
**Publication of Public Service Advertisements in daily newspapers: an
Analysis
(With special reference to garhwal region of uttarakhand)**

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ABSTRACT:

Advertising is an effective way to reach large numbers of people and can be highly effective in changing attitudes and behaviors. Public Service Advertising is a part of public awareness campaign to inform and educate the public about an specific issue and cause like health and hygiene, smoking, drinking, blood donation, education, saving, safe driving, environment conservation etc.. Like other advertisements PSAs are also disseminated through media as print, electronic and digital. Newspaper is a preferable medium for public service advertisements as its tangible nature. Present study has been focused on publication of public service advertisements in daily newspapers. Research study is an analysis of space covered by various public service advertisements in four newspapers where two are Hindi and two are English daily newspapers having good circulation in garhwal region of Uttarakhand.

KEY WORDS: *Public Service Advertisements, Newspapers, space, awareness, publication*

INTRODUCTION:

The Federal Communications Commission (FCC) defines a PSA as "any announcement for which no charge is made and which promotes programs, activities, or services of federal, state, or local governments or the programs, activities or services of non-profit organizations and other announcements regarded as serving community interests, excluding time signals, routine weather announcements and promotional announcements."

Unlike traditional commercials, public service announcements (PSAs) are primarily designed to inform and educate rather than sell a product or service. Also known as Public Service Advertisements, examples of issues covered in these announcements include health, safety, environment, saving, drinking and driving, texting and driving, drug addiction, smoking, safe sex etc. PSAs are found anywhere traditional ads can be seen, including on television and radio, outdoor and online media, direct mail, and in print (Paul Suggett 2018). PSAs set about to change public opinion and raise awareness on important issues while disseminating information quickly and efficiently.

Father of advertising David Ogilvy said "Advertising justifies its existence when used in the public interest." Public Service advertising is an instrument used by the government and non-

profit organizations planned as part of their social responsibility. Public awareness campaigns are an integral part of social marketing (Doh, J. P., &Guay, T. R.,2006). The purpose of these public service advertising is to educate and raise awareness on important social issues in order to change attitudes and behaviors and to stimulate positive social change (Wallack, L. M.,1981). Public service advertisement is basically directed at the social welfare of a community or a nation (Turner, J. C., &TenHoor, W. J. 1978). In this type of advertising, the objective is to put across a message intended to change attitudes or behavior and benefit the public at large. Then public service advertisement considered the most effective and powerful tool to reach the masses and create the impact on mind of people. Public service ads aim at communicating social cause, social issues, ideas or message of awareness to the people. As public service advertisement, different in approach and messages in PSA are designed in the way so that it can leave long lasting impression in their mind and it also should be able to force the people to think about these issues whether they are relating to social, health or promoting the harmony among the people (Moriarty, S.et.al.,2014). It is also found that public service advertisements are most effective tools in creating public awareness about the issues like health, environment, social and changing the attitude and behavior of the people. PSA are generally designed and broadcasted by the government and non-profit organizations for interest of people (Jess, K. A. 2000).

REVIEW OF LITERATURE:

Research studies related to publication of public service advertisements were not found in a good number so the review of literature was focused on use, impact and effectiveness of public service advertisements in awareness of society.

Meenakshi (1998) defined public service advertising as those advertisements which deal with social causes aimed at welfare and wellbeing of the people. Public service campaigns often adopt emotional or fear appeals to discourage socially undesirable behaviours. Josy Paul (2005), PSA are good at communication, not for funding. Maria Halkias, (2007) advocated that in Radio, usually the PSA messages comes and goes till the listener tune to it.

Jeff, Lisa et.al. (2008) in a study titled —Message Design Strategies to Raise Public Awareness of Social Determinants of Health and Population Health Disparities! advocated that for the population health, one should frame messages to acknowledge a role for individual decisions about behaviour.

According to AishwaryaChatterjee (2016), the first non-governmental initiative was taken in early 1900s; the ad was run free by newspapers to dramatize the concern of child labour. Krishna Pal and Anuradha (2017) reveals thatit can be said that the public service advertising in India have a rich legacy and have travelled a distance in the hope of shaping a changed and developed Indian society. It is also pertinent to mention that though the society have travelled in right direction to shape the attitude but still the country and society have to travel miles in coming time.

