

ROLE OF PUBLIC CAMPAIGNS IN NATION BUILDING

STUDY OF SELECTED PUBLIC SERVICE ADVERTISEMENTS IN INDIA

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Abstract Public service campaign having emerged as a popular advocacy communication strategy, national governments, non-profit organisations, and corporate bodies are widely using it as development strategy. The, Pulse Polio immunisation campaign, national health mission campaign, the Swachh Bharat campaign, but to name a few have been used to portray the aspirations of a healthy India. The Pradhan Mantri Jandhan Yojana, the Beti Bachao-Beti-Padhao campaign aptly represents the dream of an inclusive nation. The skill India campaign, the save fuel campaign ...reflects the hope of a developed nation. These Public communication campaigns are used as instruments of social change by influencing public knowledge, attitudes, and behaviour. The huge socio-cultural and ethnic diversity influence the way development communication campaigns are planned and executed. The digital media explosion has also created an overcrowded public communication environment. More importantly, the ideological split in the country is so apparent that building consensus on any issue seems to be impossible. This paper explores the efficacy of public service advertisements as a nation building strategy, through analysis of selected campaigns in India.

Keywords: public communication campaign, public service advertisements, development communication, National development

1.0 Introduction

The conspicuous social change strategies are engineering improvements, Favourable legal enforcements, and policies of inclusiveness (Atkin,). When education is the best strategy for change that is worth pursuing, communication comes to the core. Public communication campaign is used as instrument of creating social change by influencing public knowledge, attitudes, and behaviour. Social reforms, that make lives of individuals better, is unifying principle of public communication campaigns.

Seeking to change the beliefs and behaviours of the target groups, campaigns draw on the techniques of journalists, media producers, educators, small group specialists, and others can employ innovative methods of communication. Campaign planners synthesize these techniques and the knowledge of social scientists, into a

variety of approaches designed for different target audiences, considering their communication environment that filters the message. Each audience responds in its own way to appeals based on self-interest, desire, fear, and so on. Campaigns may involve a conventional mix of brochures, posters, advertisements, and commercials or a different array of communication methods. Crowded communication environments favour unusual methods that draw attention to themselves.

Public communication campaign as a social change strategy is well established. Campaigns by government and voluntary organizations on swine flu, dengue, pulse polio immunization, HIV/AIDS says volumes about their perceived role. The Pulse Polio immunization campaign to eradicate poliomyelitis (polio) in India by vaccinating all

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children under the age of five years through the catchy slogan “do boondh zindagiki” is a testimony to the efficacy of appropriately executed campaign. Incredible India campaign 'atithi devo bhav", evidently, had deeply impacted people. The 'swachh bharat campaign' had induced a compelling environment for change of attitude towards cleanliness. Eye Bank Association of India campaign to educate the public about eye donation and prevention of corneal blindness, endorsed by celebrities like Amitabh Bachchan, Jaya Bachchan, Aishwarya Rai, and the like has left lasting impact on the citizen's perspective towards the cause.

Of late, there has been a huge growth in the number of campaign issues, agents, and the campaign tools. The growing engagements in issue educations seems to have overcrowded the public communication campaign environment raising doubts about their attention catching ability. The execution of too-many campaigns within a short-span of time, allegedly blurs the impact of the individual campaigns. Further, campaign messages which are inharmonious with the socio-cultural values of the people are hardly accepted. In a pluralistic society that India is, cultural issues remain a core issue of effective communication campaign design.

Against this backdrop, this paper explores efficacy of public communication campaign through evaluation of selected public service advertisements on offer. Five selected public service advertisements have been analysed in terms of the campaign intent, the message strategy, the type of appeal used, followed by an opinion survey of 70 respondents to decode their views on efficacy of the said campaigns.

2.0 Significance of the study:

A gloss over the public communication campaigns, and development communication literature shows that national governments use communication as a tool of nation building, public communication campaigns being a vital strategy. The use of public communication to induce pro-social and pro-development

behaviour represents a widely-accepted strategy, no government can afford to ignore. The spectacular rise in number of communication campaigns and a general lack of its discussions in scholarly literature contextualise the significance of this study. Scholarly literature provides a good framework on how public information and communication campaigns contribute to national development. However, a gross deficiency in literature pertaining to developing countries, makes this study much more relevant.

3.0 Public Service Campaign and Development – conceptual framework

Public service refers to the actions taken in public interest to provide a better life to the citizens such as healthcare, education etc., not to make profit. Campaign is a series of organised actions, especially through communication, done to induce desired public action. Actions by a government or other bodies in public welfare without a motive to earn profit is known as public service campaign.

Rice and Atkins define Public Service Campaign as 'are positive attempts to inform or influence behaviours in a large audience, within a specified time period, using an organised set of common activities and featuring an array of mediated messages likely in multiple channels generally to produce non-commercial benefits to individuals and society' (Rice and Atkin, 2013). Public Service Campaign attempts to shape behaviour towards desirable social outcomes. They encompass strategies for producing effects on the knowledge, attitudes and behaviour of large population across a variety of domains, including political, pro-social, environmental, and health outcomes.

The two major types of campaign are: 1. Individual behaviour change campaigns, and 2. Public will campaign. The former use a variety of techniques and strategies in hopes of improving individual lives and making the world a better place. The latter, on the other hand, try to change an individual's behaviour that leads to social problems, or promote behaviours that leads to improved individual or social well-being. Campaign designers perform a situational analysis and set objectives leading to development of a coherent set of strategies and implement the campaign by creating informational and persuasive messages that are disseminated via traditional mass media, new

technologies, and interpersonal networks.

Defined in terms of its objectives, public communication campaign refers to one group's intention to change another group's beliefs or behaviours. This type of campaign intent are desired when intentions are controversial or not widely agreed upon, such as campaigns about family planning or global warming. It's most important implications are that the change objectives may be accomplished through a common campaign or through non-communication strategies, such as behavioural engineering. Of late, the concept of public service campaign was expanded to include personal hygiene, home sanitation, safe water, garbage disposal, excreta disposal, waste water disposal, women health, empowerment, and child welfare.

The relationship between the intent of campaign planners and the rights of the individuals targeted by campaigns have been widely discussed, findings have greatly influenced the campaign strategy. Salmon (1989) noted that there are differences of views on the ends pursued and the means employed pertaining to any effort to engineer change in a society, whereas Rakow argued that public communication campaigns needed to reassess the traditional view that the public was something to be "moved to action".

