

A STUDY ON THE EFFECT OF PUBLIC SERVICE ANNOUNCEMENT IN TELEVISION

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ABSTRACT

Public service announcements are creating awareness among public. The study is about the effect of celebrity presenting public service announcement in television. This study helps to find out influence of celebrating presenting government made Tamil public service announcements and its effect in pursuing the announcement made for public cause in Tamil Nadu. The method adopted for this study is survey. The findings are evaluated by measuring recall and recognize of public service announcements the study found that publics are aware of celebrity presenting public service announcement that telecasted in television and they have influenced to it. When celebrities appearing for the cause it truly fulfills the goals of that awareness but public tend to forget the cause and remember the celebrities. However, some public can recall the announcements with the celebrities name and the visuals that telecasted in television. The recent public service announcement by Tamil Nadu government is dengue awareness presented by actor Karthi. The announcement had a reach among public and it was easily understandable by public. The study finally concludes with feedback has to be taken. There are more unaware causes left out and more awareness has to create among public by television channels.

Keywords: Television, Public Service Announcement, Celebrity, Campaigns, Dengue Awareness

INTRODUCTION

Public Service announcement also referred to Community Service Announcement (CSA). Public service announcements are generally sought public well being. These types of announcement called as Social Service Advertising or Development Advertising or Social Responsibility or Non – Commercial ads. Public Service Announcement focus on issues that impact society on a larger scale, such as Family Planning, national integration, polio eradication, pollution control, smoking, alcohol, safety, other health diseases. Their main purpose is to create awareness through powerful direct messages but community participation is considered important in reaching the message.

Public service announcement has reached in World War I and World War II under more than one government. In World War II President of US Roosevelt created The War Advertising

Council recently now called as Ad council. This council is the largest developing in public service advertisements campaigns on behalf of the government agencies, non-profit organizations.

These types of announcements do not sell products and services but ideas. Public service announcements are generally inexpensive. The only cost is production. It encourages audience to do something usefully. Public service announcements goal is not to make a big scale profit but rather to change public opinion and raise awareness in the Society of any issues or any announcements by government. Some of the topics included in Public service announcements are Safe Driving, Obesity, Smoking, Fitness, Education, Gambling, Alcoholism, Safe sex, Family Planning, HIV/AIDS etc.

However, public service announcements are conveyed message through artists but now some of the celebrities like Kamal Hassan, Karthi, Aamir Khan, Sneha, Amithabh Bachan, Sharmila Tagores, Priyanka Chopra, Sachin Tendulkar started to spread awareness in government making ads.

Public Service Announcement in Television

Television advertisements continuously have the competition between any other advertisements. Mostly there will be differences in the quality, production, budget, format, message presented by the spokesperson and so on. PSAs also give seasonal messages where as in summer, winter, or festival seasons. However, some PSAs are broadcasting during daytime hours or local newscast to reach public. The prime time news are covered by other paid advertisements so that the ads reaching soon to the public but PSA does not reaching public if is it accomplishing the messages are not successful.

Endorsers in PSAs

Some of the Public Service Advertisements they started as new trend using celebrities to get public attention and it has to reach to some level to it. Recently, celebrities are present in about all ads. Celebrities are easily recognizable by the public where as for brand advertisement or in PSAs so that the product or message will reach public soon. Wells has pointed out Spoke person or brand icon or endorsers or someone tells about the message or advice on behalf of credibility in product. (Wells: pg.366) But in ads mishandling of individuals may get many troubles to their self image and also to the image of the product or service. There was limitless ban in UK of using sovereigns. Risk of defamation if unknowing using people without their permissions or using people in ads. (White: 2000 pg.233).

OBJECTIVES

- 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 effective.

HYPOTHESIS

- Celebrity, if they speak up for a cause, then people will definitely believe them.
- If advertisement appears, people tend to reject ads.
- Remembering celebrities, rather forgetting the cause

LITERATURE REVIEW

According to The American Council on Exercise (ACE) “Advertising that serves the public interest.”