OBJECTIVES OF THE STUDY:

- To study about total space covered by advertisements in newspapers.
- To study about the share of public service advertisements in published advertisements.
- To study about the space covered by various public service advertisements in newspapers.

RESEARCH METHODOLOGY:

Selection of the Sample Newspapers:

For selection of sample newspapers purposive sampling was used. Newspapers having good circulation in Garhwal region of uttarakhand were selected of both languages Hindi and English. Hence in Hindi dailies Amar Ujala, DainikJagran(both published from Dehradun)and English Dailies The Times of India (Published from Delhi) and Hindustan Times (Published from Dehradun) were selected. Space occupied by advertisements was calculated in terms of published area of unit square cms. The publication of advertisements was distributed in various categories:

To analyze the covered area of advertisements in newspapers various advertisements were categorized in two types as public service advertisements and other advertisements on the basis of their objectives. With the purpose of deep study of various Public service ads, these ads again categorized in education, health and security, women empowerment, environment and saving related announcements.

The Year 2015was chosen for the analysis of advertisements' coverage of the selected newspapers. In view of the voluminous data, the scope of the study was narrowed down further through systematic sampling. Thus, starting from 1 January 2015 every fifth issue of the daily newspaper was selected and analyzed throughout the whole year i.e. till December 2015. The selection of every fifth issue ensures equal representation. The total number of newspapers analyzed was292 (73 issues of each newspaper). Supplement magazines were not considered for this analysis because of their specific nature i.e. matrimonial, Ascent, Career Opportunity etc and irregular frequency of publication.

DATA ANALYSIS:

Covered Area of Advertisements in Newspapers:

Total Average Print Area ofNewspapers: Table -1

Newspapers	Average no. of pages	per page area (length x width)Sq.cm	Average Print Area of single issue (Sq.cm)
Amar Ujala	16	50x33=1650	26,400
DainikJagran	16	50x33=1650	26,400
Hindustan Times	22	51x33=1683	37,026
The Times of India	22	52x33=1716	37,752

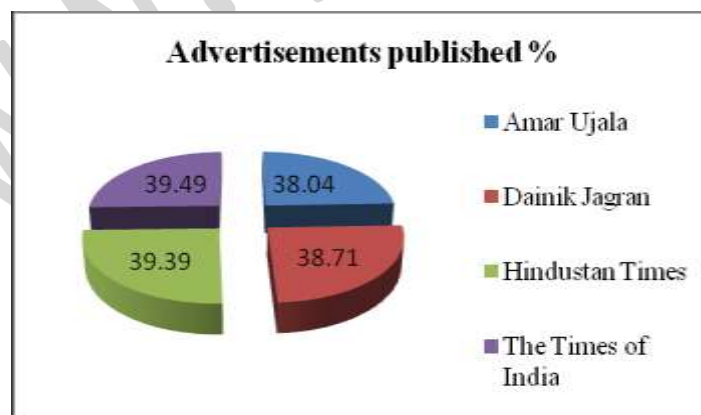
The above table shows that the average no. of pages of Hindustan Times and The Times of India are 22 while Amar Ujala and DainikJagran carried average 16 pages in a single issue. The average total space of each issue of Amar Ujala, DainikJagran, Hindustan Times and The Times of India is 26,400, 26,400, 37,026 and 37,752 sq.cm respectively.

Publication of Advertisements in selected newspapers during 2015

Name of Newspapers	Area (in Sq.cm)			
	Single issue	Total (single x73)	Advertisements (Total)	Percentage %
Amar Ujala	26,400	19,27,200	7,33,107	38.04
DanikJagran	26,400	19,27,200	7,46,206	38.71
Hindustan Times	37,026	27,02,898	10,64,704	39.39
The Times of India	37,752	27,55,896	10,88,499	39.49

The above table shows the percentage of total advertisements’ share published in selected newspapers. The table shows that total covered space by advertisements in all four newspapers. It reveals that Hindi daily Amar Ujala has given 38.04 percent space to advertisements out of its whole space while DainikJagran published 38.71 percent advertisements. English daily Hindustan Times gave 39.39 percent of its space to advertisements and The Times of India utilized its 39.49 percent space for advertisements.

