
Role Of Public Service Advertisements During Covid-19: A Study

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Abstract : *Coronavirus disease-2019 (COVID-19) was announced a "pandemic" by the World Health Organization (WHO) towards the beginning of March 2020 which began spreading from the Wuhan city of China. On worldwide level each nation has taken an unbelievable measure to battle the difficult spread of the continuous episode. In India, the case is most exceedingly terrible as India second on the worldwide file with most elevated number of corona cases. Be that as it may, each state in the underlying stage found a way to battle against the spread of Covid-19. This paper is aimed to dissect the degree of mindfulness and readiness to battle against COVID-19 by the distinctive Indian states through mindfulness crusades.*

Keywords: *Covid-19, India, World Health Organization, Corona, Campaign*

1. INTRODUCTION

Coronavirus has become a worldwide never stopping illness that arose out of Wuhan in the Hubei territory of China in December 2019. It has spread to 210 nations all through the world. World Health Organization (WHO) pronounced it a pandemic on Jan 30, 2020, and raised worldwide general wellbeing worries for it. As of Jul 15, 2020, in excess of 13 million individuals have been contacted by this virus.[1]

Approximately around 0.6 million deaths have been reported so far worldwide. It has demonstrated unambiguously more deadly than other Covid chain with a casualty proportion of 1.4% (fluctuating somewhat among nations). On Dec 31, 2019, China first pronounced their first instance of pneumonia of obscure etiology later until Jan 3, 2020, an approximately 44 cases were reported to WHO.

In India the principal instance of crown was enlisted in February, 2020. On 24 March 2020, the govt of India under Prime Minister Narendra Modi requested a race lockdown for 21 days, restricting development of the entire 1.3 billion populace of India as a precautions against the COVID-19 pandemic in India it had been requested following a 14-hour intentional public time limitation on 22 March, which was later trailed by authorization of a progression of guidelines within the nation's COVID-19.

The lockdown was set when the amount of affirmed positive Covid cases in India was roughly 500. because the finish of the most lockdown time-frame drew nearer, state governments and other warning panels suggested broadening the lockdown. The

administrations of Odisha and Punjab extended the state lockdowns to 1 May, 2020. Maharashtra, Karnataka, West Bengal and Telangana took action accordingly. On 14 April, 2020 Prime minister Narendra Modi broadened the state lockdown until 3 May, with a contingent unwinding after 20 April, 2020 for the areas where the spread had been contained or was negligible.

The Government of India, on 1 May, 2020 expanded the cross country lockdown for more fourteen days. All the regions were divided into three zones dependent on the spread of the virus—green, red and orange—and keeping this in view the relaxations were. It was on 17 May, 2020 the lockdown was additionally reached out till 31 May, 2020 by the Prime Minister Narendra Modi on the suggestion of National Disaster Management Authority

The Indian Government later declared that on 30 May, 2020 that lockdown limitations were to be lifted from that point onwards, while the continuous lockdown would be additionally stretched out till 30 June, 2020 for just the regulation zones. The administrations would be continued in a staged way beginning from 8 June, 2020. It was named as "Open 1.0". The second period of open, open 2.0, was declared for the time of 1 to 31 July, without hardly lifting a finger in limitations. Open 3.0 was reported for August. Additionally, open 4.0 was declared for September and Unlock 5.0 for the period of October. Similarly, open 6.0 was declared for the period of November, and Unlock 7.0 was reported for the long stretch of December.

Each and every condition of the nation confronted this pandemic circumstance. So detecting the circumstance a considerable lot of the Indian states dispatched the mindfulness crusades. Indeed, even the Indian government dispatched exceptional projects on TV and radio for spread of mindfulness about this infection in keeping the wellbeing correspondence in view.

Significance of the study

The study is significant to know the effectiveness of the public service advertisements and various campaigns launched by the different Government states. It is important to study that how through the various innovative campaigns were launched during the lockdown by these states government in order to curb the pandemic situation and to control the increase number of Covid-19 patients. The study is based through content analysis of selective 10 Indian states. The content is thoroughly study to understand the effective campaigns.

