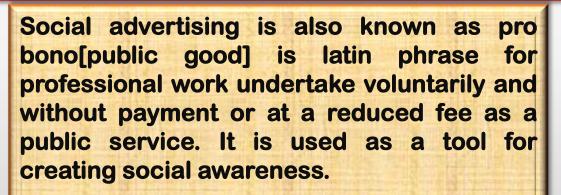
MEANING OF SOCIAL ADVERTISING BY GOVERNMENT



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
- o 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
- <u>Personalities</u>:- 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

- 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















