, malaria, swine flu and dengue etc. Singh (2006) expressed that “Media plays an important and determining role in educating and creating awareness among the public regarding various social issues and transmitting crucial information so that people become knowledgeable.”

The advertisements that bring about positive behavioral change for the development of the country are known as social advertisements. It is a form of advertising that is designed to educate or motivate people to undertake socially desirable actions. The primary objective in social advertising is however social, not private gain. Commercial advertisements promote products and services while the purpose of social advertising is the upliftment of society. It is also called Public Awareness Advertising or Social Service Advertising or Social Awareness Advertising or Public Service Advertising. It refers to those advertising efforts which are done as a
part of social responsibility by such entities as advertising agencies, Government, NGOs as well as other business organizations.

The importance of Social advertising has been realized in 1970’s in India and several researchers have contributed towards increasing the awareness of Social advertising. Today the advertising world is witnessing a sudden increase in advertisements with social messages. It is all about applying marketing and advertising principles to promote various social issues such as healthcare, wildlife protection, environment protection etc. Traditionally government and non-profit organizations have been engaged in promoting such issues. The scenario however has changed with many commercial organizations also initiating campaigns for social causes.\(^9\)

According to an online article published on The Times of India website, The UPA-2 government spent nearly Rs 187 crore on publicizing its much routed 'Bharat Nirman' programme in 2013-14, 80 percent more than the previous year. In response to an RTI query by activist Subhash Agrawal, the Directorate of Advertising and Visual Publicity said that Manmohan Singh government spent Rs 186.98 crore in the election year 2013-14 as compared to Rs 100.95 crore in 2012-13, Rs 86 crore in 2011-12 and Rs 47 crore in 2010-11.\(^10\)

Tara Sinha (veteran in the field of Advertising, Public Relations, External Affairs, Issues Management and Corporate Communications) wants advertising to become an instrument to accelerate the process of change in the urban and rural society. Social awareness advertising, according to her, should be much more than ‘tokenism’ with a potential to do PR job. It should have a better fate than being hung in galleries or occasionally released in media. Public Service Advertising or Social Awareness Advertising must bear a stamp of professional excellence that moves people to action – especially the voluntary and non-voluntary organizations, that together with the makers of advertising and planners of media form a part of the team. She emphasizes that it is important to ensure that there is an agreed statement on the specific, and if possible, measurable action which the advertising must generate among groups of people. It is also necessary that public service advertising be viewed on a campaign basis: adequate time must be given for advertising to work.

1.4.1 SOCIAL ADVERTISING IN INDIA

Social advertisement is a part and parcel of Indian advertising. Govt. of India & its ministries, NGOs, corporate, media and advertisement agencies are the main source
of social advertising in India. The government and its different departments are the main source of social advertisement in India. About 80 percent of the social advertisements are done by government. The ministry of Health had an annual budget of rupees 160 crore for the year 2007 for information, education and communication on social issues. In 2013, in a clear indication of driving UPA’s publicity through a 360 degree advertising blitz, the finance ministry had hiked the advertisement budget corpus for DAVP by 52 percent, the highest in the last five years.

“DAVP will have at least rupees 240 Crore to publicize the key achievements of UPA-2 government including its flagship programs like Aadhar, NRHM, Right to Education, direct benefit transfers against others. Add to it another rupees 200 Crore a 12 percent increase over 2012-13 on press information services, field publicity and publication divisions. I&B ministry has been flushed with funds to increase the general awareness of masses on key flagship programs.”

In the year 2007, the government leads the social advertising chart, accounting 13% of the social advertisements aired on TV while non Govt. sector contributed merely 17%. The government’s share on social advertising was largely utilized for airing health awareness advertisements, which accounted for 50% share of total airtime.

1.4.2 TV AND RADIO AS MEDIA OF SOCIAL ADVERTISING

The audio-visual (AV) cell of DAVP undertakes publicity campaigns through radio and video sponsored programmes, jingles and audio video spots on AIR, Doordarshan, and private satellite television and radio channels.