According to Rogers and Storey (1987), communication campaigns are strategic efforts that seek specific effects on a specified group of people in terms of changing their knowledge, attitude and/or behaviour. Public service campaigns are designed to provide information about scorching social issues as seatbelt use, don't drink and drive, HIV and other sexually transmitted diseases, avoidance of smoking and tobacco use, cleanliness and pollution. Like other strategic communication efforts, public information campaigns are intended to influence the target audience in favour of a developmental initiative. Goals of the public information campaigns known as campaign intent often ranges from cognitive outcomes such as awareness, message recall, and knowledge about an issue, to outcomes such as behavior or lifestyle changes (McGuire, 1989).

A campaign may have short-range goal of increasing awareness or knowledge about an issue, a midrange goal of changing attitude of the target audience, or long-term goal of changing the behaviour of the target audience. The communication

strategy changes according to the type of the goal. Hornik (1988) argued that "the central theoretical problem in the field of purposive communication is understanding the gap between knowledge and behaviour". Intervening socio-cultural factors are vital in understanding the knowledge-behaviour change gap. Campaigns, which have taken care of these factors have been successful and which ignored these issues have failed. The success of agriculture, literacy and health campaigns in India demonstrates this (Rice & Atkin, 1989; Rogers, 1976, 1983, 1995; Salmon, 1989). However, "historically, many advocated a significant role for communication programs in bringing about rapid development" (Hornik, 1988, p. 115).

A public service announcement (PSA) or public service advertisement is messages in the public interest disseminated by the media without charge, with the objective of raising awareness, changing public attitudes and behavior towards a social issue. Public service advertisements may deal with social, environmental, health and other issues having a public interest intent. Having a public service message as its core, the powerful visual do more than just spread the message. It may promote programs, activities or services of a government or of non-profit organizations. Especially messages are created to persuade an audience to take a favorable action. It can create awareness, show the importance of a problem or issue, convey information, or promote a behaviour change as part of a social change strategy. Through a PSA you can bring your community together around an issue. Campaign maximise their chances of success through the coordination of media efforts with a mix of other interpersonal and community based common channels. May involve a conventional mix of brochures posters, advertisements and commercials or a different array of common methods for the purpose of achieving certain objectives.

The most important considerations in public communication campaigns are:

Is the message in the public interest?

Is it of significant interest or importance to the community?

Have the target audiences properly defined?

Which medium would be most suitable keeping the audience timing, accessibility, and cost involved?

Is the message clear and simple, and target the intended audience?

Is the message interesting enough to hold the attention of the target audience?

To be effective, PSAs should be relevant, interesting or entertaining to the audience and should leave the audience with a clear and actionable message. Many very good PSAs are empathetic, meaning they build trust with their audience, or a sense of caring about a problem. Many outstanding PSAs are simple in their execution, despite not being expensive. Even, good PSAs provide a buy-in for the media - a method for the media to “get credit” for airing the PSA or running the advertisement.

PSA effectiveness may be measured by examining whether they accomplish their objective, in terms of public action? The latter assumes that this was one of the campaign goals in the first place, which is not always the case. The second way to define “effectiveness,” is by measuring public reaction i.e responses on call to action as a result of PSA exposure. PSAs can induce significant behavior change in the public. Findings of research study on the impact of PSAs on colon cancer conducted by American Cancer Society reveals a 43 percent increase in the number of viewers of the TV PSAs who spoke to their doctors about colon cancer.

4.0 Research Design and Methods

The study was designed to evaluate public service campaign as tool of national development. Five popular public service advertisements used as part of the national development strategy in the country have been subjected to critical evaluation. Besides a review of the concept, visual, slogans and presentation, the five selected social advertisements were subjected to a recall value survey among selected respondents to understand public perception on the developmental value of the advertisements.

Sampling:

The study is based on a two-stage sampling-sampling of advertisements and sampling of survey respondents. Five public service advertisements were selected on the basis of their desired impacts having significant role in national development, and their perceived popularity among the public. The five PSAs selected are:

1. The save fuel campaign with the emotional slogan '(कम से कम सिग्नल पर तो

इंजन ऑफ कीजिये।) Kam se kam signal per ta engine off kijiye'(at least at signals stop the engine).

2. Tata Tea 'Jagore-Voter awareness' campaign with the sense arousing slogan '(अगर इलेक्शन के दिन आप वोट नहीं कर रहे हो, तो आप सो रहे हो) agar election ke din up bhot nahin dal rahi hai to up so rahi hai' (if you are not voting on election day you are sleeping).
3. The Ministry of Consumer Affairs sponsored Jago GrahakJago campaign with empowering slogan “(ऐसे धोखेबाज को सबक सिखाओ, कंज्यूमर फोरम में शिकायत दर्ज कराओ।) eshi dhokewajkosabaksikhao, consumer forum me sikayatdarzkarao' (teach the cheaters a lesson, lodge complain with the consumer forum).
4. The Pradhan MantriJandhan Yojana with the catchy slogan '(घर-घर में बैंक खाता बनेगा हमारा भाग्य विधाता) Ghar Ghar me Bank Khata, banega hamara bhagya vidhata' (bank passbook in each house, will be our savior).
5. The Swachh Bharat Campaign with the slogan '(ये देश आपका घर है, इसको गन्दा क्यों करते हो) ye desh apka ghar he, ishe gandha kyun karrahe ho?' (this country is your home, why pollute it).

The Save Fuel Campaign:

India's dependent on imported oil and the rising fuel bill is a huge burden on the economy, which could be minimized through saving of fuel. The save petrol campaign expresses the national desire to reduce consumption of petrol, more than the concern for depletion of crude oil resources. Concern of an innocent boy expressed through emotionally appealing visuals forces the father to rethink the mindless consumption of petrol and leads to switching off the car engine at the traffic signal. This caring advertisement succeeds in establishing people's emotional cord with the issue.



Tata Tea 'Jagore' voter awareness campaign:

One of TATA Steel's public awareness campaigns, the “Jagore” campaign is intended to mobilize the young generations to vote in election so as to make Indian democracy vibrant. It reminds the young generation of voting as a vital duty for the country. It attempts to remind the youth to awake and perform their duty for an accountable democracy. The advertisement attempts to halt the youth's declining interest in politics and escapist role, and motivate them to actively participate in the political process so as to free Indian democracy of political corruption, and political violence.



