CHAPTER-3
REVIEW OF LITERATURE

Chapter Abstract:
This chapter presents the review of the existing literature on the proposed field of study. For this, review of studies on content analysis and effectiveness of advertising campaigns of media have been presented. It provides the theoretical framework and foundations for the present study. On the basis of the literature reviewed, the scope and future plan of the present study was decided.
REVIEW OF LITERATURE

Literature review includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Researchers who conduct studies under the guidelines of scientific research never begin a research project without first consulting available literature to learn what has been done, how it was done, and what results were found. Experienced researchers consider the literature review to be one of the most important steps in the research process. It allows them to learn from (and eventually add to) previous research and saves time, effort and money. Failing to conduct a literature review is as detrimental to a project as failing to address any of the other steps in the research process.

A literature review goes beyond the search for information and includes the identification and articulation of relationships between the literature and your field of research. While the form of the literature review may vary with different types of studies, the basic purposes remain constant. The researcher has reviewed the selected literature for the purpose of

- Gaining the preliminary knowledge of research area i.e. content analysis
- Learning from previous theory on the area of the research.
- Selection of appropriate methodology, research design, methods to measure concepts and techniques of analysis.

It includes both primary and secondary sources of literature.

**Primary Sources**:- A primary source provides direct or firsthand evidence about an event, object, person or work of art. Primary sources include eyewitness accounts, results of experiments, statistical data, pieces of creative writing, audio and video recordings, speeches, and art objects. Interviews, surveys, fieldwork, and the Internet communications via email, blogs and newsgroups are also primary sources. In the natural and social sciences, primary sources are often empirical studies—research where an experiment was performed or a direct observation was made. The results of empirical studies are typically found in scholarly articles or papers delivered at conferences.

**Secondary Sources**: Secondary sources describe, discuss, interpret, comment upon, analyze, evaluate, summarize, and process primary sources. Secondary source materials
can be articles in newspapers or popular magazines, book or movie reviews, or articles found in scholarly journals that discuss or evaluate someone else's original research. In the present study, the researcher reviewed the books, journals and online published articles and the researches related to the study.

3.1 LITERATURE REVIEWED FOR THE CONCEPT

According to Sitara’s report (2006) on Media in the New Society: The Changing roles of Media in the New Society stated that the role of the media is influential in social change and social innovation processes. The role of the media in social change can either be progressive or conservative. Media can support the renewal of society by introducing new, constructive angles and new knowledge. It can question prevailing operative models and paradigms. The media can, however, also impede progress and cast doubt on warranted social reforms or take a passive stance in a change situation.¹

Pulitzer (2003) in an article Role of Media in Corporate Social Responsibility and Sustainable Development' expressed the two main reasons why media doesn't pick up on issues related to Corporate Social Responsibility, until its too late (or at least until a disaster occurs in a corporation) are: 'Firstly because evolution has equipped us to respond to big, noisy, immediate threats, and to ignore problems that may present even greater risks, but which build more slowly.²

The second reason is for commercial self-interest, since many journalists that were interviewed wanted better coverage of the triple bottom line issues and trends, but their marketing people argued that readers, listeners or viewers are switched off by it. As a result, media companies prefer not to cover such issues in order to keep audiences happy. This makes intuitive sense, although some argue that the media under-estimates the audience's readiness to tune in, if such issues are well presented.

Quazi (1999) in an article ‘The Mass Media and Social Awareness' stated that role of media, print, electronic and traditional have through their fast increasing variety, efficiency and skilled communicators have more to contribute than ever Winging in social change and mobilizing public opinion.³

A press has an obligation to the public and must bring the sunlight the evil doing of the government and people. Day in and day out the press brings out the stories
of corruption, social depravity, man slaughter, crime against backward lass and adivasis, child labor, human exploitation, unlawful police killing etc.

Pandey (1999) in his book on "Press and Social change" expressed that in the present era of communication the role of press has influenced the entire society, especially in a democratic and developing country like India. It has been recognized that process of social change is being guided by the impact of press. In a democratic nation press has vital role for the government and people. Indian press has its responsibility toward nation and society and plays a very important role of disseminating messages in our society.⁴

Tripathi (1996) in an article Social Advertising: Cause for Concern stated- "Social advertisement is the design, implementation and control of programme seeking to increase the acceptability of the social ideas, cause or practices among the target group. Some contemporary issues relevant to societies needs are selected, raised and its causes are promoted both by profit and non profit organizations.⁵

Social advertisements are designed to get people aware regarding the prevailing social evils in our society. Rao (1994) in an article on "Social Responsibility of Press in 21st Century" emphasized that social responsibility is a concept that need to be practiced by all the media including the press. In a developing country like India, the mass media so have a position role to play in the development process. That makes mass media to be socially responsible.⁶

The mass media while being free need to be socially responsible to the members of the society. The term and social responsibility are the two that come often come into conflict with each other as they need to be resolved through forums like press council etc. These can only be a socially responsible mass media in India to serve the interest of the society at a large. In the end we need a socially responsible mass media to meet the growing need of citizens.

Business dictionary (1992) defines social advertisements as media messages designed to educate or motivate members of a public to engage in voluntary social activity such as community services, energy conservation, recycling etc.

These social advertisements covering different social issues are being designed keeping in mind the intensity of these issues in our society. They are designed in a way that their potentials can be properly utilized properly in disseminating social messages in our society and they can prove as an efficient medium to communicate social messages in our nation.
Mohanty (1990) in an article Media and National Integration expressed that agricultural extension, health education, population education, rural development and public information through the use of modern mass communication media has become more popular for the use of rural masses. Mobilization of the human potential at present scarcely tapped is not dependent on technological means alone and interpersonal communication plays a crucial role in this endeavor.

Malhan (1986) in an article 'National Media Policy' emphasized that the communication media (including the big and small, modern and traditional) are necessary to inform, educate and persuade people and thus provide effective communications support to democracy and developmental plans. The media can disseminate news, views, programmes and policies; provide perspective for them for proper understanding; and promote participatory dialogue.

The media have the potentiality to act as a catalyst in diffusing new practices, skills and technology. In this case of communication explosion and propaganda, they can aid in presenting a better image of a country and promote better understanding of the outside world and its events among the people in the country.

Mohanty (1990), in an article ‘Population Education and Media Software’ expressed that the rural press can promote the traditional media in many ways. It can identify the various forms of folk media and publicise their efforts and programme through its pages. This is the advertising role of the press which is also the performance of the public relations role for the folk media.