Graphical Presentation:



Covered Space of Public Service Advertisements in Newspapers:

Further, the space given by newspapers to public service advertisements and other advertisements was measured separately.

Space covered by Public service Advertisements in Selected Hindi newspapers

Types of advertisements	Amar Ujala		DainikJagran	
	Area (Sq.cm)	Percentage	Area (Sq.cm)	Percentage
Public Service	45,893	6.26	46,862	6.28
Other	6,87,214	93.74	5,93,700	93.72
Total	7,33,107	100.00	7,46,206	100.00

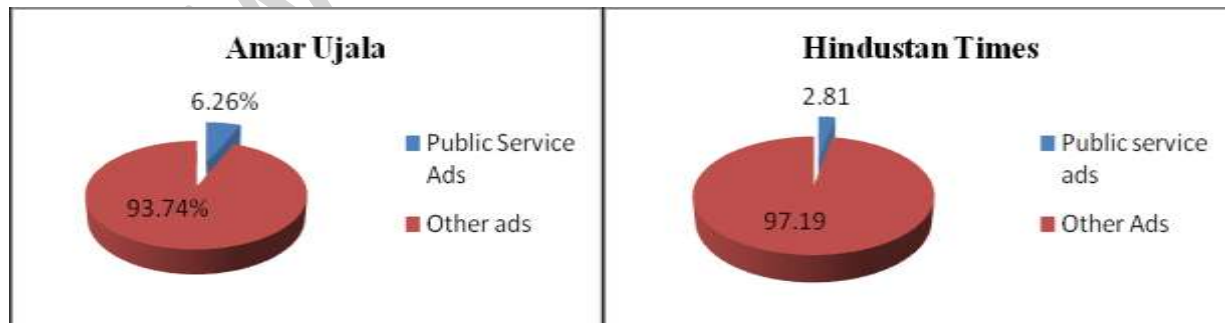
The above table shows that Hindi daily Amar Ujala published 6.26 percent public service ads while 93.74 percent ads of other category as product, service, classified, institutional, political etc were published. In another Hindi daily Dainik Jagran 6.28 percent space was given to public service ads.

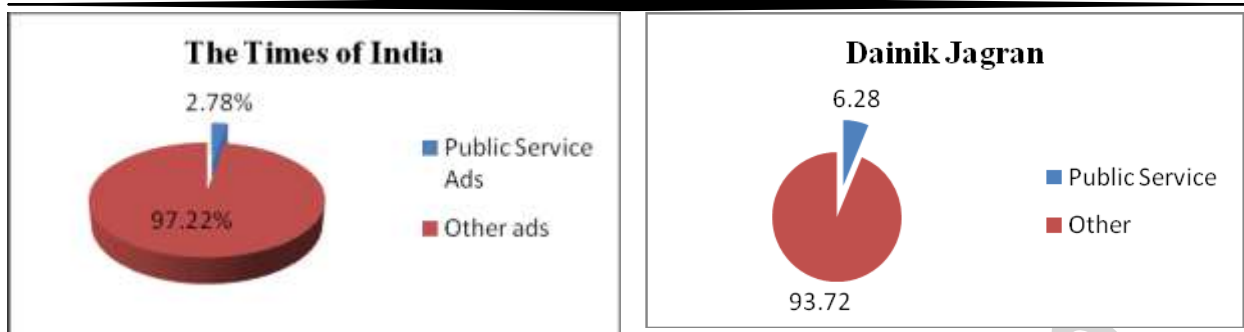
Publication of Public service Advertisements in Selected English newspapers

Types of advertisements	The Times of India		Hindustan Times	
	Area (Sq.cm)	Percentage	Area (Sq.cm)	Percentage
Public Service	29,598	2.78	30,586	2.81
Other	10,35,105	97.22	10,57,913	97.19
Total	10,64,704	100.00	10,88,499	100.00

Above table reveals that only 2.78 percent public service ads were published in English daily The Times of India while 97.22 percent ads were published from other categories. In Hindustan Times only 2.81 percent space was given to PSAs. The space given to public service ads is also not satisfactory in both of the newspapers.