Jago Grahak Jago Campaign:

Being introduced as a consumer education series, this advertisement attempts to sensitize the consumers about their rights vis-à-vis the duties of sellers. It is intended to empower the consumers forcing the sellers to fulfill their obligations to the consumer as well as to the nation thereby promoting national development. Sensitizing the people about vital role of the consumer in nation building by interpreting the consumer as the king is intended to create an

alerted citizenry aware of both its rights and duties towards the nation. The bigger goal this advertisement promotes is a corruption free and transparent society devoid of the ills of crony capitalism.



Pradhan Mantri Jandhan Yojana Campaign

Introduced as a part of the government's policies for inclusive growth through economic empowerment of the poor, the Pradhan Mantri Jan Dhan Yojana, mobilises the people to join the banking system. The free life insurance of two lakh rupees available with the opening of bank accounts offers a stimulus for the poor to open bank accounts. The government expects to eliminate the malpractices in disbursement of government subsidy by direct transfer of subsidies in the bank accounts of the target beneficiaries, which is expected to save huge expenditure. This campaign intends to check manipulation of the PDS distribution and eliminate black money out of the economic system that is expected to boost development.



Swachh Bharat campaign



Among the most publicized public communication campaigns of free India, the Swachh Bharat Campaign attempts to make India a clean place to live. It is conceived for a healthy India through appropriate behaviour change among the public. Its success is projected to significantly reduce healthcare burden on the country and provide stimulus to national development. Unmindful of the health hazards, we regularly contribute to pollute our natural environment and do innumerable harm to the nature, which this advertisement attempts to sensitize us about.

These five campaigns address the most burning issues of the country's development initiatives encounter. For the opinion survey, seventy respondents were selected applying the stratified random sampling technique. Five each

from the following categories were selected randomly: Government employee, Doctors, Advocates, Housewives, students, Business people, University research scholars.

Tools of data Collection:

A pre-structured questionnaire containing 10 questions seeking opinion on the contents of advertisements and their recall value was administered among the selected respondents. To assist the respondents in their efforts to recall the advertisements, the campaign video without audio, and audio without video were shown to the respondents. Responses to the open-ended questions were suitably codified, and the responses so collected are tabulated and are subjected to statistical analysis.

5.0 Data Analysis and Interpretation:

Being asked whether they have heard about the campaign slogan, the respondents overwhelmingly agreed to having heard about it. 85 percent of the respondents have heard about the save fuel campaign as well as the Jago Grahak Jago campaign, whereas 91 percent agreed having heard about the Tata Tea Jagore voter awareness campaign. 74 percent said they have heard about the Pradhan Mantri Jandhan Yojana campaign. The much talked about Swachh Bharat Campaign appears to be the most widely heard campaign, 100 percent of the respondents having heard about it.

Table-1
Resnondents have heard about the camnaion

Campaign	Yes		No	
Turn off engine at traffic signal (कम से कम सिग्नल पर तो इंजन ऑफ कीजिये)	59	81.42	11	15.71
If you are not voting on election day, you are sleeping (अगर इलेक्शन के दिन आप वोट नहीं कर रहे हो, तो आप सो रहे हो)	65	92.85	5	7.14
Punish these cheaters, register complain with consumer forum (ऐसे धोखाबाज को सबक सिखायो, कंजूमर फोरम में शिकायत दर्ज कराओ)	61	87.14	9	12.85
Bank account in each house will be our saviour (घर-घर में बैंक खाता बनेगा हमारा भाग्य विधाता)	53	75.71	17	24.28
This country is your home, why you are polluting it? (ये देश आपका घर है, इसको गन्दा क्यों करते हो)	69	98.57	1	1.42

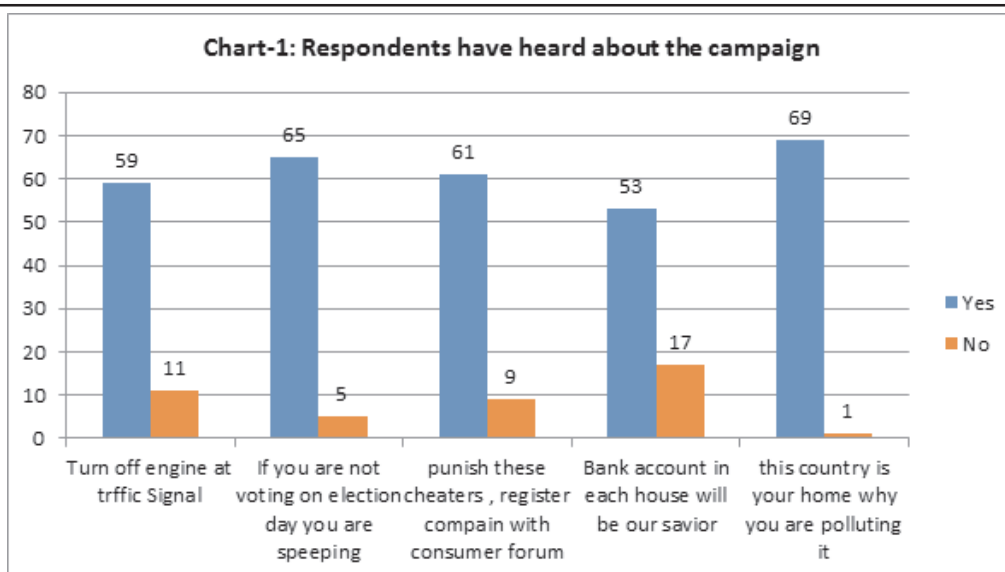
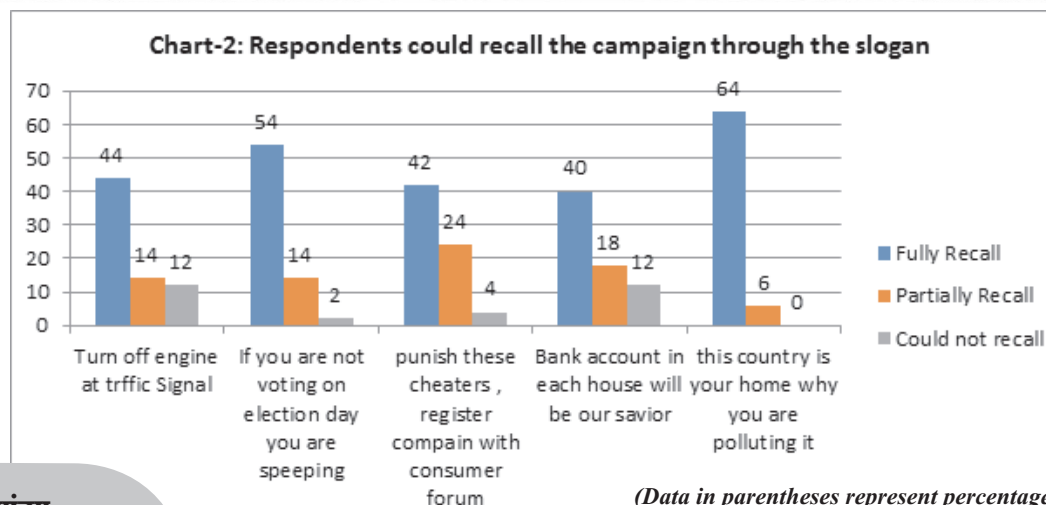


