Social advertising is also known as pro bono (public good) is a Latin phrase for professional work undertaken 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
A SPECTS 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, the 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 the 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 the Ministry of Consumer Affairs, and Public Distribution, Government of India.