2. REVIEW OF LITERATURE

In the research paper "Social Awareness through Celebrity Endorsement" the researcher talked about the main non-legislative activity was taken in mid 1900s; the advertisement was shown free to papers to sensationalize the worry of youngster work..[2]

The paper titled "Advertising & Marketing in Rural India: Language, Culture, and Communication" researcher mentioned that in 1980s trademarks were coordinated for family arranging —Hum do Hamare do and recently —Hum do Hamara ek. [3]

Tata tea dispatched one of the most notable promotion campaigns, 'Jaago Re'. This was the main promotion on political state mindfulness and the obligation of Indians to execute their entitlement to cast a ballot. Another promotion that was conceptualized and made flawlessly was 'Mile sur mera tumhara' (1980). Mile sur mera tumhara, is a mission that endless Indian residents have grown up review it. The mission Incredible India by Ministry of the travel industry gets a statement from antiquated Indian talking about accommodation 'Atithi Devo Bhava'. It was Bollywood entertainer Aamir Khan to introduce the brand.

In a very 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 ought to frame messages to acknowledge a task for individual selections concerning behaviour. [4]

In the research paper social advertising as those advertisements that traumatize social causes geared toward welfare and welfare of the folks. PM Modi's plan and a key theme that aimed to deal with the dipping kid sex magnitude relation and empower the woman kid within the country 'Beti Bachao Beti Padhao' programme was launched from Panipat Haryana by Madhuri Dixit .[5].

3. OBJECTIVE OF THE STUDY

1. To study the content used in awareness through Public Service advertisement during pandemic.
2. To study the medium used to disseminate the health-related information.
3. To find the various advertising appeals used to persuade people.

Research Methodology

Research methodology is that the specific procedures or techniques want to determine, select, process, and analyze information about a topic. In a very analysis paper, the methodology section permits the reader to critically assess a study's overall validity and dependability. Researcher carried out content analysis. It is a technique of learning and analyzing communication in a very systematic, objective procedure for the aim of measure variables.

Data Interpretation

Table No:1

State	Punjab
Awareness Campaign Name	Mission Fateh
Message	To win over Covid-19
Medium	Television
Duration	4:01 min
Appeal	Emotional
Celebrity endorsement	Yes

Interpretation: Punjab Government launched a musical campaign with the name “Mission Fateh”. Punjab was the primary State within the Country to impose a curfew, even before the National Lockdown. Since then, the regime has taken many measures to manage the pandemic and its implications. Mission Fateh was an effort to defeat the pandemic within the face of overwhelming odds. Punjab registered around 124,535 cases of Covid-19.

Table No: 02

State	<i>Telegana</i>
Awareness Campaign Name	Stay Home Stay Safe
Message	To win over Covid-19
Medium	Television
Duration	2:04 min
Appeal	Fear
Celebrity endorsement	Yes

Interpretation: Government of Telegana launched “Stay Hone Stay Safe” campaign. The message of the campaign was to win over the Corona virus. The camapgin was launched on the various regional television channels of the state. Tollywood stars could be seen in the video where they are urging people to stay at home and maintain the social distance. The state has seen 213,084 cases of Covid-19.

Table No: 03

State	Rajasthan
Awareness Campaign Name	Corona ko hai harana
Message	To fight against corona
Medium	Radio
Duration	1:16 min
Appeal	Motivational
Celebrity endorsement	No

Interpretation: under the aegis of Rajasthan Chief Minister Ashok Gehlot, Rajasthan Government launched a series of campaign in the state. In the initial phase of corona virus spread the Jaipur City was the worst hitted area with Covid-19. In the wake of awaring the people a motivational video was launched on radio with “ Corona ko hai Harana”. The message was to fight against the corona. Rajasthan state has seen the total number of cases 161,184 with 86% of recovery rate.

Table No: 04

State	Madhya Pradesh
Awareness Campaign Name	Kill Corona Abhiyan
Message	To kill corona
Medium	Radio
Duration	00:36 secs
Appeal	informational
Celebrity endorsement	No

Interpretation: Madhya Pradesh Government launched the campaign with the name “ Kill Corona Abhiyan” with an aim to tackle the pandemic situation. The state government appelaed to the people through the medium of radio with a message to fight against the deadly corona virus. Madhya Pradesh has 148,298 cases of corona virus.

Table No: 05

State	Maharastra
Awareness Campaign Name	'My Family, My Responsibility
Message	to curb the spread of COVID-19
Medium	Radio/Television
Duration	00:36 secs
Appeal	informational
Celebrity endorsement	No

Interpretation: With the highest number of corona cases in the country, The Maharastra Government has 1,535,308 total number of registered cases. The worst hitted area was Dharvi Slum area of Mumbai where it was a challenge for the state to handle the pandemic situation. But through special campaign “My Family, My Responsibility” launched on Corona Virus with an aim to help and aware the people about the COvid-19. Maharastra Government is also appreciated by World Health Organization (WHO) to tackle the challenging situation in Dharvi.