Suggett described PSA’s as “Unlike traditional commercials, Public Service Advertisements (PSA) are primarily designed to inform and educate rather than sell a product or service. The goal of a PSA is not to make a big sale, but rather to change public opinion and raise awareness for a problem.”

“Public-service advertising is generally sponsored by a nonprofit institution, civic group, religious organization, trade association, or political group.” (Barron’s Marketing Dictionary) (Wise Geek)

PSA research center, PSA are “Public Service Advertising consists of messages in the public interest, which is featured on television, radio, print or other media. While the objective of commercial advertising is to market a product or service, PSAs are messages in the public interest to raise awareness of an issue, influence public attitudes, and stimulate a desired action. The media time and space is provided for free, making it a very cost effective model.”

“Typically, it is directed at some humanitarian cause, philosophical ideal, political concept, or religious viewpoint. Groups such as the Red Cross, United Way, and International Ladies Garment Workers Union have sponsored a great deal of public-service advertising” (Barron’s Marketing Dictionary)

“Public-service advertising is generally sponsored by a nonprofit institution, civic group, religious organization, trade association, or political group.” (Barron’s Marketing Dictionary) (Wise Geek)

In Radio, usually the PSA messages will come and go till the listener tune to it. Other option is the listener will wait to listen to the same advertisements unless more placements of advertisements will be done. So Pant (2007. Pg.194) concluded that these PSA’s will not reach the audience properly and hence may not be that effective.

Mehta (2011) mentioned, “At the outset it was only Doordarshan that religiously aired social awareness campaigns. It’s only in the past few years that others channels are participating and doing their bit when it comes to generating the message of social wakefulness.”

Bora(2010) says “Promoting important social issues which generally go unnoticed, public service advertising is considered to be one of the most effective means to create social awareness and bring about a change.”

Paul of rmg david discussed, “At times, the agency spends its own money to fund a social service campaign. But an advertising agency can only be good at communication, and not funding. This is where large corporates need to come in.”

Ogilvy(1985. Pg.109) says that whenever in television the endorsers appear during advertisements for the branding of a product or in any campaign, the viewers have been remembering the celebrity but they doesn't recall for what the endorser has been appeared for the product or campaign. Ogilvy has also added that initially in his professional start-up stage he did not know that using of celebrities is mislead and people tend to forget the product easily.

Leiss et.al (2005. Pg.434) has mentioned that the public relation people took help of Hollywood stars to reach the global audiences. There were immediate responses from audiences which superseded easily and found that the messages were easily recognizable. They have cited from the works by Erdgan 2000 where it has shown that a study undertaken in UK in 1995, reveals that celebrity campaigns gain national headlines more swiftly and hence help in propagating the messages more effectively.

“Be smart about prescription drug advertising, a guide for consumers” FDA launched this caption on 2010. This advertisements are directly aimed to reach consumers which had discussions with the health care professionals and it helps patient to improve their care for health. Some of the health tips are also included in this site anti drugs campaigns. (Frith & Muellu. 2010. Pg.210)

White (2000 pg.233) has pointed out “Misuse of Individuals in ads can lead to a variety of problems. There is a blanket prohibition in the UK on the use of royalty (and of claiming royal patronage with an appropriate royal appointment). The obvious problem with using people in ads (especially without their permission) is the risk of defamation.”

Wells (2009. pg.546) has mentioned about a case study of a successful campaign called as the “Dedicated Investor”. All State Insurance carried this campaign which was meant for the distracted drivers. During the campaign all the drivers were warned and were asked not to text messages while they were driving. If they were found texting messages then it was considered as an assault to Driving While Texting (DWT).

Bhatia (2009: pg.140) has mentioned campaigns started in rural India in 1990s. A few campaigns are children's women welfare, AIDS awareness, and clean water programs loads of campaigns covered.