The rural press can also suggest development themes to media at different times of the year and can even go to the extent of providing thematic details of various development topics. It can publish the media contents, to the extent possible, to enable the audience to read and remember the same.

The rural press can actually make the traditional media more responsive and sensitive to development issues by establishing a cooperative linkage with the media and in so doing can itself become more knowledgeable about media.

Srinivas (1982) in the article “Social Change in Modern India” stated that Communication has been recognized as one of the important factors for social change. Press created awareness among the people by giving information to society regarding many aspects of the life and conditions of the society relevant for them.7

The media should project the issues being faced by the poor so that people with authority could make efforts to solve these problems. The media had become
commercial to a large extent while the problems being faced by the marginalized sections of society should be highlighted. They were of the view that the media should focus on the poor even if they were not the consumers and targets of the advertisers.

Pandey (1999) in his book on "Press and Social change" stated that The Indian Mass Media need to play in bringing about social change. These were such as to motivate people in participating in development oriented efforts, to contribute towards removing illiteracy, poverty and superstitions and to discharge information about development planning to the people and getting their approval and participation and to mobilize public supports for various developmental projects undertaken by the government and nongovernmental organizations.8

3.2 STUDIES REVIEWED FOR CONTENT ANALYSIS AND PERCEPTION OF AUDIENCE FOR ADVERTISEMENTS

A content analysis study was conducted by Connecticut University in 1972 to determine the amount of Public Service Advertising that is broadcast, particularly anti-drug appeals. To study, 85 presentations of 32 different drug abuse messages from 9 channels were coded. From this exploratory study it was found that 90% of drug abuse commercials observed was broadcast during time of typically lower attendance (i.e. other than prime time). It was also found that 15% of the PSA’s utilized prestige appeals either made directly by a celebrity or narrated by someone identifiable. 68 percent of the messages were general appeals. Fear appeal is used in one of the four messages observed (24 percent). It was also found that PSA time accounts for only 2 percent of total air time while commercials accounts for an estimated 20 percent of airtime.9

Bever et. al. (1975) conducted an interesting study, titled “Young Viewers Troubling Response To TV Ads”. The study sought to examine trends in children’s attitude towards TV advertising during the years 5 to 12. Their views were elicited on the questions of morality, fantasy, economics and TV commercials. The results suggested that children gradually learn to inter relate their understanding of morality, fantasy and economic. Their attitude towards TV ads increased with age.10

Johnson et. al. (1993) studied comparison of HIV / AIDS television public service announcements around the world by audio-visual content of different HIV TV advertisements. The authors analyzed the verbal and visual content of 317 HIV/AIDS television public service announcements (PSA) produced since 1986 in 34 countries.
They examined structural features, source factors, appeal strategies, modeling, message content, and audience factors known to influence campaign effectiveness. It was found across the sample that the spots lacked specificity in favor of generalized, nonoffensive information and recommendations. Less than 30% mentioned condoms and only 12 percent described the importance of minimizing partners in reducing the risk of HIV transmission. Further, rational arguments were more prevalent than emotional dramatizations and anonymous narrators more common than on-camera experts. Many different audiences were targeted, of which heterosexuals constituted the largest group receiving the direct attention of 43 percent of spots. It is argued from this review on the basis of message learning theory, social cognitive theory, and the health belief model, that many of the PSAs would only be minimally effective in changing behavior.\footnote{Rodd, H. D. & Patel, V. (2005) conducted a study to examine what proportion of television advertisements, directed at children, promoted products potentially harmful to dental health. For the purpose of the study, Forty-one hours of children's television programming broadcast on ITV1, the main UK commercial channel, were recorded on to videotape for subsequent analysis. Almost 1,000 adverts were analysed; each was timed and broadly categorised as relating to a food/drink product or non food/drink product. Advertisements for food and drink were further subdivided according to their sugar and/or acid content. It was found that, on average, 24 adverts were shown per broadcast hour, which accounted for 15.8 percent of the total schedule time. 34.8 percent of adverts related to food/drink products, and 95.3 percent of these} 

Another research study of advertising campaigns (TVC) of big corporate organizations was published by Maheshwari and Dahiya (2004). The objective of the study include If such ad campaigns and TVCs encourage electorate to vote, whether TVCs or ad campaign are liked by viewers, do people remember ads even after campaign is over. The survey research method was used to collect the data. The sample size taken is 600 and age group taken is above 18 years. The questionnaire was used for data collection and the technique for data analysis was simple percentage method. It was found that although all respondents remember watching TVC on elections or voting but 20 percent of them could not recall any brand name. Out of remaining 480 respondents, 63 percent remember matching Tata tea Advertisement Jaago Re and 32 percent remember watching Idea no ullu banaoing. 40 percent respondents believe that brands launched ad campaign to encourage electorate to vote. While only 10 percent believe that brand launched such ad campaigns as a CSR initiative.\footnote{Another research study of advertising campaigns (TVC) of big corporate organizations was published by Maheshwari and Dahiya (2004). The objective of the study include If such ad campaigns and TVCs encourage electorate to vote, whether TVCs or ad campaign are liked by viewers, do people remember ads even after campaign is over. The survey research method was used to collect the data. The sample size taken is 600 and age group taken is above 18 years. The questionnaire was used for data collection and the technique for data analysis was simple percentage method. It was found that although all respondents remember watching TVC on elections or voting but 20 percent of them could not recall any brand name. Out of remaining 480 respondents, 63 percent remember matching Tata tea Advertisement Jaago Re and 32 percent remember watching Idea no ullu banaoing. 40 percent respondents believe that brands launched ad campaign to encourage electorate to vote. While only 10 percent believe that brand launched such ad campaigns as a CSR initiative.}
promoted products that were deemed potentially cariogenic or erosive. The most frequently promoted food/drink products included breakfast cereals with added sugar (26.3 percent), confectionery (23.7 percent) and non-carbonated soft drinks (18.1 percent). It is concluded that despite recent specific codes of practice outlined by the Independent Television Commission for Children's Advertising, many food and drink products promoted during children's programming are potentially damaging to dental health.13

A study “Mixed Messages? An analysis of communication materials on abortion and sex determination in Rajasthan” by Bracken and Nidadavolu was published in Economic and Political Weekly in 2005. It employed two different methods: Ist is the content analysis of IEC materials about abortion and sex determination; and the second is in depth interviews (with producers and distributors of the materials: and abortion providers) and focus group discussions (with men and women of reproductive age).