Table-2:
Respondents could recall the campaign through the slogan

Campaign	Fully recalled	Partially recalled	Could not recall
Turn off engine at traffic signal (कम से कम सिग्नल पर तो इंजन ऑफ कीजिये)	44 (62.86)	14 (20.00)	12(17.14)
If you are not voting on election day, you are sleeping (अगर इलेक्शन के दिन आप वोट नहीं कर रहे हो, तो आप सो रहे हो)	54(77.14)	14(20.00)	2(2.86)
Punish these cheaters, register complain with consumer forum (ऐसे धोखाबाज को सबक सिखायो, कंजूर फोरम में शिकायत दर्ज कराओ)	42(60.00)	24(34.29)	4(5.71)
Bank account in each house will be our saviour (घर-घर में बैंक खाता बनेगा हमारा भाग्य विधाता)	40(57.14)	18(25.71)	12(17.14)
This country is your home, why you are polluting it? (ये देश आपका घर है, इसको गन्दा क्यों करते हो)	64(91.43)	6(8.57)	00



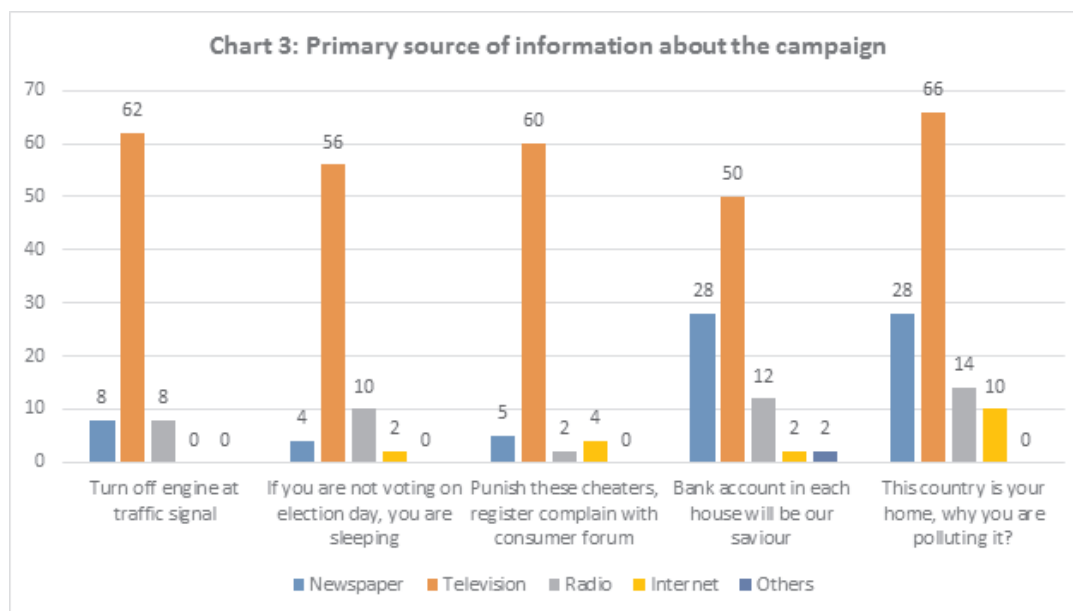
(Data in parentheses represent percentage)

Asked to recall the campaign through the given audio slogan, 62.86 percent of the respondents could fully recall the save fuel campaign, 20 percent only partially recalled, whereas 17 percent of the respondents could not recall the campaign. 77 percent fully recalled the Jago re voter awareness campaign, 20 percent partially recalled and 2.86 percent could not recall the campaign. The much publicised jago grahak jago campaign could be fully recalled by only 60.0 percent of the respondents, 34 percent

partially recalled whereas 5.71 percent were unable to recall the campaign. The Pradhan Mantri Jandhan Yojana campaign was fully recalled by 57.14 percent of the respondents, 25.71 percent could only partially recall it and 17.14 percent could not recall the much publicised campaign launched in 2014. The Swachh Bharat campaign happens to be the most widely reached public service campaign, which was fully recalled by 91.43 percent of the respondents.

Table-3:
Media through which you got the message

Campaign	Newspaper	Television	Radio	Internet	Others
Turn off engine at traffic signal (कम से कम सिग्नल पर तो इंजन ऑफ कीजिये)	08(11.42)	62(88.57)	08(11.42)	00	00
If you are not voting on election day, you are sleeping (अगर इलेक्शन के दिन आप वोट नहीं कर रहे हो, तो आप सो रहे हो)	04(5.71)	56(80.00)	10(14.28)	02(2.85)	00
Punish these cheaters, register complain with consumer forum (ऐसे धोखाबाज को सबक सिखायो, कंजूमर फोरम में शिकायत दर्ज कराओ)	05(11.42)	60(85.71)	02(2.85)	04(5.71)	00
Bank account in each house will be our saviour (घर-घर में बैंक खाता बनेगा हमारा भाग्य विधाता)	28(40.00)	50(71.42)	12(17.14)	02(2.85)	02(2.85)
This country is your home, why you are polluting it? (ये देश आपका घर है, इसको गन्दा क्यों करते हो)	28(40.00)	66(94.28)	14(20.00)	10(14.28)	00