Graphical Representation





The space was given to public service ads is not satisfactory in all four newspapers. These public service advertisements again categorized in different categories as education related ads, health & security related appeals, saving, women empowerment, environment awareness related ads and other advertisements. Thus following table shows different public service ads share in whole area covered by public service announcements.

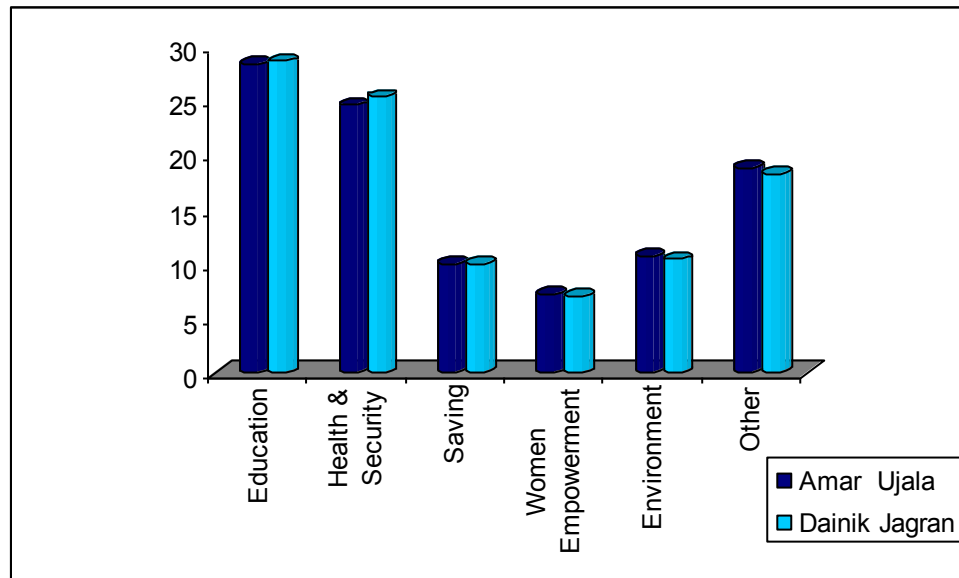
Public Service Advertisements: Space Covered in Hindi Dailies
Table: (3-G)

Public Service Ad (Subject)	Amar Ujala		DainikJagran	
	Area (Sq.cm)	Percentage	Area (Sq.cm)	Percentage
Education	13,062	28.46	13,458	28.72
Health & Security	11,313	24.65	11,907	25.41
Saving	4,593	10.01	4,681	9.99
Women Empowerment	3,327	7.25	3,345	7.14
Environment	4,924	10.73	4,906	10.47
Other	8,674	18.90	8561	18.27
Total	45,893	100.00	46,862	100.00

Above table shows that mostly education related advertisements were published comparatively in more space than other public service advertisements in both of Hindi Dailies Amar Ujala and DainikJagran. Hindi Daily Amar Ujala published 28.46 percent education related advertisements while DainikJagran published 28.72 percent of education related public service ads. Health & Security related advertisements got 24.65 percent space in Amar Ujala while 25.41 percent space was occupied in DainikJagran. The PSAs related to different savings were occupied the space 10.01 percent and 9.99 percent in Amar Ujala and DainikJagran respectively. Women Empowerment related advertisements covered 7.25 percent space in Amar Ujala and 7.14 percent space in DainikJagran of the total space covered by Public Service Advertisements. Environment conservation related advertisements covered the space in Amar Ujala and DainikJagran was 10.73 percent and 10.47 percent respectively. The space covered by other

advertisements in Amar sUjala and DainikJagran are respectively 18.90 and 18.27 percent respectively.