For the first part of the study, IEC materials that were produced, used or distributed by the state and central governments and non-profit/non-governmental and private organisations working in the district in five years (1997-2002) was collected for research. Audio-visual materials (i.e. audiotapes, video tapes, public service spots, radio spots and printed materials (i.e. pamphlets, wall-charts, posters/billboards) related to sex determination, abortion legislation, abortion services, choice of methods, and post-abortion complications were collected. The content of each material was assessed using a four point scale to determine the presence, detail and accuracy of information. The materials were also assessed for fear or other appeal, language, text, illustrations and design. All materials meeting the inclusion criteria were content analysed using a content checklist and qualitative checklist. It was found that No evidence of abortion materials produced either by the government or by private abortion providers. Of the 17 materials on abortion found, including four flip charts, two pamphlets, one print advertisement, two wall paintings and eight television spots, 15 were produced by a non-governmental abortion service provider in the district and Two flipcharts were produced by community-based or non-governmental organisations doing community health education in the area. Most of the materials were in Hindi and mostly literacy-dependent. When referring to abortion, safe abortion materials used the terms 'garbhpaat' (abortion) or more colloquial terms such as 'bachcha girana' (literally, to make a child fall), safai (cleaning), 'unchahe bachche se chutkara' (literally, release from an unwanted child). When referring to an unwanted pregnancy, posters and
pamphlets used more sanskritic terms such as 'unnichchit' (undesired or harmful), 'awanchaniya' (unwanted) or less frequently, the more colloquial terms 'bojh' (burden), 'samasya' (problem) or 'galti' (mistake) were used in spots. Most of the materials about sex determination were targeted at families or women. The vague language used in some abortion materials may also lead to confusion about the availability of safe abortion services and the issue of sex selective abortion. Several posters and pamphlets about abortion services suggested that if a woman needed a 'jaanch' (test) of a certain kind, the NGO provider could link her to an appropriate facility. However, the material did not specify the purpose or nature of these tests. As the word jaanch is also used to refer to fetal diagnostic tests, this vague statement could be potentially misleading and contribute to confusion about the types of services offered by abortion providers. Several of the flipcharts used stories to make the information more interesting and accessible.

Of the eight television spots, three were explicitly on abortion and the rest combined messaging on abortion along with issues such as contraceptive choice and male involvement. The spots were meant for broadcast through channels and for narrowcast through mobile video vans. The spots used popular Hindi film scenes to drive home messages on abortion legality and access. Like the other materials designed by the provider the mass media materials explicitly mentioned the name and location of clinics. However, like the other materials created for individual consumption, the mass media campaign did not explicitly mention the types of methods available, gestational age limits or cost for these methods. Information on gestational age may help women and their families’ access necessary services in time and choose the appropriate method.

In-depth interviews with representatives of the media revealed that there has not been a systematic and sustained focus on abortion and sex selection. Instead, reporting was more sensational and in response to the release of a government report, change in legislation or a reported maternal death. Interviews with abortion providers working in the private, NGO and public sector in the study district, revealed ambivalent attitudes toward public information campaigns and advertising. While providers working in clinics run by the non-governmental service provider clearly saw the need for communication materials to motivate people to make the right choice, providers working in the public sector or private practice did not feel strongly about the need for information campaigns about abortion issues. In order to better understand the
community's reception of a selection of these materials and develop recommendations for the production of future materials on these topics. Two FGDs were conducted in each site and each group included eight to 10 men or women. Participants were shown a selection of posters, flipcharts and pamphlets and asked to describe their reactions to the materials and any information gained from them. In several posters and pamphlets, husbands were shown accompanying their partner for the abortion procedures. While women noted that such images were accurate and could encourage spousal communication about abortion, they also suggested that male involvement should not be considered mandatory. In one focus group, while discussing the issue of sex selective abortion, women underscored that a husband should not compel a woman to abortion and posters should communicate this message to men. In addition, some respondents also felt that the existing materials failed to address important target audiences. Both men and women felt that information should be available to adolescents or unmarried women.14

A study drawn from the book “Development Communication: Mass Media and Public Policy” in which George surveyed 50 literate households about their awareness of bank advertisements on saving habits of rural people. Results demonstrated that most of the respondents were aware and could recall the names of banks, Particularly ads with visual elements. Moreover, only a small percentage of them had acted upon the message, though they believed that ads enhanced the banks credibility among the people.15

In another study named “Public Service Advertising in a changing television world”, Walter Gantz (2008) had indicated that PSAs can inform and even change behaviors if the spots themselves are well crafted and if they get sufficient airtime in front of their target audience. The purpose of the study is to provide basic data about the state of Public Service Advertising on television today. The study examined a full week of television content on affiliates of ten major broadcast and cable networks, ABC, CBS, FOX, NBC, CNN, ESPN, MTV, Nickelodeon, TNT, and Univision. A total of 1680 hours of television content was collected and analyzed for the study. From this television content, a total of 1595 public interest messages (969 donated PSAs and 626 paid) were identified.

It was found overall, the broadcast and cable stations in the study donated an average of 17 seconds in an hour to PSA. Just under half (46 percent) of all time donated to PSAs occurring between the hours of midnight and 6am across all stations in
the study. A large majority of all donated PSAs included some type of provision for viewers to follow up on information presented in the spot for example, a web address (75 percent) or a toll free telephone number (38 percent). One out of every four donated PSAs (26 percent) was on health related topic, including fitness (61 percent of all donated PSAs), cancer (4 percent), and HIV/AIDS. It was also found that most donated PSAs (61 percent) had a single sponsor, while 39 percent had 2 or more co sponsors. Non profits were the most common sponsors of donated PSAs (71 percent) were sponsored or co sponsored by a nonprofit. Government agencies sponsored and co sponsored 15 percent of all donated spots, with for profit companies’ co sponsoring eight parent of all donated spots. Most donated PSAs (69 percent) were 30 seconds long, 22 percent were less than 30 seconds long and 10 percent were longer than 30 sec. 8 percent percent of all donated PSAs specifically targeted children or teens, 2 percent specifically targeted seniors. One out of 4 (26 percent) donated PSAs featured a celebrity spokesperson of some kind.16

In a study, David, A. (2008) of St. Joseph University did a content analysis of music placement in prime time Television advertising. It was found that 94% of the total advertisements contained some type of music .The sample of the study was all commercials aired on ABC, CBS, FOX and NBC during May3-May9, 2004 during prime time 8:00-11:00pm. It was found that 3239 total commercials and 617 unique commercials used some types of music. 404 total and 86 unique utilized some type of popular music.2387 total and 501 unique had some type of needledrop.448 total and 30 unique ads used a jingle. It was also observed that popular music was mostly used in automotive, audio/video and food commercials than any other category.17