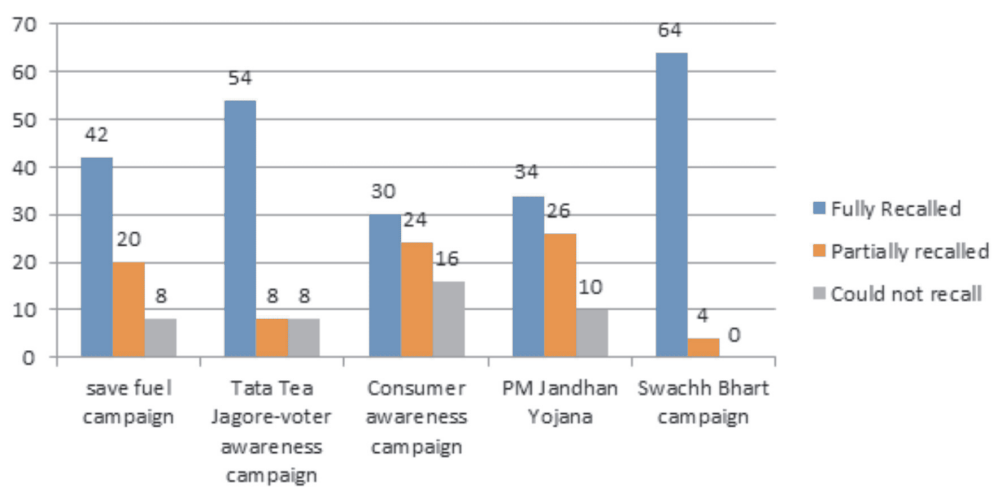
Data in table-3 transpires that the primary source of information about the public service advertisements were television. The second

primary source of information was newspaper. Internet and mobile media are yet to be used for the purpose in a big way.

Table-4:
Respondents were able to recall the campaign theme through the visual

Campaign	Fully recalled	Partially recalled	Could not recall
	42(60.00)	20(28.57)	08(11.42)
	54(77.14)	08(11.42)	08(11.42)
	30(42.85)	24(34.28)	16(22.85)
	34(48.57)	26(37.14)	10(14.28)
	64(91.42)	04(5.71)	02(2.85)

Chart-4: Respondents were able to recall the campaign through the visual

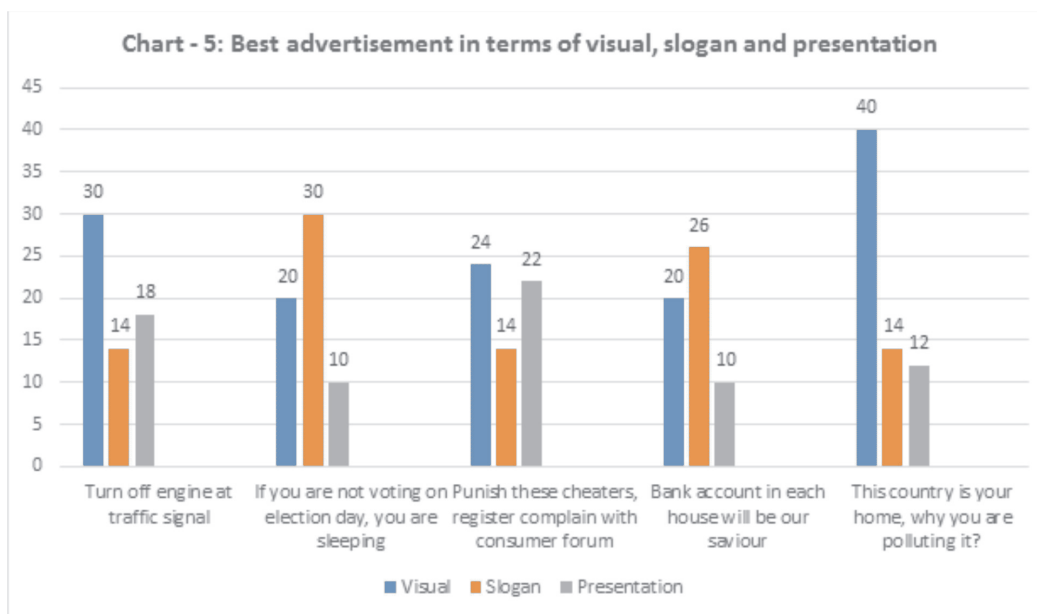


The respondents were asked to see the given visual from the campaign and recall the campaign theme. The responses are presented in table-4, which evinces that a huge 91 percent of the respondents could fully recall the Swachh Bharat campaign. The TATA Tea Jagore-voter awareness campaign could be fully recalled by 77 percent respondents. The save

petrol campaign was fully recalled by 60 percent respondents and an additional 20 percent respondents were able to partially recall it. Only 42.85 percent respondents could fully recall the Jago Grahak Jago campaign, 34.28 percent were only able to partially recall the theme.

Table-5:
Best social advertisement in terms of visual, slogan and presentation

Campaign	Visual	Slogan	Presentation
Turn off engine at traffic signal (कम से कम सिग्नल पर तो इंजन ऑफ कीजिये)	30(53.57)	14(25.00)	18(32.14)
If you are not voting on election day, you are sleeping (अगर इलेक्शन के दिन आप वोट नहीं कर रहे हो, तो आप सो रहे हो)	20(35.71)	30(53.57)	10(17.85)
Punish these cheaters, register complain with consumer forum (ऐसे धोखाबाज को सबक सिखायो, कंजूमर फोरम में शिकायत दर्ज कराओ)	24(42.85)	14(25.00)	22(39.28)
Bank account in each house will be our saviour (घर-घर में बैंक खाता बनेगा हमारा भाग्य विधाता)	20(35.71)	26(46.42)	10(17.85)
This country is your home, why you are polluting it? (ये देश आपका घर है, इसको गन्दा क्यों करते हो)	40(71.42)	14(25.00)	12(21.42)