Bhatia (2009: pg.140) have stated in 1980s slogans for family planning started “we two and ours two– they are good family” and newly “we two and ours one”.

METHODS

The method adopted for this study survey method. The researcher has 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 are open view. The survey has 108 responds, which was directly attempted, and 22 responds attempted through online survey. Through this survey, the researcher found that there is awareness among public about the public service announcement.

RESULTS

Advertisements among People

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.

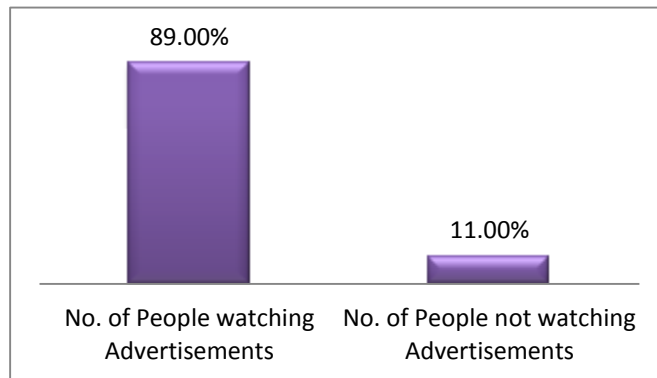


Figure 1: People watching Advertisements

Aware of Public Service Announcements Telecasted in Television

The below figure shows, 84% of people mentioned that they are 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 have come across Public Service announcements and it has influenced public too.

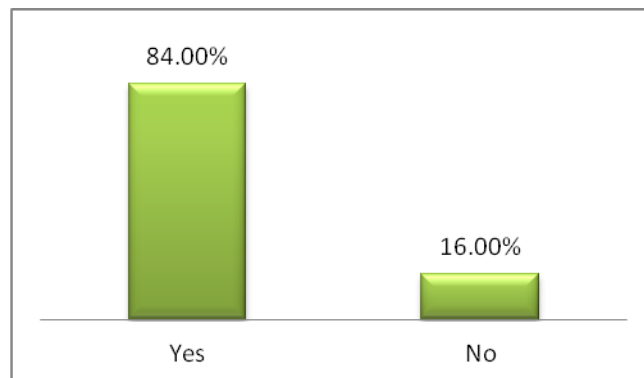


Figure 2: Aware of PSA in Television

Medium That Delivers More Public Service Announcements

By this survey, television medium delivers more public service announcements showing below figure. 60% people pointed out that television medium delivers more public service announcements and 22% has pointed out Radio as second medium which often telecasts public service announcements.

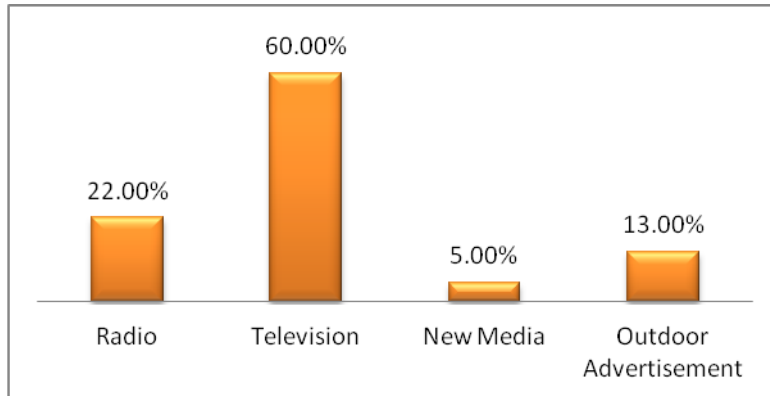


Figure 3: Medium delivers more PSA's

Public Service Announcement More often Telecasted in Television Channels

The below figure shows PSA's more often is telecasted in Doordarshan where about 47% respondents have chosen DD channel out of 13 channels.