Pahad, A. & Upadhyay, A. (2009) in their study tried to find out the present status of social advertisements and the opinions of people about social advertisements. In the study, the researcher collected the social ads of two Hindi national dailies namely Dainik Jagran and Hindustan for two months. For the content analysis two health advertisements about Polio and HIV were selected on the basis of their frequency and consistency in the newspapers. The ads were analyzed on three main aspects occurrence, presentation and the main content. It was found that these newspapers are restricted mainly to some social areas namely health and education. They are well presented with simple and easy content. But it was found that repetitions exist in the visuals and their write ups of these social ads. It was also monitored that social ads mostly covered in the middle page of newspaper. Controversial messages which would
create problems and disputes in society were avoided in social ads. When 100 citizens of sultanpur city participated in focus group discussions (FGD) they opined that social advertisements occurred sometimes in the newspapers. Around 50 percent of the respondents had opined that effective content were presented in social ads whereas for other 49 percent respondents content were not so effective. Overall 55 percent of the total respondents were of the view that social advertisements were occurred more in newspapers.\(^{18}\)

Another study of content analysis of disease awareness advertisement in popular Australian Women’s magazines was conducted by Danika V and others and it was published in 2009. For the purpose of the study to determine the nature of disease awareness advertising (DDA) in Australia, the researcher had identified 711 advertisements in six Australian women’s magazines for one year. Out of 711 total identified advertisements, 60 met the inclusion criteria for the study and of these 60, 30 were unique. Most 22/30 used emotional appeals, 15 of this used happiness/healthiness/wellbeing.\(^{19}\)

The research “Health Coverage in Mass Media: A Content Analysis” was conducted by Achala Gupta and A. K. Sinha and published in 2010. The researchers conducted Content analysis of the health related messages that appear in the print and electronic media. A sample of 2 newspapers, the messages appearing in them were studied during the year 2008. Similarly, a study of electronic media was conducted through observation method. The health messages broadcast or telecast by the electronic media during the same time period have been observed. The researchers chose Big FM (92.7 MHz) randomly and heard the broadcast for one week continuously.

It was found that on an average there were 40-50 health related items being broadcast per day. Out of these, approximately 20-25 advertisements were of some health clinics or hospitals, etc.; 7-10 were related to cosmetic and herbal products; and 9-13 were general medicines advertisements (Vicco-cream, Dettol, Gelusil, etc.). There were approximately 7-9 health related messages related to different issues like hygiene, mother-child health care and immunisation of children. It was also found that one day before the polio-day (Sunday) the message regarding immunisation was played several times. The message was announced normally for 10 to 15 seconds.

The researchers chose one entertainment channel, one spiritual and one news channel randomly to watch on TV. The researchers watched these channels for one
week each from 8.00 am to 11.00 pm. The entertainment channel chosen was Colors channel. It was found that on an average there were 7-9 health messages per day which were related to joint replacement, pneumonia vaccination, and mother-child health care. There was preponderance of advertisements as there were approximately 30-35 advertisements of beauty products; 20-22 were related to female utility items; 10-12 were on health or energy drinks (Boost and Horlicks, etc.); 10-12 were general medicines advertisements (Crocin, Moov, Cough-Syrup, etc.); 11-13 were on oral health (tooth brush and tooth paste related); 2-5 were related to various contraceptives; around 5-6 were on cooking oils; approximately 5-7 were related to ayurvedic products like Chawanprash, and Dabur products; and 10-12 were related to baby products (nappies, baby food, etc.). It is generally found that the spiritual channel is mainly listened to by aged people. The channel chosen was Divya. It was found that very few advertisements and messages were there on this particular channel. If there was some advertisement, it was mainly related to some herbal or ayurvedic product. The news channel that was chosen was IBN7. It is a Hindi news channel. Comparatively, there were more health messages. On an average, there were 9-14 health messages in a day. The messages were mainly on mother-child health, flu, knee replacement, dengue and chickengunia and on oral health. The researchers selected one Hindi and one English language newspaper for content analysis.

Dainik Bhaskar (Hindi) and The Tribune (English) were chosen for the whole one year of 2008 for the content analysis. It can be seen that health related news ranked first followed by advertisements and health articles. There was not a single advertisement of any health related product in newspaper. Advertisements of health related products were given the priority than health articles and messages in all the seasons. It was also noted that number of health articles in the rainy season was the highest as compared to other seasons.20

A research study published by Nielsen in 2010 shows that TV viewers really do watch commercials. This Video Consumer Mapping (VCM) study was sponsored by the Council for Research Excellence (CRE). The VCM study was the first ever to involve in-person, computer-assisted observation of the media consumption habits of 376 adults and generated data covering more than three-quarters of a million minutes, or a total of 752 observed days.

It’s always been conventional wisdom that people watching TV don’t watch commercials. They flip channels, get something to eat or otherwise ignore the ads. In
fact, it turns out the conventional wisdom is all wrong: TV advertising and program promotions reach 85 percent of adults daily, and viewers typically see 26 advertising or promotional breaks -- accounting for 73 minutes -- each day. It was found that the frequency of channel-changing and moving rooms is similar before, during and after commercial breaks. Only 14 percent of viewers change channels during the break, compared to 11 percent just before commercials and 13 percent just after. Likewise, room changing patterns were similar: 20 percent of viewers change rooms during commercials, compared to 19 percent before and 21 percent after. The results also show that many TV viewers are simultaneously doing other things, but “multi-tasking” behavior patterns don’t change during commercial breaks. Multi-tasking was found to accompany 45 percent of all media use, with “care for another” and “meal preparation” being the two top activities. Fully 55 percent of viewers were found to be solely engaged with media.\(^{21}\)

*The Trends in Social Advertising survey (2011)* was conducted by the Pivot team to measure the interest in and utilization of social advertising. An invitation to the online survey was extended to marketers and agency professionals via email, blogs, Twitter and Facebook. Of the respondents in Pivot social advertising survey, 85 percent were either currently experimenting with social advertising or planned to do so within the next 12 months. Businesses appear to find social advertising successful or worthy of investment. 54 percent are satisfied or very satisfied with their experiences within social advertising to date. Objectives for social advertising appeared all over the map in the survey, as brands evaluate various outcomes. At 17 percent, a brand using social advertising to support product introductions or other announcements is the current most common outcome. 13 percent are seeking to engage existing customers. Tied at 12 percent, deploying social ads to increase the size of the community or drive traffic to outside destinations. 11% of respondents designed social ads to build brand awareness.\(^{22}\)

Shitole and Bageshree in 2012 in their study ‘Social Advertising and Youth’ studied the awareness and general attitude towards social advertising in India. They divided the study in five parts:

1) Impact of celebrity in Public Service Advertisements.
2) Impact of fear appeal in Public Service Advertisements.
3) Impact of noise on recall of Public Service Advertisements.
4) Effectiveness of television in Public Service Advertisements
5) Impact of repetition on recall of social advertisements.