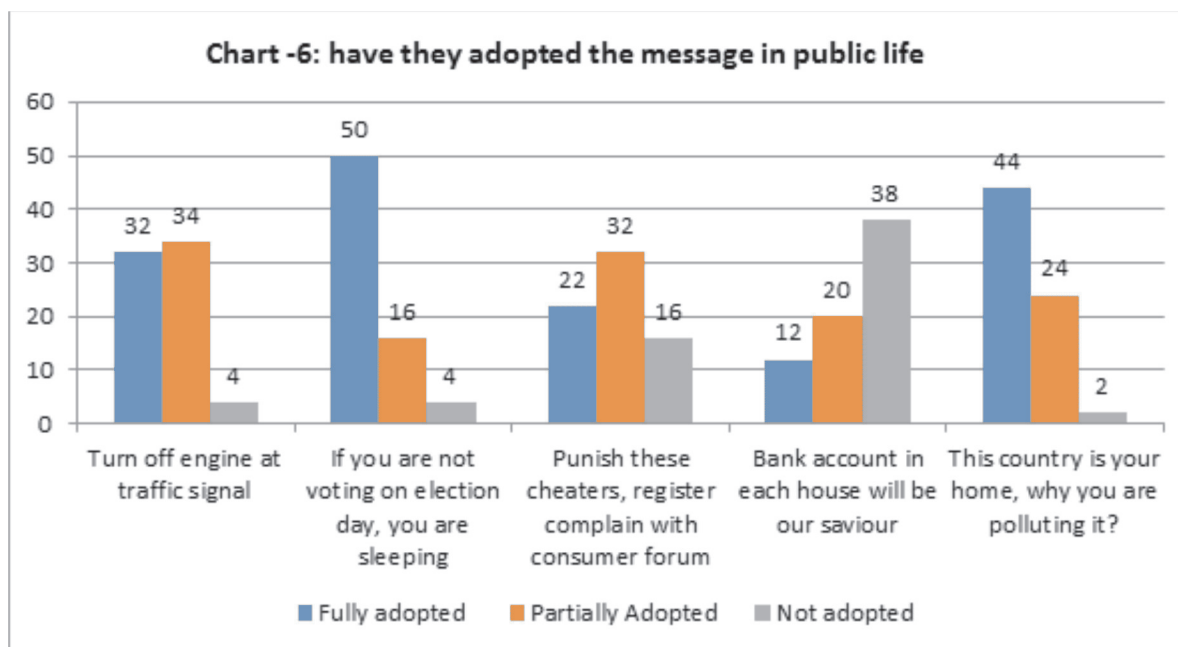


Asked to identify the best social advertisement in terms of visual, slogan, and presentation of the concept, 56 respondents could appropriately respond. The data in table-5 reveals that 71.42 percent of the respondents consider the Swachh Bharat campaign visual as the best

followed by the save petrol campaign visual. The Jagore voter awareness campaign slogan is viewed as the best one followed by the JandhanYojana slogan. In terms of the overall presentation of the theme, 'Jago Grahak Jago' is viewed as the best followed by the save petrol campaign.

Table-6:
Respondents have adopted the message in their public life

Campaign	Fully adopted	Partially adopted	Not adopted
Turn off engine at traffic signal (कम से कम सिग्नल पर तो इंजन ऑफ कीजिये)	32(45.71)	34(48.57)	04(5.71)
If you are not voting on election day, you are sleeping (अगर इलेक्शन के दिन आप वोट नहीं कर रहे हो, तो आप सो रहे हो)	50(71.42)	16(22.85)	04(5.71)
Punish these cheaters, register complain with consumer forum (ऐसे धोखाबाज को सबक सिखायो, कंजूर फोरम में शिकायत दर्ज कराओ)	22(31.42)	32(45.71)	16(22.85)
Bank account in each house will be our saviour (घर-घर में बैंक खाता बनेगा हमारा भाग्य विधाता)	12(17.14)	20(28.57)	38(54.28)
This country is your home, why you are polluting it? (ये देश आपका घर है, इसको गन्दा क्यों करते हो)	44(62.85)	24(34.28)	02(2.85)

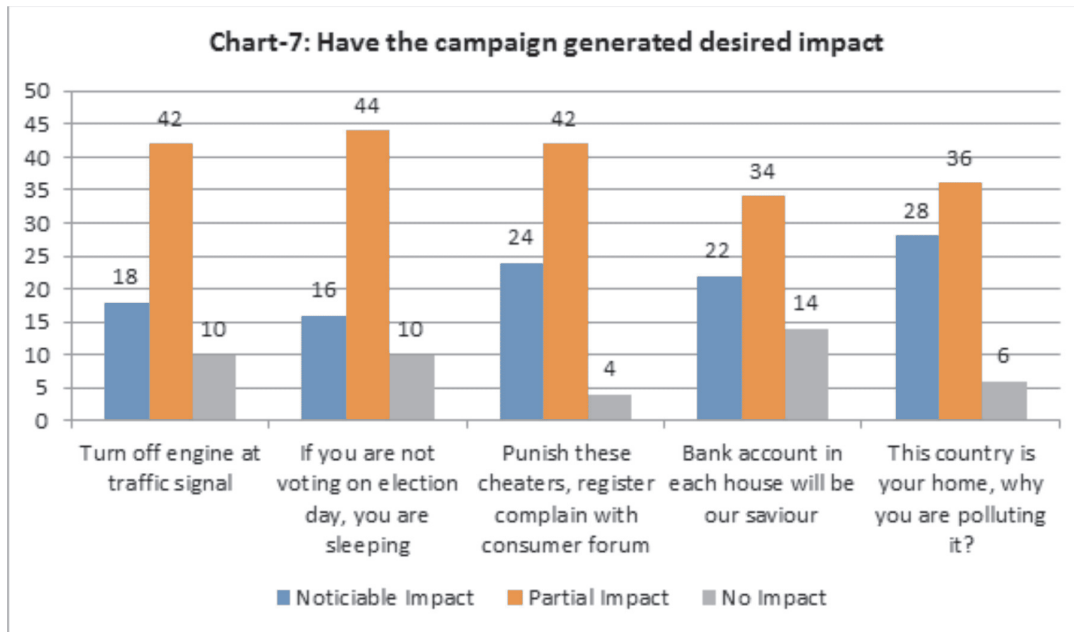


From table-6, it is clear that the voter awareness campaign is fully adopted by 71.42 percent of the respondents and an additional 22.85 percent respondents have partially adopted it. 62.85 percent respondents have fully adopted the Swachh Bharat campaign and an additional 34.28 percent have

partially adopted the campaign. Almost half of the respondents have fully adopted the save fuel campaign and an equal number partially adopted it. The high-sounding Jan-dhan Campaign is yet to be adopted by majority of the respondents.