Table No: 06

State	Manipur
Awareness Campaign Name	Our little friends have something to say about protecting ourselves from COVID-19.
Message	to curb the spread of COVID-19
Medium	Radio/Television
Duration	00:35 secs
Appeal	Emotional
Celebrity endorsement	No

Interpretation: Manipur Government launched a campaign “Our little friends have something to say about protecting ourselves from COVID-19” on radio and television where the small kids can be seen with folding hands appealing to the people about the Corona Virus. Manipur is the North east state of India with has registered a total number of 26,225 cases of Covid-19.

Table No: 07

State	Gujarat
Awareness Campaign Name	Hu Pan Corona Warrior (I too am a corona warrior)
Message	to spread awareness about measures to combat the virus among general public.
Medium	Television
Duration	00:35 secs
Appeal	Emotional
Celebrity endorsement	No

Interpretation: Gujarat Government launched an awareness campaign “Hu Pan Corona Warrior “ (I too am a corona warrior). It was an initiated by the state government to spread awareness among the public. The campaign was launched on television in Gujarati language.

The World Health Organization (WHO) has appreciated the management of Covid-19 in Gujarat and steered to require up varied measures being enforced within the town as a case study for remainder of Asian nation and different countries.

Table No: 08

State	Delhi
Awareness Campaign Name	Delhi Fights Coronna
Message	Home Isolation
Medium	Television
Duration	14:00
Appeal	Educational
Celebrity endorsement	No

Interpretation: The Government launched the campaign with an objective to make understand the people about the Dos and Don't of Corona Virus if one tested positive and how one can opt for Home Isolation. In the video Chief Minister of Delhi Arvind Kejriwal is appealing to the people to stay home and follow the guidelines to protect against the Corona Virus. Delhi has registered around 311,188.

Table No: 09

State	Tamil Nadu
Awareness Campaign Name	. 'Corona Helmet
Message	"Stay aware,keep distance and remain at home"
Medium	Television
Duration	1:00 min
Appeal	Informational
Celebrity endorsement	No

Interpretation: Tamil Nadu Government launched a campaign “ Corona Helmet” with a message to stay ware, keep distance and remain at home. It was television campaign with a duration of 01:00 min where a police man can be seen wearing corona helmet and appealing to the public not to come out of their homes unnecessarily and to wear mask. Prime Minister Narendra Modi has also appreciated the way in which the Tamil Nadu government has been handling the Covid situation and in preventing the spread of infection.

Table No: 10

State	West Bengal
Awareness Campaign Name	Coronavirus Awareness
Message	Spread awareness, not fear
Medium	Television/Radio
Duration	00:40 secs
Appeal	Informational
Celebrity endorsement	No

Interpretation: The State Government of West Bengal launched a campaign keeping in view the increasing number of corona patient. West Bengal was quite strict to the guidelines of WHO and did not lift the lockdown while many of the state government did. The PSA was an initiative by West Bengal government to aware the people about the deadly virus.

4. CONCLUSION

As COVID-19 rages on, what is more needed is awareness among the people in relation with the Corona Virus. Since the deadly virus has taken many lives and the lockdown and curfew has been uplifted in many of the states. But still the states governments are keeping an eye on the Covid-19 cases in their respective states. For instance to handle the problem of growing stigma, discrimination and information related to Covid-19, Punjab Government launched awareness campaign in association with the UN Development Programme (UNDP), India, and World Health Organization (WHO). Furthermore Government has obligatory the night curfew once more so as to prevent the activities of the general public in the night.

The study found that content used in awareness was an attempt to educate, motivate and inspire people about the Covid-19. This content of the public service advertisements/campaigns were highly emotional also as some of the PSA depicted the life of health care workers and doctors who are working day and night to help and support the Covid-19 patients.

The study also found that PSA/ campaigns were a successful attempt to disseminate information regarding the spread of Corona Virus. And the launch of various online health applications which tells the person about the various things related with this virus. To find the various advertising appeals used to persuade people.

The study found out that the various advertising appeals were used in the PSA/campaigns so that people can have a intimate relation with the campaigns and they should be more careful and vigilant in terms of spreading of Covid-19. The appeals used in the PSA/campaigns were an attempt to connect people with a sense of being responsible for the safety of their own and of their loved ones.

5. REFERENCES

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