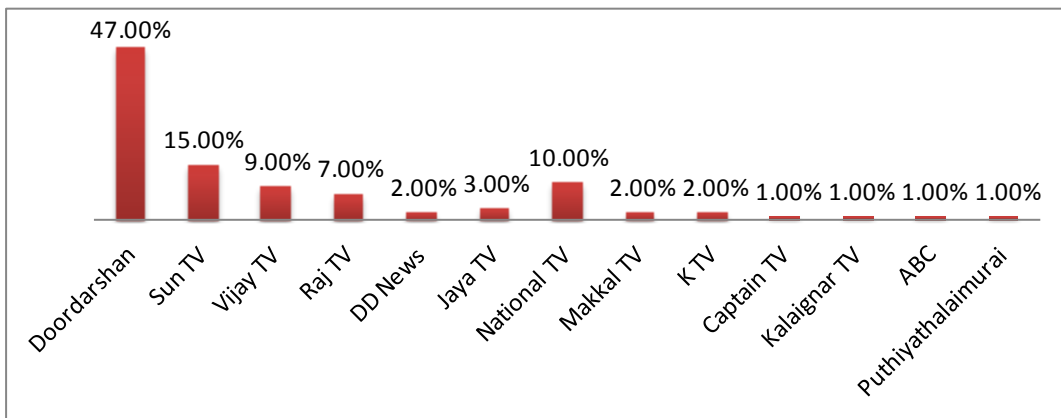


Figure 4: PSA more often telecasted in Television channels

Doordarshan telecast more PSA's in comparison to other channels

The survey has viewed that Doordarshan covers more government initiative public service announcement than any private channels.

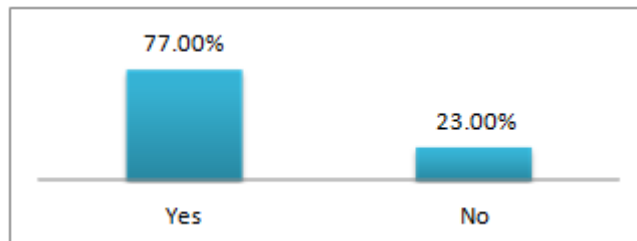


Figure 5: Doordarshan telecast more PSA's

Attempt to follow Public Service Announcements

The figure below clearly shows that public service announcements are followed by the public.

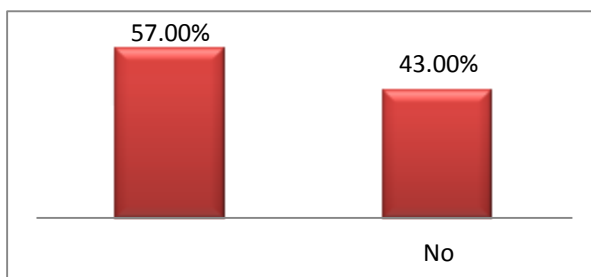


Figure 6: PSA are attempted and followed

PSA'S Recall

1. Health PSA'S

The below table shows some of the health PSA's that have come across by the public.

Table 1. Recall of PSA under Health

| | |
|-------------------------|--|
| * Dengue | * Typhoid |
| * Women Empowerment | * Thalassemia |
| * Smoking | * Pulli Rajavuku Aids Varuma |
| * Swine Flu | * Drinking and smoking |
| * HIV / AIDS | * Family Planning |
| * Don't drink and drive | * Malaria |
| * Anti-Alcohol | * Iodine salt |
| * Cancer | * Immunization for kids in government Hospital (Radio) |
| * Polio | |

2. PSA'S on agriculture

The below table shows some of the agriculture PSA's that have come across by the public.