For the research two tools questionnaire and audio-video (AV) presentation were used. AV presentations were shown to people and then they were interviewed through a questionnaire.

In the first part it was found that the recall of social ads with celebrities was higher than social ads without celebrities. It was also found that celebrities had generated people’s interest in advertisement and they perhaps remember the ads only because of the celebrities included in it. Recall of the social ads having film based celebrities such as Ajay Devgan, Big B, Shahrukh Khan was higher than the television based celebrities such as Rohit Roy and Ehsaan Querashi.

When fear factor was studied it was found that the recall of social ads having fear appeal was significantly higher than social ads without fear appeal. Fear factor makes social advertisements affective though they are less entertaining.

In the third part, the recall of PSA shown exclusively was considerably higher than for PSA shown amidst commercial ads. The more the clutter, the lower the levels of ad recall.

It was observed that the overall recall for PSA on television was higher than that presented for papers/magazines. It was concluded that audio-video medium is more powerful as compared to non audio video medium.

In the fifth part of the study it was found that the overall recall of Public Service Advertisements shown repeatedly was higher than that for the PSAs shown only once.\textsuperscript{23} 

Farquhar et.al. and Mayer et. al. (2012) under Stanford heart disease prevention programme conducted the Three Community Study to know the effectiveness of a campaign regarding cardiovascular diseases. For this study, the investigators selected three very similar communities with an average of 14000 people in Northern California. Two of these towns shared the same TV and radio stations, and were chosen to receive an extensive mass media campaign; the third town received no campaign and served as a control community because it was relatively distant and isolated from media in other towns. The media campaign lasted for two years and consisted of warnings and information concerning smoking, diet and exercise. The media include TV, radio, newspapers, posters and material sent through mail. To evaluate the success of campaign the researcher randomly selected hundreds of 35-54 year old men and women from each community and interviewed them annually. 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.24

**Dr Chandra Shekhar (2012)** in the research ‘coverage of health information in electronic media – a study’ did content analysis of the health related messages that appear in the electronic media i.e., the radio and television. The main purpose of the content analysis is to understand systematically health related messages in different mass communication tools. This study was conducted through observation method. The health messages broadcast or telecast by the electronic media during period of 2010. The radio and television channels used for the analysis were randomly chosen. This aspect of the study gave the researchers an insight into involvement of the media within the health communications. The researchers chose Radio Mirchie (98.3 MHz) randomly and heard the broadcast for one week continuously. In this study it was found that on an average there were 45-55 health related items being broadcast per day. Out of these, approximately 30-40 advertisements were of some health clinics or hospitals, fitness centers etc.; 8-12 were related to cosmetic and herbal products; and 10-13 were general medicines advertisements (facial creams, Dettol, Gelusil, etc.). There were approximately 8-10 health related messages related to different issues like hygiene, mother-child health care and immunisation of children. The important aspect is that a day before the polio-day (Sunday, Saturday) the message regarding immunisation was played several times. The message was announced normally for 10 to 15 seconds.

In television analysis, the researchers chose one entertainment channel, one spiritual and one news channel randomly to watch on TV. The researchers watched these channels for one week each from 8.00 am to 11.00 pm. The entertainment channel chosen was Gemini channel. It was found that on an average there were 7-9 health messages per day which were related to joint replacement, pneumonia vaccination, and mother-child health care. There was preponderance of advertisements as there were approximately 40-45 advertisements of beauty products; 25-30 were related to female utility items; 12-14 were on health or energy drinks (Boost and Horlicks, etc.); 10-12 were general medicines advertisements (Crocin, Moov, Cough-Syrup, etc.); 11-13 were on oral health (tooth brush and tooth paste related); 2-5 were related to various contraceptives; around 5-6 were on cooking oils; approximately 5-7
were related to ayurvedic products like Chawanprash, and Dabur products; and 10-12 were related to baby health care products (nappies, baby food, etc.).

It is generally found that the spiritual channel is mainly listened to by middle age and aged people. The channel chosen was aastha. It was found that very few advertisements and messages were there on this particular channel. If there was some advertisement, it was mainly related to some herbal or ayurvedic product. Most of the products from the house of Ramdev baba’s. The news channel that was chosen was ABN Andhra Jyothi. It is a Telugu news channel. Comparatively, there were more health messages. On an average, there were 10-15 health messages in a day. The messages were mainly on mother-child health, flu, knee replacement, dengue and chickengunia and on oral health.

The electronic media are vital sources of information for many Ethiopians, basically radio and television cover the urban and rural areas widely. Interestingly these two mass media tools reach the hearts of illiterates also. There are significant geographic differences in media exposure. Despite the place of residence, however, urban women and men have had better access to all three media sources than their rural counterparts.

Besides, viewing exposure along gender lines showed that the distribution is in favor of males when compared with that of females.25

‘Consumer Perception and Attitude towards the Visual Elements in Social Campaign Advertisement’ was studied by Ashish Sharma and others in 2012. This research tries to explore and describe consumer’s attitude and perception towards the visual elements in social advertising campaign.

The study aims to evaluate the impact of social advertising campaigns on consumers’ attitude through analysis and critical evaluation of visual impact. The objectives of research are fulfilled by using focus group method. Focus groups and semi-structured open-ended questionnaire were used in order to conduct this research with randomly selected twelve participants divided into six male and six female. The study explores and explains the consumer attitude and perception towards the images of social campaign advertising in the context of different social causes. Two focus groups were conducted, both of them having three male and three female participants each.

Two advertisement posters were shown to the people. The first poster gave a message to people, which is basically visual persuasion. Image tells, you don’t smoke cigarette, cigarette smokes you. There is a nude girl who has kept her hand on mouth
depicted as she is smoking. As she is smoking her internal organs are burning like cigarette tip. In the second advertisement poster, “Adopt”: Image shows a positive reinforcement of attitude by showing a child adoption. The small child is exaggerated and keeps the adopter closer in her arms. “Adopt. You will receive more than you can ever give”.

