

Advertising as a Catalyst for Social Transformation: A Study on Public Service Advertisements and Nation Building in India

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Abstract

Media, the fourth pillar of democracy, is one of the institutions, systems and resources created by the society to fulfill its various needs. Today, as a security guard of democracy, media has reached its reach not only in the country but across the world. In this era of information technology, mass communication has an important contribution in the society. Whatever the limitations of the early forms of communication, the rapid development of communication media has been closely related to the development of modern human society. In the last few years, the revolutionary changes in the procedures of mass communication due to scientific progress have completely changed the human life-style. From Parliament to the streets, all ideological wars are being fought today through the mass media. Before independence, the media awakened the light of patriotism and resistance to British rule among the common people. After independence, this medium of consciousness emerged from new knowledge and science and called upon the common people to protect their rights and duties.

Advertisement is a word that comes from mass communication. *“Advertising is an important scheme which apart from creating brand identity, makes the general public aware of social evils and important schemes. Advertisement is an important weapon to prevent drug addiction, prevent population growth, promote children and women education, and maintain social and economic harmony. It leaves a deep and lasting impact on the psyche.”*

Advertising is a controlled mass media of salesmanship by which visual and audio information is provided to the consumer with the purpose of getting him to think, agree, act or behave as desired by the advertiser. Started doing. Today we are standing at the frontier of the advertising era. In fact, advertising conveys its message through symbols, sometimes through humor, sometimes

rhythm and sometimes even by creating fear, it tries to achieve its goal. Its creativity lies in this. The point is that it tries to look at situations from a new perspective. Advertisements contain a lot in their small structure which

Says a lot even by saying very little. It is said about advertising that *“advertising sells dreams. Today advertising has become an important part of our lives. As soon as I open my eyes in the morning, while sipping tea, the first thing I look at is the advertisement in the newspaper. Radio jingles with musical melodious tunes and television advertisements with attractive visuals are presented every day in a new form, dreaming of fulfilling all the needs of man. As soon as we step outside the house, we are surrounded by the world of advertising. It was the effectiveness of advertising that led to the introduction of some informative advertisements in India's first newspaper, the Bengal Gazette.”*². Till the 18th century, the message of advertisements was only informational. As commercialism grew, these informational advertisements were replaced by inspirational advertisements.

In the digital age, media, often considered the fourth pillar of democracy, wields unparalleled influence over societal perspectives. This paper explores how advertising, a vital component of mass communication, has evolved from providing information to instilling inspiration and change. It delves into the profound impact of advertising on public opinion, social awareness, and national development. Public service campaigns are dissected to reveal their pivotal role in addressing societal issues, raising public consciousness, and driving positive transformation. Examples from healthcare, nation-building, and issues related to women and children underscore advertising's transformative power. The paper also highlights the legal framework of Corporate Social Responsibility (CSR) in India and how public service campaigns bridge the awareness-action divide. Ultimately, this research underscores advertising's essential role in motivating collective action for a fairer, more just, and sustainable society.

Keywords: Advertising, social awareness, nation building, media impact, societal issues, Corporate Social Responsibility, advertising strategies, public welfare campaigns.

Advertisement: Concept and Nature: -

In this era of ever-changing industrialization and commercialization, advertising has become a special place. In the race of business competition, advertising is a very important tool for maintaining the demand for one's product or service in the market, introducing a new product to the general public, increasing sales and maintaining the reputation of one's establishment, etc. Advertisement is used as a tool to introduce any good, service or idea to the world. Advertisement is a medium through which we try to attract the general public towards a particular material or person. In fact, advertising does the work of popularizing the product being produced, making it an object of attraction and making one feel the need for it. Through advertising, an ideology is engraved on the human memory and if a person's ideology matches with the ideology of the advertisement, then that person may be tempted to buy the advertised item. ***According to fry Burger and C.H. Sentences***, the nature of advertising is multidimensional and it is a powerful tool of marketing and marketing, and an important part of the economic process. Advertisement in itself is a social institution because it expresses all the forms and social relations of the society. Advertising influences our social attitudes, behavior and habits.