**Table-7:
Impact of the Campaigns**

Campaign	Noticeable impact	Partial impact	No impact
Turn off engine at traffic signal (कम से कम सिग्नल पर तो इंजन ऑफ कीजिये)	18(25.71)	42(60.00)	10(14.28)
If you are not voting on election day, you are sleeping (अगर इलेक्शन के दिन आप वोट नहीं कर रहे हो, तो आप सो रहे हो)	16(22.85)	44(62.85)	10(14.28)
Punish these cheaters, register complain with consumer forum (ऐसे धोखाबाज को सबक सिखायो, कंजूमर फोरम में शिकायत दर्ज कराओ)	24(34.28)	42(60.00)	04(5.71)
Bank account in each house will be our saviour (घर-घर में बैंक खाता बनेगा हमारा भाग्य विधाता)	22	34(48.57)	14
This country is your home, why you are polluting it? (ये देश आपका घर है, इसको गन्दा क्यों करते हो)	28(40.00)	36	06



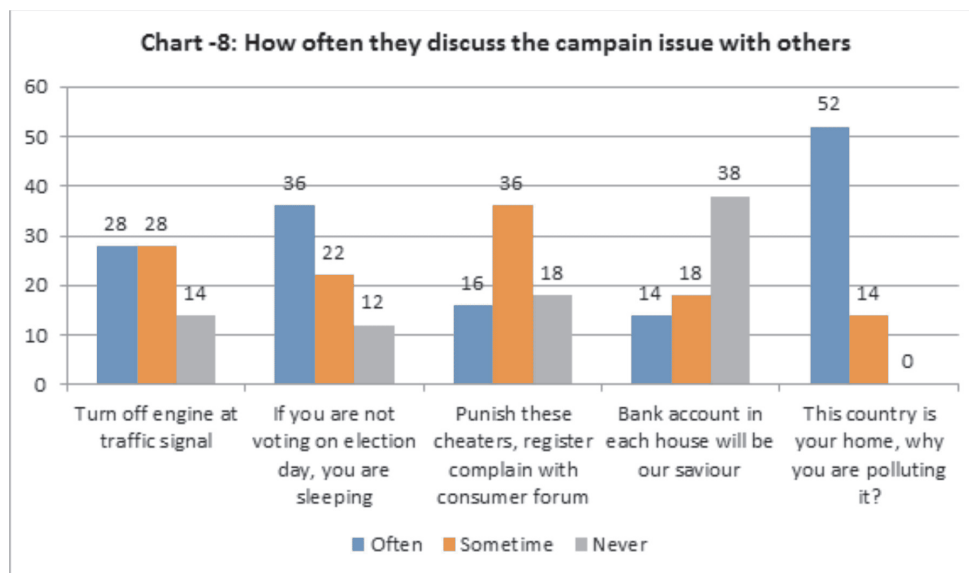
The respondents were also asked about whether the said campaigns have generated the desired impact. The responses presented in table-7 reveal that the respondents overwhelmingly believe that the public service campaigns have

generated positive impact at least partially.

It can be inferred that the highly visible public service campaigns have positively impacted on public perception on the issues raised.

Table-8:
How often respondents discuss the campaign issue with others

Campaign	Often	Sometimes	Never
Turn off engine at traffic signal (कम से कम सिग्नल पर तो इंजन ऑफ कीजिये)	28(40.00)	28(40.00)	14(20)
If you are not voting on election day, you are sleeping (अगर इलेक्शन के दिन आप वोट नहीं कर रहे हो, तो आप सो रहे हो)	36(51.42)	22(31.42)	12(17.14)
Punish these cheaters, register complain with consumer forum (ऐसे धोखाबाज को सबक सिखायो, कंजूर फोरम में शिकायत दर्ज कराओ)	16(22.85)	36(51.42)	18(25.71)
Bank account in each house will be our saviour (घर-घर में बैंक खाता बनेगा हमारा भाग्य विधाता)	14(20)	18(25.71)	38(54.28)
This country is your home, why you are polluting it? (ये देश आपका घर है, इसको गन्दा क्यों करते हो)	52(74.28)	14(20)	04(5.71)



From Table-8, it is clear that majority of the respondents have agreed about having discussed the campaigns issue with others at least sometimes to persuade them about the campaigns, except the Jan-dhan Campaign.

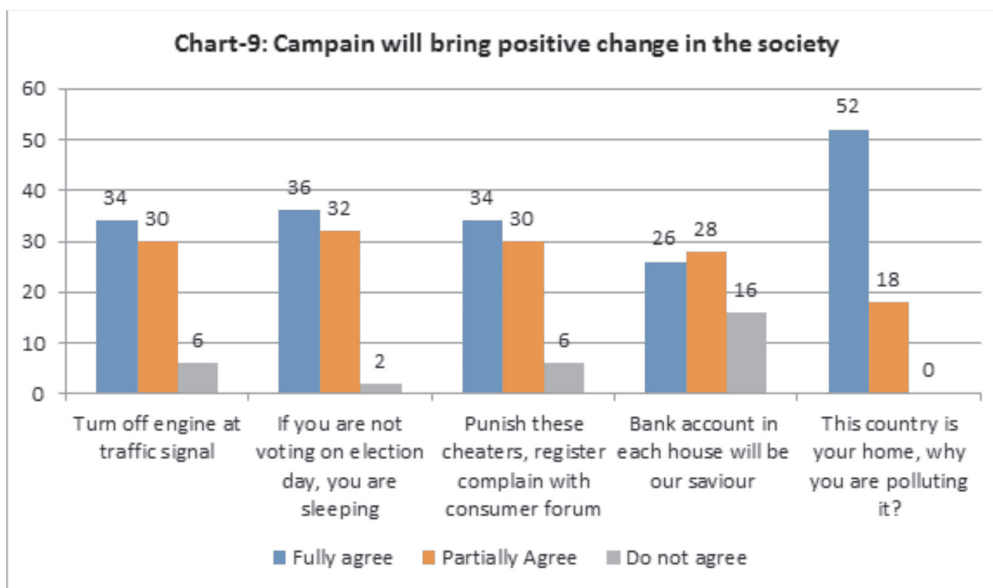
The Swachh Bharat campaign seems to be the most widely discussed, followed by the Tata tea Jagore-Voter awareness campaign.

This was closely followed by the Save Petrol and Jago Grahak Jago campaigns.

It has been established that the community acts as a class room for behaviour change, therefore, the findings suggest that the campaigns will have good impact on the society.