As a result of evaluating picture 1, the study revealed that consumers respond to different social campaigns in different ways. There was a response with question that: “Why is the girl nude and having no cigarette while it is an anti-smoking advertisement?” and expressed a loud attitude for the type of nudity used. The advertisement is full of nudity, It is irrelevant and vogue. In the second advertisement, Female respondents consider this advertisement as cute, nice, subtle, beautiful and lovely and male respondents felt it beautiful, sensible, adorable and emotional. There is powerful evidence to suggest that the overall perception of targeted audience towards image in social advertising campaigns is positive.26

Erode R. Maheshwari and Dr. G. Suresh (2013) conducted a research study on the preference of social advertisements among the adults. The researchers used the Descriptive research design since it includes surveys and fact-finding enquiries of different kinds. The researcher used Interview schedule to collect data from the respondents. Non probability judgment sampling method was adopted and the researchers identified 200 respondents for this study. The study was confined to Erode District in Tamilnadu. The study was conducted during the month of November 2012. The collected data were tabulated and analyzed by using Simple percentage analysis, correlation, and Two-way table and Chi-square methods. The respondents belong to the age group of 16 to 35 years were identified as the sample respondents for this research study. After the research it was found that 79.5% of the respondents are able to recall social advertisements easily. Respondents belonging to the age group of 21-25 years were able to recall more.66 percent of the respondents is sharing the social advertisements with others. Respondents belonging to the age group of 16-25 years are sharing it more with others. 66.5 percent of the respondents feel a positive image on the brand because of social advertisements. 87.5 percent of the respondents need more such social advertisements. 80 percent of the respondents are spending time on social advertisement. Response from the age group of 21-25 years is more. 75.5% of the respondents are watching social advertisements in internet. Response from the age group of 16-25 years is more. Therefore it is concluded that social advertisements are
much influencing the adults and it has huge impact on building the brand equity among the rural adults.27

Another study in the field of social service advertising was conducted by Forrester (2013) “The Key to Successful Social Advertising,” that evaluates how marketers are using social advertising, with the goal of educating marketers on how to develop social media strategy and activate the most effective tactics. For this study, Forrester conducting an in-depth survey with 105 large social advertisers in the US to evaluate how marketers are using social media advertising, with the goal of educating marketers on how to choose the most effective social media advertising objectives and tactics. It was found that while social advertisers use a wide range of organic and paid tactics across a variety of social sites, more than one-third are not satisfied with their efforts. Considering how many large social advertisers are missing the mark, it’s time for marketers to use more sophisticated social advertising tactics and to better match their tactics to their objectives.28

The study Risky Messages in Alcohol Advertising by Elizabeth and Jernigan was published in Journal of Adolescent Health in the issue of January, 2013. The main purpose of the study was to assess the content of alcohol advertising in youth-oriented U.S. magazines, with specific attention to subject matter pertaining to risk and sexual connotations and the youth exposure to these ads. This study consisted of a content analysis of a census of 1,261 unique alcohol advertisements (“creatives”) recurring 2,638 times (“occurrences”) in 11 U.S. magazines with disproportionately youthful readerships between 2003 and 2007. Advertisements were assessed for content relevant to injury, over consumption, addiction, and violations of industry guidelines (termed “risk” codes), as well as for sexism and sexual activity. During the 5-year study period, more than one-quarter of occurrences contained content pertaining to risk, sexism, or sexual activity. The maximum number of occurrences per creative was 22, with an average of 2.1 occurrences per creative. With approximately two thirds (65.81 percent) of all occurrences, spirits were by far the most advertised type of alcohol, followed by beer (28.92 percent), wine (3.37 percent), and alcopops (1.90 percent). Ad occurrences were concentrated among a minority of brands; of 183 brands, the top 10 most advertised brands—a list composed solely of spirits and beer brands—accounted for nearly 30 percent of all occurrences. More than 1 in 10 occurrences (299), comprising 120 creatives, exhibited one or more risk codes. Problematic content was concentrated in a minority of brands, mainly beer and spirit brands. Those brands with higher youth-
to-adult viewership ratios were significantly more likely to have a higher percentage of occurrences with addiction content and violations of industry guidelines. Ads with violations of industry guidelines were more likely to be found in magazines with higher youth readerships.\textsuperscript{29}

A study ‘Advertising to Chinese youth’: the study of public service ads in Hong Kong was conducted by Kara Chan and Hao-Chieh Chang (2013). The purpose of the study is to know the Hong Kong youth's general attitudes towards government publicity were studied and their responses to two public service advertisements promoting green lifestyles were measured. During the study, Thirty-four Chinese youths in Hong Kong aged 17 to 22 were questioned about their understanding of and attitudes toward public service advertising in face-to-face interviews. Their opinion of two government television ads promoting “green living” were then solicited. The researcher concluded that the interviewees described government publicity in general as credible and practical. Some liked the green living ads for their creativity but others disliked them as boring, unrealistic, irrelevant and uninformative.\textsuperscript{30}

Dr. Rahul Swami (2013) at the ICFAI Business School in Jaipur, India conducted a comparative study to analyze the relationship between how people who listened to the radio perceived HIV/AIDS versus how people who watched TV perceived HIV/AIDS. The study consisted of asking 80 people (40 males, 40 females) about their perceptions of various TV Channels and Radio stations using a 5 point Likert type scale. The results of the study showed that the TV Channels are dominant in getting out information about HIV/AIDS and more widely expected to create HIV/AIDS awareness.\textsuperscript{31}

Socio economic role of advertising was studied by Ayush Kumar and published in Abhinav National Monthly Refereed Journal of Research in Commerce and Management. Vol 4, 2013. The objective of the research was to explore the impact of advertising on economic development and to examine the social aspect of advertising and its impact on social development. The secondary sources like reputed journals, periodicals, books and web sources were used to draw facts and concepts about various economic implication of advertising in nation’s building and also various social aspects of advertising is considered to draw a conclusion about societal implication of advertising. It was found that advertising helps in educating peoples about social issues, product and services information, price, quality, health hazards and
safety norms and improving production capability. Advertising promotes national product to the outer world by enhancing export promotion, new product development for international market, country’s socio-economic development, distribution and proper supply of goods, at a right time, at a right place by intimating public, about it. It improves standard of living and reaching great number of audience to account their feedback and utilize it for further correction. It affects cultural values of the society and consumer welfare and protection from various unfair trade practices.°