In English the word 'advertising' is used for advertising. Advertising is derived from the Latin word 'Adverter' which means concentration of mind. In other words, advertising is an attempt to influence the mind or to attract the general public towards a particular thing or person. Advertisement in Persian language. It is called Jang-e-Zardari - *"The word advertisement is made up of two words, the Hindi word 'Vi' + 'Gyapn'. 'Vi' means 'special' and 'Gyapn' means 'to give knowledge or to give information'. Thus, the combined meaning of this word is to give information or information about some fact or thing. 'As Roger Reeves has said, advertising is the art of transferring an idea from one person's mind to another.'"*³

Commercial Advertisement: -

"Commercial advertisements, the lifeblood of modern consumerism, are meticulously designed to entice and persuade, aiming to captivate consumers while boosting sales and profits." (Smith, J., 2019, "Advertising in the Digital Age")

"In the realm of commercial advertisements, the goal is clear: to create brand recognition, win consumer trust, and ultimately, drive economic success through effective marketing strategies." (*Brown, A., 2020, "The Art of Advertising: Strategies for Success"*)

In the age of rampant commercialization, advertising takes center stage in the ever-expanding realm of the media. Commercial advertisements predominantly serve the purpose of promoting businesses and generating profits. These advertisements offer information about essential everyday commodities and consumer goods, with their primary goal being to captivate the audience. Their fundamental objective is to make a compelling appeal for the sale of products and services while cultivating trust.

These advertisements cater to daily necessities, including food items, clothing, soap, oil, tea, biscuits, chocolates, beverages, as well as larger investments such as scooters, cars, and bicycles. Their exclusive aim is to facilitate the sale of products or services and bolster their market presence. Additionally, they encompass advertisements crafted by various companies to entice consumers into purchasing shares and investing. Commercial advertisements seek to establish brand recognition and allure customers through their competitive nature and persuasive strategies.

They are meticulously designed to promote goods and services, boost sales figures, attract consumers, and augment profitability. The category of commercial advertisements encompasses a wide spectrum, including advertisements for goods, services, institutions, and consumer, industrial, commercial, agricultural, financial, political, and more."

Public service or public service advertisement: -

Advertisements which are related to social issues and are broadcasted for the interests of the society and for public awareness, are called social advertisements, public service or public service advertisements. The objective of these advertisements is not to earn financial profit but they work to awaken social consciousness. Public service advertisements in English are written in P.S. A. That is, it is called Public Service Advertisement. The primary objective of public service advertising is social, not personal gain. Public service advertisements are known by many names, which are called public service announcements in America. In Britain they are designated as public

information films, in Hong Kong they are called public interest announcements, while in India they are known as social service advertisements, public interest or public service advertisements or announcements. Indian communication scholar

Only J. According to Kumar, *"The newest term to develop advertising from the public is advertising. This type of advertising focuses on social issues such as family planning, national integration, population, care of the aged and disabled, cautious driving, alcohol, drugs and smoking." The primary purpose of public service advertising is educating people through strong messages. These advertisements sell ideas and messages, not products and services."*

According to Indira Srinivasan, *public service advertising is using the techniques of commercial advertising for non-commercial purposes. It is primarily used as a tool to promote social welfare. When the world is faced with so many disorders, communication is the only answer that can create awareness and educate people by continuously providing information."*

Public service advertising is a term defined by the **Federal Communications Commission (FCC)** for any announcement for which no fee is charged and which promotes programs, activities, or services of federal, state, or local governments or non-profit organizations (e.g. United Way, Red Cross, blood donation, etc.) and announcements of the times, in addition to regular weather announcements, are announcements made to protect the interests of the community or as a gesture of service. Advertisement is used as a tool to introduce any good, service or idea to the world. Advertisement is a medium through which we try to attract the general public towards a particular material or person. In fact, advertising does the work of popularizing the product being produced, making it an object of attraction and making one feel the need for it. Through advertising, an ideology is engraved on the human memory and if a person's ideology matches with the ideology of the advertisement, then that person may be tempted to buy the advertised item. Saihej and B. According to Fry Burger, the nature of advertising is multidimensional and it is a powerful tool of marketing and marketing, and an important part of the economic process. Advertisement in itself

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The word advertisement is made up of two words 'Vi' and 'Memorandum'. 'Vi' means 'special' and 'memorandum' means 'to give knowledge or to give information'. Thus, the combined meaning of this word is to give information or information about any fact or thing. 'As Roger Reeves has said, advertising is the art of transferring an idea from one mind to another.'

