



Public service advertising in India: A multimodal discourse analysis of health-based adverts

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Abstract:

Background: The media plays an influential role in disseminating information to the masses. There are different kinds of media, like Radio, Television, Print, Advertising, etc and each has its own set of audiences and importance. To get acquainted with varied fields like Sports, Entertainment, Wildlife or even Health, media is the best way out as reliable, cheapest source. During the pandemic phase, the importance of media surged a bit more. Every individual relied solely on the media for Corona updates.

Aim: This study is to explore the role of government's video advertising in disseminating awareness related to health safety measures and to examine how the government uses advertising mode of communication to influence the public for major social change. It also tries to look at the propaganda strategies and commercial appeals used in PSAs to educate viewers.

Method: The study is based on a Multimodal Discourse Analysis of public service video ads, i.e., those broadcast on the YouTube channel of the Ministry of Health and Family Welfare within the span of six months. The study will be focusing on how semiotic tools such as colour, framing, and positioning elements in PSA advertisements contribute to the making of impactful meaning and how these strategies are employed to make the masses aware. The advertising concept, propaganda technique, and advertising appeal employed will also be investigated.

Keywords: Multimodal Discourse Analysis, Health Communication, Public Service Advertisement, COVID-19, YouTube Ads.

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