Table 2. Recall of PSA under Farmers

| | |
|--|---|
| * Farmer's Loan | * How to use Fertilizers |
| * Regarding Pesticides | * Rural centers for seeds and fertilizers by govt. agencies |
| * Regarding Pesticides and agriculture purpose and toll free numbers | * Farmer house facilities |
| * Farmer education towards agriculture | * Farmer Loan for tractors |
| * 24*7 customer service | * Providing incentives for farmers |
| | * Seeds manure |

3. Country's Development

The below table shows some of the country development PSA's that have come across by the public.

Table 3. Recall of PSA under Country Development

| | |
|-------------------|----------------------|
| * Payment of Tax | * Growing Tree |
| * Census | * Adult Education |
| * Pollution | * Child Education |
| * Family Planning | * Rural Development |
| * Wear Helmet | * Keep society clean |
| * Avoid Plastic | * Vote |

4. PSAS on women issues

The below table shows some of the Women Issues PSA's that have come across by the public.

Table 4. Recall of PSA under women issues

| | |
|----------------------|--|
| * Sanitation | * Regarding Self help groups (Job welfare) |
| * Women Equality | * Don't kill girl child |
| * Mother feeding | * Welfare Program |
| * Breast Cancer | * Iodine salt |
| * Pregnancy | * Women education |
| * Health and Calcium | |

Celebrities have appeared in PSA's

The below figure clearly showed that the public have come across where the celebrities have been appeared in the PSA's

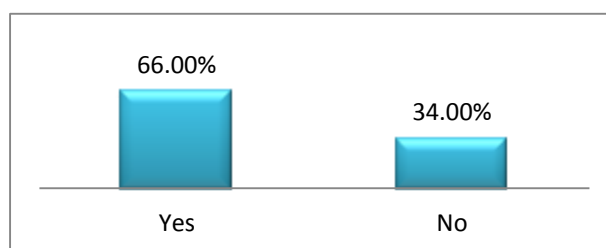


Figure 7: Celebrities in PSA's

Some of the Celebrities for PSA's

The public have mentioned some of the celebrities who have appeared in the PSA's that is, Government PSA's and Private PSA's also.

- Surya – Save Tiger, Agaram Foundation
- Karthi & Sivakumar – Dengue Awareness

- Kamal Hasan – Census
- Aamirkhan – Nutritious Food, Good behavior towards tourists
- Amithabh bachan – Polio, Unicef
- Rajinikanth – Polio (80's)
- Sneha – Women Empowerment
- Revathy – Don't kill girl child

PSA's Influence Public Because of Celebrities

Public have agreed that if celebrities appears in the PSA it is influencing people and it reaching them which is exhibited in the below figure. And they have mentioned the influence on the presence of celebrities in such PSAs

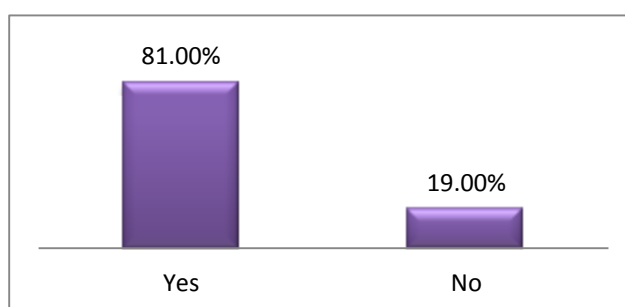


Figure 8: People watching Advertisements

Drawbacks In Government Made PSAS

The below point are mentioned by the public that these are some of the drawbacks they observed in government PSAs.

The main drawback as said by public is dubbing and the quality visuals done in the video. The message is lengthy and not very catchy messages are delivered. Less creativity production is done. The content is dull, boring and colorless presentation in the Government made visuals. The output is poor. It is not much attractive. Voice sync, effectiveness and interesting story content are missing.

PSA'S are dubbed from other languages to tamil

The below figure shows public service announcements that are dubbed from national language to regional language is bad in output and in reach.