Table-9:
Campaign will bring positive change in the society

Campaign	Fully agree	Partially agree	Do not agree
Turn off engine at traffic signal (कम से कम सिग्नल पर तो इंजन ऑफ कीजिये)	34(48.57)	30(42.85)	06(8.57)
If you are not voting on election day, you are sleeping (अगर इलेक्शन के दिन आप वोट नहीं कर रहे हो, तो आप सो रहे हो)	36(22.85)	32(45.71)	02(2.85)
Punish these cheaters, register complain with consumer forum (ऐसे धोखाबाज को सबक सिखायो, कंजूमर फोरम में शिकायत दर्ज कराओ)	34(48.57)	30(42.85)	06(8.57)
Bank account in each house will be our saviour (घर-घर में बैंक खाता बनेगा हमारा भाग्य विधाता)	26(37.14)	28(40.00)	16(22.85)
This country is your home, why you are polluting it? (ये देश आपका घर है, इसको गन्दा क्यों करते हो)	52(74.28)	18(25.71)	00



Data in table-9 transpires that the respondents are overwhelmingly optimistic about Indian becoming clean. The respondents are also

hopeful, at least partially, that the campaigns will bring positive change in the Indian society and contribute to development of the nation.

Table-10:
In which media you would like to see/ listen the campaign message?

Campaign	Newspaper	Television	Radio	Internet	Mobile	others
	22 (31.42)	56 (80)	14 (20)	10 (14.28)	06 (8.57)	04 (5.71)
If you are not voting on election day, you are sleeping (अगर इलेक्शन के दिन आप वोट नहीं कर रहे हो, तो आप सो रहे हो)	20 (28.57)	54 (77.14)	18 (25.71)	06 (8.57)	08 (11.42)	02 (2.85)
Punish these cheaters, register complain with consumer forum (ऐसे धोखाबाज को सबक सिखायो, कंजूर फोरम में शिकायत दर्ज कराओ)	18 (25.71)	52 (74.28)	16 (22.85)	06 (8.57)	06 (8.57)	02 (2.85)
Bank account in each house will be our saviour (घर-घर में बैंक खाता बनेगा हमारा भाग्य विधाता)	24 (34.28)	48 (68.57)	24 (34.28)	06 (8.57)	10 (14.28)	02 (2.85)
This country is your home, why you are polluting it? (ये देश आपका घर है, इसको गन्दा क्यों करते हो)	24 (34.28)	60 (85.71)	18 (25.71)	08 (11.42)	12 (17.14)	02 (2.85)

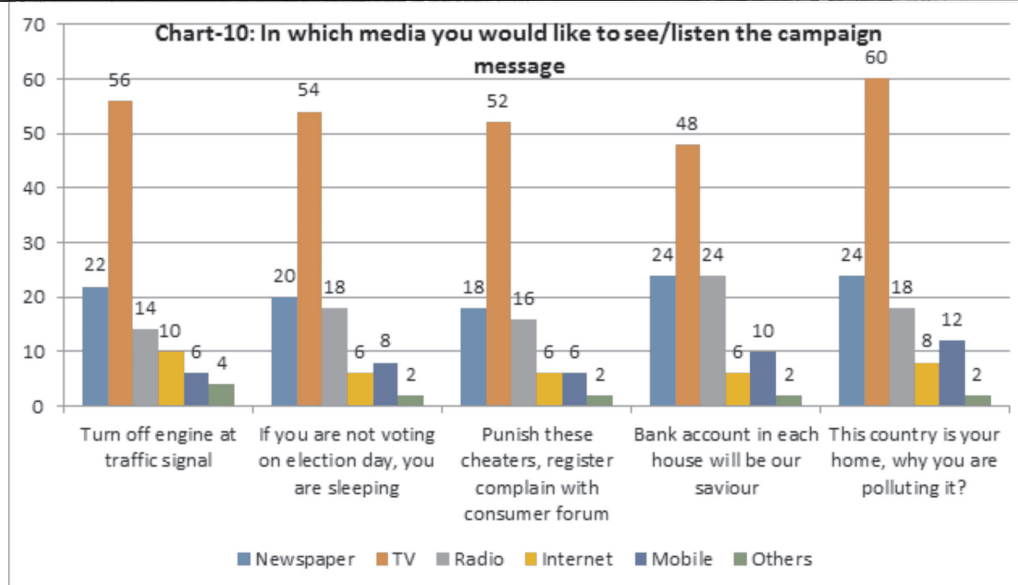


Table-10 reveals that television happens to be the most preferred medium for the social advertisement campaigns, closely followed by newspaper and radio in that order. Internet is yet to be used in a big way. The most noticeable point is the mobile is yet to find preference as medium of public communication campaigns despite its ubiquitous presence in the country.

TV has wider recall value and a quicker medium in addition to visual impact which creates wider appeal. It is the best medium to

creatively present the concept. It is cool medium and is therefore more engaging and influencing. Newspapers present news on regular basis and easily connect with the audience. It is helpful in reaching specific target audience.

Radio has accessibility in rural areas, repetition of advertisements creates long-term impact on audiences. The advanced digital technology helps citizens to keep pace with campaigns on a regular basis. Mobile is helpful in creating awareness at a larger scale because it is

handy and has ubiquitous presence.

Posters, display boards at signals, and street plays are potential tools to create awareness in rural areas.

6.0 Findings, Conclusion and Suggestions:

Public communication campaigns have been widely used as a tool of developing communication. Much of the campaign contents are designed to influence the public and develop pro-social behaviour. Positive and negative reinforcement strategies are applied for behaviours modification.

Public communication campaigns must be relevant, interesting or entertaining to the audience, and should suggest a clear action linked to perceived benefits.

Empathetic PSAs intended to build trust with the audience, or a sense of caring about a problem creates deep and long lasting impact on the target audiences. Outstanding PSA result

wider response on call to actions. In India PCC are widely used as cost-effective tool of reaching out to multi-cultural populations.

The study suggests that over eighty five percent of the respondents remember the campaigns under study, and they are able to recall the campaign theme with the help of the given visual or audio slogan.

Measured in terms of public perception, most of the high-sounding public service advertisements aired on Indian television are effective enough in bringing positive behaviour change in the society which augurs well for the swachh bharat, smart city and other ongoing campaigns in the country.

But, despite having wider access in the entire country beside having emerged as a widely used tool of communication, the ubiquitous mobile phone still remains to be used for public communication campaign on a large scale.

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