The study Attitude towards Public Service Advertisements Among the Rural Youth by Gangadharn, S. & Nagarajan, P.S. (2013) deals in detail about the factors which influences the effectiveness of social advertisements. The researchers conducted the study to find whether the public has awareness over the social advertisement and to identify the public interest towards viewing social advertisement. In the present study both primary and secondary data have been used. The secondary data has been collected from the reports, magazines, newspapers, textbooks, websites and the like. Primary data has been collected from the people of chengalpat taluk in Kanchipuram district to check the awareness of public service advertising and the consequences of that type of advertising in the society by using a structured interview schedule. For this purpose, a detailed interview schedule has been prepared and the data was collected from 300 respondents by using convenience sampling. It is seen in the study that 92 percent of the respondents see social advertisements, 95 percent of the respondents see product advertisements, 34 percent of the respondents see service related advertisements, 22 percent of the respondents see institutional advertisements, 17 percent of the respondents see industrial advertisements and the remaining 8 percent of the respondents see other types of advertisements. 32 percent of the respondents could identify and categorize as health related advertisement, 24 percent of the respondents could categorize as savings related advertisement, 32 percent of the respondents could categorize as tax savings advertisement, 5 percent of the respondents could categorize as nature disaster related advertisement and the remaining 6 percent could categorize as caution advertisements. Calculated, and based on the mean value the information can be passed to the advertisers for the improvements in social advertisements. The score for the attribute; practicing is 4.17 continuing with a mean value of 4.02 to advocating then to knowledge and finally to the attribute entertaining. Only the attribute practicing from the advertisement has a maximum mean score value which is 4.17, hence the advertisers have to insist in preparing advertisement for practicing the advertisement.
Filkukov and klempe (2013) studied Rhyme as reason in commercial and social advertising. The study is published in Scandinavian Journal of Psychology. Participants in the experiment were 1835 psychology students at the Norwegian University of Science and Technology in Trondheim (126 women, 25 men, 32 did not report their gender; mean age = 21.1 years). The participants were randomly allocated to four conditions by receiving different versions of the questionnaire. The experiment was run during a break between lectures. The study is divided in three experiments—slogans in commercials advertisements, slogans of social advertisements and the third experiment was designed to investigate whether participants change their evaluation of the slogans once they are exposed to both the rhyming and the non-rhyming version simultaneously. The questionnaire focusing on formal aspects of the slogans contained four questions on: Likeability of the slogan, On the basis of its formal qualities, how suitable the slogan is for an advertising campaign, Originality/creativity of the slogan, Memorability of the slogan. In the questionnaire focusing on formal aspects of commercial slogans, significant differences between rhymes and non-rhymes in all scales were found. Rhyming slogans were perceived as more likeable than their non-rhyming counterparts; Not surprisingly, rhymes were also considered to be easier to remember than non-rhymes.34

In another research by Georgiadis, M studied the behavior change after a particular media campaign and published in 2013. In order to explore how health messages are communicated to motivate behavior change in the Let’s Move! Campaign, The Research questions for the study was What types of communication messages are presented in the Let’s Move! Campaign to motivate target audiences to change their behavior and reduce obesity? and To what extent do these messages follow health communication theories (Health belief model, social cognitive theory). A content analysis was performed on 13 print advertisements and six television public service announcements released in the spring of 2011 The author developed a coding sheet modeled after Atkin’s research of effective PSA strategies. The coding sheet consists of seven categories: Obesity reduction messages, messages of awareness, messages of instruction, messages of persuasion, content, mechanical and stylistic factors and messenger. The researcher accessed these PSAs through the Let’s Move! Toolkit, which is available on the Let’s Move! campaign website. It was found that All 19 PSAs contained a salient obesity reduction message that was aligned with the Let’s Move! campaign goals. Fourteen PSAs urged audiences to increase physical activity
while 10 PSAs encouraged viewers to eat more fruits and vegetables. Findings indicated that health messages were communicated through a consistency of the campaign theme, by specifically targeting an audience and showing the requested behaviors to change rather than telling. The ways in which the Let’s Move! PSAs communicate health messages are in align with the social cognitive theory and health belief model. It was also found that health messages were strategically communicated with a series of separate but cohesive PSA ads that displayed consistency in messages, logos and themes, ultimately creating a brand for the campaign that was easily recognizable to publics.  

Richardson & others. (2014) examined the impact of increased exposure to tobacco control advertising with different types of emotive content on rates and durations of self-reported recall. Although there is some evidence to support an association between exposure to televised tobacco control campaigns and recall among youth, little research has been conducted among adults. In addition, no previous work has directly compared the impact of different types of emotive campaign content. Data on recall of televised campaigns from 1,968 adult smokers residing in England through four waves of the International Tobacco Control (ITC) United Kingdom Survey from 2005 to 2009. Participants, who were aged ≥18 years and had smoked more than 100 cigarettes in their lifetime and provided informed consent, were interviewed annually by telephone between September and March of each survey year and asked a range of questions pertaining to smoking behaviour and attitudes were merged with estimates of per capita exposure to government-run televised tobacco control advertising (measured in GRPs, or Gross Rating Points), which were categorised as either “positive” or “negative” according to their emotional content. For the purposes of the analysis, participants who responded ‘yes’ to the question ‘In the last 6 months, have you noticed advertising or information that talks about the dangers of smoking, or encourages quitting on television?’ asked at each wave of the survey were considered to have recalled televised campaigns. This measure of spontaneous recall was operationalised as a binary variable. As a result, Increased overall campaign exposure was found to significantly increase probability of recall. For every additional 1,000 GRPs of per capita exposure to negative emotive campaigns in the six months prior to survey, there was a 41% increase in likelihood of recall (OR = 1.41, 95% CI: 1.24–1.61), while positive campaigns had no significant effect. Increased exposure to negative campaigns
in both the 1–3 months and 4–6 month periods before survey was positively associated with recall.\textsuperscript{36}

\textbf{Zhang and others (2014)} studied the effects of HIV/AIDS public service announcements on attitude and behavior. The researchers examined how perceived threat affected attitude and behavior toward condom use with main and nonmain partners, among at-risk young adults with varying levels of self-efficacy. They searched video portals and websites of organizations and selected eight 30- to 60-second-long PSAs that advocated safer sex to prevent HIV/AIDS. 170 Participants were randomly selected from the North Eastern University in the United States and were informed that they had to be heterosexually active and single to be eligible to participate. Participants individually viewed PSAs and answered questions about perceived threat, attitude, and behavior toward condom use at pretest (before viewing PSAs) and posttest (after viewing PSAs). They also answered self-efficacy and demographic questions.