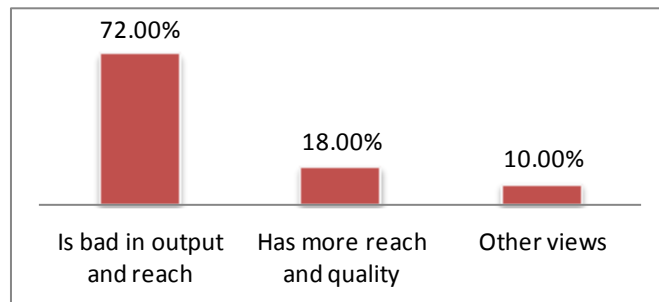


Figure 9: Other languages in Tamil

PSA of Actor Karthi on Dengue Fever

The recent public service announcement on dengue fever where Actor Karthik has endorsed and presented it was easily understandable by general public.

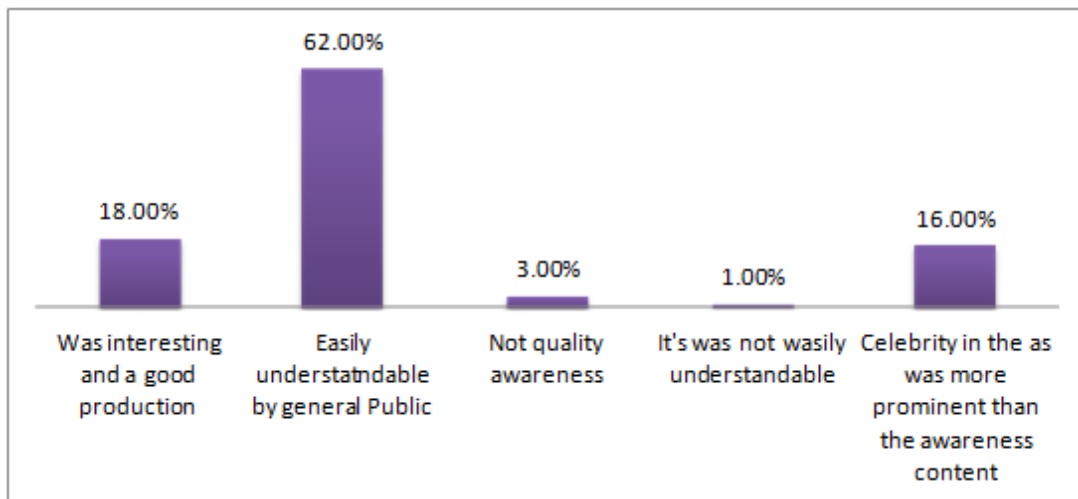


Figure 10: Actor Karthi dengue awareness

An Idea That Makes PSA's Can Be More Successful

The below points has suggested ideas by the public that makes PSA's as successful for Government making PSA's.

- Good message with inspiring music and good celebrity who has good name among public can use for more effectiveness. Quality and Visuals can better and it should not have irritating visuals. The video can concentrate on all media channels in prime timings. Voice sync can be better. Different formats would make them more effective, in various media like radio and television would improve the reach.
- In a creative and attractive and in an emotional way, it can be in the format of animation so child also gets attracted towards PSA's. The visuals can be reality than drama. Can make production in the regional language where it can easily be understandable. Avoid dubbed versions.

- Creativity visuals, more colorful to attract people can make better production. Bringing celebrities also may be influence it.
- The message can spread through youngsters than non-professional artists used in visuals. Internet ads and mobile apps would be referable for this generation.
- Easily understandable, in creative way message has to be delivered. Concept should be simple and attractive. Short and creative message can be a successful for the upcoming by the government making public service announcements.

CONCLUSION

Today the mass media plays a major role in India. Most of the public depends upon in mass media and with the help of media public can come across happening around them. However, in this mass media Television plays major role. It is the responsible for the television to create awareness among public. Most of the awareness announcement, messages are not effectively reaching the intended target group and public. PSA can be created in creative way so that it stays on the public mind so that the PSAs can be effective and benefits of that awareness will reach the public more.

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