Graphical Presentation:



Space was given by both English dailies to public service ads areshown in the following table in separate columns.

Space Covered by Public Service Advertisements in Selected Hindi Dailies

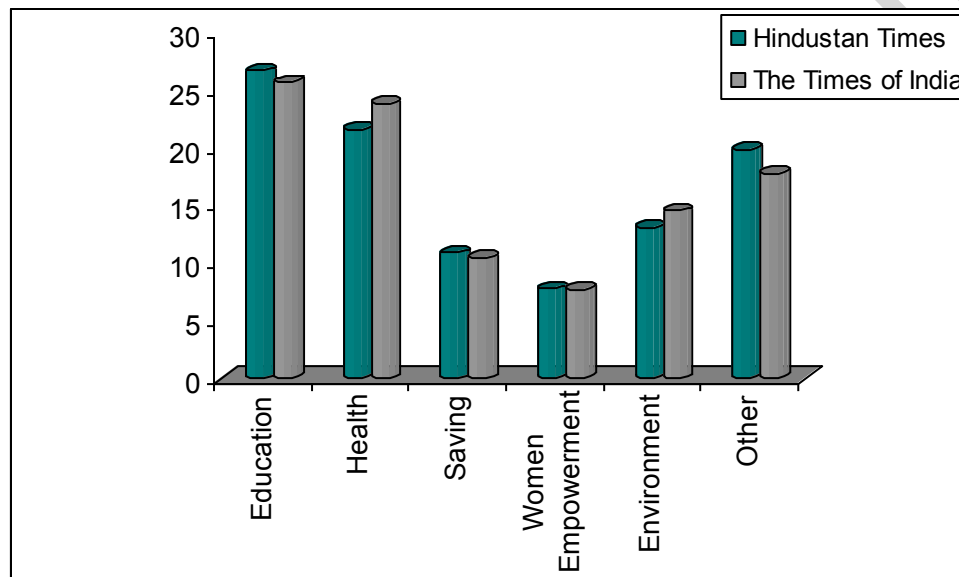
Table: (3-H)

Public Service Ad (Subject)	Hindustan Times		The Times of India	
	Area (Sq.cm)	Percentage	Area (Sq.cm)	Percentage
Education	7,920	26.76	7,875	25.75
Health	6,408	21.65	7294	23.85
Saving	3,227	10.90	3206	10.48
Women Empowerment	2,294	7.75	2,336	7.64
Environment	3,862	13.05	4,448	14.54
Other	5,887	19.89	5,427	17.74
Total	29,598	100.00	30,586	100.00

It is revealed from the above table that in English dailies the share of educational ads is comparatively higher than other public service advertisements. Hindustan Times published 26.76 percent education related ads out of total Public Service Advertisements published during 2015 while The Times of India gave 25.75 percent space to such advertisements. Health related

advertisements were covered 21.65 percent space in Hindustan Times while 23.85 percent space in The Times of India. Saving related advertisements covered 10.90 percent space in Hindustan Times while 10.48 percent space in The Times of India. Public service advertisements regarding women empowerment got 7.75 percent space in Hindustan Times while 7.64 percent space in The Times of India. Environmental awareness related messages covered 13.05 percent area in Hindustan Times while these types of messages occupied 14.54 percent space in The Times of India. Other public service ads covered 19.89 percent space in Hindustan Times and 17.74 percent space in The Times of India.

Graphical Presentation:



CONCLUSION:

Present study is an attempt to know about the publication of public service advertisements in daily newspapers. From above analysis it is revealed that very little amount of space is given to public service advertisements comparatively to other consumer ads. As many other studies has proved already that public service ads play a vital role in changing public attitude, it is essential to give a good share to them. Study shows that Hindi dailies amarujala and dainikjagran published better number of PSAs rather than English dailies The Times of India and Hindustan Times. It is satisfactory that education and health related announcements got maximum space in all four newspapers. This study observes that environmental issues based PSAs were published by English dailies better while women empowerment related messages were published in little amount by all four newspapers. The research suggests that newspapers should improve their roles in dissemination of Public service advertising as print media is consider an agent of change.

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