In India, from the beginning i.e. 1989, television has been used more for education and information purposes than for entertainment. It has performed different functions as compared to the television in the west. Even today, though commercials have entered Indian television in a big way, its basic purpose has not changed. It continues to perform it's function of national integration and development.

There is no doubt about the fact that the technology has given us a major tool in the form of television. It is a very powerful persuasive mass communication medium. Television has been able to influence the people living in remote areas of our country as its outreach has covered the remotest villages and tribal pockets. It is ushering information explosion.
The growth in television, both in technology and reach, in the last three decades has been phenomenal. It was basically conceived as a mass medium and a mass educator for its large population scattered in remote and culturally diverse areas.

It is supposed to disseminate the message of development and modernization to create awareness for generating public participation. It is expected to support government plans and programmes for bringing about social and economic change and to protect national security as well as advance the cause of national integration.

It opens up the prospects of educating villagers in the remotest areas, in the affairs of the nation and associating them in the task of development, along with creating wider vision of the world. Like film, television also stimulates and reinforces ideas, beliefs and tendencies already possessed by the viewer. For example, television repeats and thereby reinforces the messages on family planning, importance of girl's education, marriage age, environment protection, energy conservation etc. Thus, it serves persuasive function.

Television has more flexibility and mobility in its coverage due to audio-visual presentation. This is the reason why it has become a family medium. Family members receive messages in their own environment. Discussing the importance of television as mass media, Saxena says, "Television in India has acquired today newer dimensions, greater popularity and a much wider reach. The moving images of television fascinate people, demand attention and eventually influence their thoughts and behaviour."

Radio is a widely used mass communication medium and has a great potentiality in dissemination of information, because radio signals cover almost the entire population. There are about 414 stations today located across the country; reaching nearly 92% of the country’s area and 99.19 % of the total population. Radio being a convenient form of entertainment caters to a large audience. With the advent of transistors this medium has reached the common man in urban and rural areas of India, though the utilization of radio is more among rural elites.

It has advantages over the other mass media like television and newspapers in terms of being handy, portable, easily accessible and cheap. It is the most portable of the broadcast media, being accessible at home, in the office, in the car, on the street or beach, virtually everywhere at any time.

Radio is effective not only in informing the people but also in creating awareness regarding many social issues and need for social reformation, developing interest and initiating action that is in creating awareness regarding new policies,
developmental projects and programs, new ideas etc. It can help in creating a positive climate for growth and development.

It widens the horizons of the people and enlightens them, thereby gradually changing their outlook towards life. Research has shown that radio is an effective medium for education when it is followed up with group discussion and question-answer session.

In India, radio with its penetration to the rural areas is becoming a powerful medium for advertisers. It gets 3 percent of the national advertising budget. Radio is still the cheap alternative to television, but is no longer the poor medium in advertising terms.\(^{14}\)

Radio also plays an important role in spreading awareness among the masses. It can reach the most remote of areas in our country. For example, Red FM launched an AIDS awareness campaign in 2007, providing truckers with information leaflets and condoms. It is good for advertisements also. “Radio is one of the best options available to advertisers in times of slowdown, given its cost effectiveness, high reach and the ability to get completely local when communicating with potential consumers,” says Tarun Katial, chief operating officer of BIG 92.7 FM. Be it advertising or spreading awareness or to simply entertain, the radio has always played a vital role. It’s high time that we stopped neglecting its potential.

As with most other media used for advertisement message delivery, television and radio offer distinct advantages. Radio and TV are four of the media that form what are commonly referred to as the traditional media. The others are newspaper, magazines. Companies typically built ad campaigns that rely on one or more of these media along with other support media.

1.5 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 many 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 experimented 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 makers 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.

1.6 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). Only prime time social advertisements have been selected by the researcher. The study is
also delimited to citizens of Chandigarh and two nearby villages i.e. Nayagaon and Dhanas regarding the presentation, occurrence and content of social advertisements. Thus the present study seeks to analyze the content of social service ads of TV and Radio and to assess the perception of audience.
REFERENCES