

MEANING OF SOCIAL ADVERTISING BY GOVERNMENT

Social advertising is also known as pro bono[public good] is latin phrase for professional work undertake voluntarily and without payment or at a reduced fee as a public service. It is used as a tool for creating social awareness.

SOCIAL ISSUES & CHANNELS OF COMMUNICATIONS

Social issues

- Environment protection
- Safe driving
- AIDS awareness
- Family planning
- Jago grahak jago
- Some of the important subject publicized by government through social advertising include:
- Jago grahak jago
- Beti Bacho, Beti Padhao
- Swachh Bharat Abhiyan
- AIDS awareness
- Water conservation

The channels of communication

- **Advertising** : Release of press ads
- **Exhibition** : put up exhibition
- **Outdoor publicity** : display of hoardings, kiosks, bus panels, wall paintings, cinema slides, banners etc
- **Printed publicity** : booklets, folder, posters, leaflets, calendars, diaries



ASPECTS OF PRO BONA ADVERTISING

- **Purpose**:- Its to undertake to create awareness among the masses. for e.g:- jago grahak jago
- **Area coverage** :-It covers throughout the nation. For e.g:- local area ,regional area .
- **Target audience** :- its targeting to all members of society belonging to different age groups. For e.g;- anti-smoker Ad for smokers
- **Personalities**:- its may use personalities or celebrities to create a better impact on the audiences. for e.g Mr. Amitabh Bachchan for the pulse polio campaign.

SOME EXAMPLES OF SOCIAL ADVERTISING

1. **MAKE IN INDIA** :- By enabling interactions with users, **Modi government** is surely trying to bridge the gap between the citizens and the government.
2. **BETI BACHAO, BETI PADHAO**:- Earlier this year, **Modi** launched the twin-headed **Beti Bachao, Beti Padhao** campaign to encourage the birth and education of girl children
3. **SWACHH BHARAT ABHIYAN**:- The 'Clean India' campaign launched by Indian government Swachh Bharat, as it is otherwise known, is an attempt to create clean and better India
4. **JAGO GRAHAK JAGO**:- is a consumer awareness programme from Ministry of Consumer Affairs, and Public Distribution, **Government of India**