Contribution of public service advertisements to public awareness: -

Advertisements are not just a means of selling products, rather they inspire people to lead a right life in the society and to emerge from the diseases and addictions prevalent in the society. According to the *Public Service Advertising Research Center, Florida* - 'Public service advertisements serve the public interests. Pertain to messages containing text, which are presented by television, radio, print or other mediums. 20 Public service advertisements are related to social issues and contain the idea of serving the interests of the society, educating the common people and raising the standard of living. According to Philip Kotler, social advertisements bring changes in a person's behavior. This can be explained on the basis of these elements. Public service advertisements inspire the general public to resolve the long-standing discrepancies in the society. Warning advertisements are often given by the Ministry of Health, Ministry of Railways and Transport, Department of Family and Welfare and Environment Department etc. to make the public aware, alert and to tell the ways of prevention in crisis. At the national or state level, in times of sudden disaster or calamity, advertising campaigns are run to call for public cooperation and also with a view to social welfare. Some scholars also call it idea advertising. "It creates awareness by providing information for the welfare of the common people in areas like cleanliness,

freedom from superstition, public health and women's education, community development, international goodwill, environmental protection, traffic safety etc." 8

Madhu Dhawan has described four functions of advertising on the social level in his book Advertising Art-

- *Increase social knowledge*
- *Increase in happiness of social life*
- *Hard work motivation*
- *Optimistic outlook*

*While describing the social aspect of advertisements in detail, Madhu Dhawan, at the first level, the work of advertising is to study the society and increase its knowledge, at the second level, advertising is to ensure public participation in health care efforts and family welfare related programs in the country. To make efforts, in the third level the work of advertisements is said to make everyone hardworking and dynamic and in the fourth level, advertising is said to free the society from despair and provide a healthy and optimistic outlook."*9

Public service campaign related to health: -

In public service campaigns related to health, information related to the causes of various diseases and their prevention is broadcasted. Some of these important campaigns are based on the following health related elements-

Dengue, Diabetes, Malaria, Swine Flu, Cancer, Iodine Salt, Drug Addiction, Smoking, Child Vaccination, Sanitation, Polio, Thalassemia,

Public service campaign related to nation building: -

"The contribution of advertising is no less in nation building. It is also the work of advertisements to present the ideas of any country, its culture and developmental status and take public welfare works among the people through advertisements based on economic, political and historical issues. People have been able to better understand the development of education and

women through public service advertisements like Sarva Shiksha Abhiyan, women empowerment etc.” 10

Tax, Insurance and Savings, Rural Development, Use of Vote, E-System, Tree Plantation, Environmental Awareness, Water Conservation, Digitalization, Prevention of Corruption, Pollution, Public Safety, Agricultural Development, Poverty Alleviation.

Public service campaign related to issues related to women and children:

Public service advertisements are used by the Ministry of Women and Child Development to create awareness about the rights of women and children and various schemes to ensure their protection, development and participation. Important issues related to women's development are as follows- Some.

*"Women empowerment, women education, women safety, domestic violence, motherhood, child marriage, women's health, child education, women's rights and law, female foeticide, property rights, LPG connection, dowry, accessible toilet system, breastfeeding, Child protection, sex ratio, child marriage, child labour, malnutrition."*11

Conclusion:

Numerous societal issues necessitate periodic public service campaigns to raise public awareness. Various governments, during their respective tenures, have harnessed the power of media to address immediate challenges, disseminate welfare schemes to the general population, and secure their active participation in national development.

Simultaneously, the Central Government has enacted the Companies Act of 2013, mandating all industries and companies in India to allocate a designated portion of their income to social development initiatives, termed as Corporate Social Responsibility (CSR).

Under this legislative framework, companies are obligated to invest in a spectrum of social programs, encompassing hunger and poverty alleviation, gender equality, malnutrition, education, healthcare, sanitation, vocational training, skill development, as well as endeavors focused on environmental conservation.

Consequently, public service advertisements play a pivotal role in promoting these social welfare efforts undertaken under the umbrella of Corporate Social Responsibility. These campaigns not only inform and educate but also inspire civic engagement, facilitating collective action for a more equitable, just, and sustainable society. Through their influential reach and persuasive messages, public service advertisements serve as catalysts for positive change, bridging the gap between awareness and tangible societal transformation.

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Received on Dec 12, 2023

Accepted on Feb 03, 2024

Published on April 01, 2024

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