It was found that Exposure to HIV/AIDS public service announcements was found to increase perceived susceptibility, which facilitated a positive attitude toward condom use with main partners but not with nonmain partners. High self-efficacy promoted a positive attitude toward condom use with main partners, and condom use with main and nonmain partners. The interaction effects revealed that high, compared to low, self-efficacy motivated more condom use with main and nonmain partners when perceived susceptibility was lower.\textsuperscript{37}

A study was conducted on the effect of public service announcement in television by \textbf{Suganya Manickavelan}. The main objectives of the study were to find the influence of the appearance of celebrity and the effect of their presence on the viewers, to find if appearance of the celebrity in PSA truly fulfills the goals of making such PSAs, to find out the reach of the recent government PSA among public, To find out the right medium of media in telecasting the PSA to make it more. The method adopted for this study was survey method. The researcher had chosen random sampling with the age group of 16-30. Around 130 samples attempted in this methodology with the multiple choices based and some of the questions were open view. The survey had 108 responds, which was directly attempted, and 22 responds attempted through online survey. Through this survey, the researcher found that there was awareness among public about the public service announcement. According to the Survey, among 130 respondents, 116 people said that they would watch advertisements when compared to people who do not watch advertisements and some mentioned that they would see
advertisements rarely. 84 percent of people mentioned that they were aware of Public service announcement that has been viewed and listened or some other medium that they have come across. Therefore, by this survey, public had come across Public Service announcements and it has influenced public too. By this survey, television medium delivers more public service announcements. 60 percent people pointed out that television medium delivers more public service announcements and 22 percent has pointed out Radio as second medium which often telecasts public service announcements. PSA’s more often is telecasted in Doordarshan where about 47 percent respondents have chosen DD channel out of 13 channels. Public have agreed that if celebrities appears in the PSA it influences people and it reaches them and they have mentioned the influence on the presence of celebrities in such PSAs. The main drawback, as said by public, is dubbing and the quality visuals done in the video. The message was lengthy and not very catchy messages are delivered. Less creativity production has done. The content was dull, boring and colorless presentation in the Government made visuals. The output was poor. It was not much attractive. Voice sync, effectiveness and interesting story content were missing.38

Another new study has found that alcohol advertisements have led to a rise in underage drinking and binge drinking. Susanne and others (2015) from the Geisel School of Medicine at Dartmouth conducted a study to discover the effects of alcohol ads on young minds. The study, titled "Cued Recall of Alcohol Advertising on Television and Underage Drinking Behavior," took a look at more than 2,500 adolescents 15-23 in the United States. Each participant was required to complete a longitudinal survey conducted over the phone and the Internet between 2011 and 2013. Researchers showed the subjects images from beer and alcohol ads that aired between 2010 and 2011. Each commercial was digitally edited to remove branding, Media Post reported. Once the researchers revealed the edited ad to the subject, each was assigned a score for ad "receptivity." The participants' receptivity score was based on a number of factors, including whether they remembered the ad and whether they were able to identify the brand being used in the ad. Study researchers also asked underage participants when they began drinking and binge drinkers when they binge drank for the first time. Researchers found underage participants were only slightly less likely to have seen alcohol commercials. About 23 percent of participants ages 15 to 17 reported seeing alcohol ads, while 26 percent of participants ages 21 to 23 reported having seen the ads. In addition to the large number of adolescents who reported seeing
the ads, the receptivity score was able to predict the onset of drinking in participants ages 15 to 17. Those who were able to better remember the ads were more likely to drink sooner. Researchers found this to be true of binge drinkers as well. This study is simply adding to prior evidence that adolescents are heavily exposed to alcohol ads in magazines and television advertisements.\textsuperscript{39}

A study related to social advertising was published online under the topic ‘Health Public Service Advertising Campaigns Health And Social Care Essay’. The study was undertaken with an objective to measure the effectiveness of health related public service advertisement campaigns which are run by the government of India. The study included three campaigns which were of malaria, tuberculosis and AIDS. Respondents for the study were 150. The total urban population of city became population for the study. From the above population, all the respondents who have seen any of the selected advertisements for the study were defined as sampling unit for the purpose of the study. For data collection a survey using a structured questionnaire was conducted.

From the survey it was revealed that More than 94 percent respondents agreed to the fact. As per the survey people think AIDS is the most harmful diseases than T.B. and Malaria. From the survey it can be concluded that most of the respondents (57 percent) have provided BCG & Malaria vaccine to their child but still a good number of respondents are there who have yet not provided these vaccines to their child (43 percent). It shows that either these diseases are not considered to be as severe by the respondents or awareness for availability of vaccine for these two diseases is low. Majority of respondents (73 percent) were found to be aware of free government services that is run by government in their area for diseases like AIDS, T.B and Malaria.\textsuperscript{40}

Another study was conducted by the Indian Institute of Mass Communication (IIMC) to evaluate the impact of the multimedia campaign with the broad objective to assess the impact of the campaign among the targeted groups. An ‘after-effect design’ methodology was used to assess the impact of the Mutli-Media Campaign. Multistage sampling method was used to draw samples from the population in the three high HIV prevalence ‘A’Category states, namely Andhra Pradesh, Maharashtra and Tamilnadu. In each of these states, two districts were selected on the basis of reach and access of the campaign in the state capitals and randomly selected districts. In all, 6 districts were selected, two from each state, to carry out the field-work. A sample of 1200 respondents was randomly selected from the urban and semi urban locations which were the sites
for the multimedia campaigns. To assess the impact of the campaign, the level of knowledge, attitude and practice was measured regarding the preventions and symptoms, testing at ICTCs and ART treatment of AIDS. Hence those who were exposed to the campaign were termed as “exposed” and those who had not been exposed to any such campaign over a period of six months were termed as ‘unexposed.’ There was a high percentage of exposure to mass media campaign. After the research it was found that majority of people 950 (i.e. 79.2 percent) out of 1200 respondents reported to be exposed to any kind of programme on HIV and AIDS during last six months. TV (876), and Radio (535), were reported as the highest media sources for receiving information on HIV/AIDS. Drama /Street theatre (118) was the lowest recalled channel for the campaign. Nearly 55% of those exposed to any programme on HIV/AIDS during the last six months recalled about exposure to specific campaigns, on ICTC or PPTCT. Message on condom promotion was the highest recalled message through TV largely (i.e. 624 recalls) and to a lesser degree from radio (i.e. 249). Various messages related to vertical transmission (i.e. 164 recalls), use of tested and safe blood (i.e. 241 recalls) and about ICTC (i.e. 288 recalls) were recalled by the respondents through TV. Informations on treatment and ART centers were the lowest (i.e. 70 recalls) recalled.  

The above discussion shows that social advertising has been an area of interest for the researchers and media practitioners. The present research is an attempt to explore the content of social advertisements on the broadcast media. It also analyzes the perceptions of general public towards the content, presentation and efficacy of social advertising.
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