



Health based public service messages on Pakistani television channels

Qaisar Khan, Department of Media Studies, Bahria University Pakistan, Khan.media68@gmail.com, Orcid: 0000-0002-9797-3954

Kalimullah khan, Kardan University, Afghanistan, kaleembangash@gmail.com, Orcid: 0000-0003-0687-0958

Sher Akbar, Comsats University, Pakistan, sher.akbar@comsats.edu.pk

Sundus Khan, Research Scholar, Bahria University, Pakistan, sunduskhaan@gmail.com

Abstract- The study examines the public service messages (PSM) aired on the Pakistani television channels during 2016-2018. The study highlights that most of the time PSM fails to deliver the message to the audience due to different socio-economic background and audiences' limited scope of understanding. The current study examined six selected PSM's 1) *Jab Cigarette Jalta Hai, Cancer Palta Hai* (2016), 2) *Chalo Aaj Se Erada Karain, 5 minute Apnay Namkarain* (2018), 3) *Calcium Deficiency* (2017), 4) *Tips to avoid heat stroke* (2018), 5) *NSP- Malnutrition* (2018) and 6) *World Polio Day* (2017). The study used AIDA model, Persuasion theory and Social responsibility theory. Survey was conducted through questionnaire to get responses from selected universities' students in Islamabad, Pakistan. The study urges that all types, especially health related PSMS must have rationality; effective substance should be contained in a simple language with effective presentation.

Key Words: Public service message, Persuasion, Audience Behaviour, Health Issues.

I. INTRODUCTION

This study deals with how public service messages (hereafter PSM) advertised on Pakistan television channels. The study includes six different public service messages' such as 1) *Jab Cigarette Jalta Hai, Cancer Palta Hai* (2016), 2) *Chalo Aaj Se Erada Karain, 5 Minute Apnay Nam Karain* (2018), 3) *Calcium Deficiency* (2017), 4) *Tips to avoid heat stroke* (2018), 5) *NSP- Malnutrition* (2018) and 6) *World Polio Day* (2017). PSM aims to focus on social issues for making society better. Public Service Advertising (hereafter PSA) sells ideas and instructions instead of goods and services to audiences to live a healthy-happy life, while goal of the government's PSA only focuses on the social issues. At times PSA uses celebrity endorsements' marketing technique, for example, Pakistani audiences endorsed and greatly responded to a breast cancer awareness campaign presented by a Pakistani film actress Mahira Khan. Audience belonging from different ethnic or racial groups may prefer advertisement celebrity from their own social group as they find it easy to identify themselves (Wang, 2008). Currently Pakistan is facing various health issues such as dengue, tobacco consumption, HIV, polio, cancer and many more. Dawn news reported that 1,000-1,200 School going children are adopting smoking on daily basis between the age brackets of 6 years to 16 years. Annually, more than 160,000 people die in Pakistan due to tobacco related diseases (Illyas, 2019), is alarming. Furthermore, Junaidi (2019) stressed that out of 60 polio cases, 45 cases were found in KPK (Khyber Pakhtunkhwa) and 5 cases each from Balochistan, Punjab, and Sindh, Pakistan. Keeping the importance of PSM, The supreme court of Pakistan has directed Pakistan electronic media regulatory authority (PEMRA) to regulate the private television channels to allot ten percent (10%) content to PSM (Mohla, 2016). The PSM campaigns broadcast during primetime are the mostly paid advertisements due to mass audience reach and their response. PSA advertiser needs to identify its target audience based on their beliefs system (Mendelsohn, 1973). Pakistani audience do not comprehend the PSM due to low socio-economic background, lack of proper education, structure of knowledge presented, expression issues, visual language issue, content, line, direction, lighting, movement, angles, shots (frames) about the messages they receive. Furthermore, the producer may create PSM in vulgar manner, irrelevant to the significance of theme. This creates negative effects rather positive on government policies, NGO's and producers' hard work as well as audience and society. Keeping in view the aforementioned background information, this research is guided by research questions (RQ): RQ1: Which Characteristics in the PSM are considered more effective by the audience? RQ2: Which role of the PSM is considered more important by the audiences? RQ3: Which PSM is considered to have been presented more effectively by the audience? RQ4: Which types of PSM Source are considered more effective by the audience? RQ5: Which message appeals are considered more effective by the audience? In regard to the issue of public service messages, Singh & Singh (2017) argued that the promotional campaigns of products tend to become more impactful among the audiences other than the PSM campaigns due to difference in presentation. Pop (2013) stated that advertisement persuade an audience in making decision, the audience go through knowledge, liking,

awareness, preference and finally-adopt and reflect in behavioural change. Cooper (2015) stressed on the lifespan and reach of PSM. The greater television airtime granted to any disease control PSM campaign may bring plenty of knowledge and awareness to the society. Similarly, Tikhomirova (2015) stated that in making PSM, preference must be given to text that has moral, ethical and social values. Pirkis (2017) argued that the increasing global suicidal rate indicates that PSM campaigns designed against its prevention is failed to have good results. The situation may be considered a cognitive dissonance. Miller (2016) addressed the issue of alcohol consumption and drunk driving through PSM to the audience awareness of life risk. He recommends airing of PSM throughout the year so that the message salience should not be lost. Phua & Tinkham (2016) stated that promoting healthy diet as seen worldwide against increasing obesity, PSM help develop healthy lifestyle. Van Stee (2012) stressed on the drugs' consumption by adults leading to serious health issues such as HIV/ AIDs. Similarly, the purpose of PSM is to encourage healthy behaviours and at the same time discourage their opposite as the basic measure in improving public health. Jefferson (2015) stressed on littering by saying that it can be reduced through employing direct messages in ads. PSM educate the audience on different issues such as childhood obesity, an issue of public health Georgiadis (2013), referring to the campaign launched on television, radio and newspapers designed to bring out a motivational change in the audience. Most of the time television advertisements are misinterpreted by children; therefore PSM should be designed to influence children knowledge and behaviour in a positive manner (Martiniuk, 2010). Jess (2000) stressed on the creation of PSM by the non-profit making organizations. Jess's study assessed negative and positive components of PSM such as celebrity endorsement which make a message relatively more popular among the larger audience and affect their decision making power quickly. Non-profit organization's produced creative PSM are mostly low budgets and limited resources. The free air time on television channels for producing high quality PSM has created a great competition between the non-profit organizations and large paying corporations. İnci (2017) stated that PSM mostly work on health and cover issues like diseases, tobacco and drugs consumption and so onto boost up health communication throughout the global society. However, each country has their own social issues and thus produces PSM on their priorities. Van Stee (2012) argued that the increasing involvement of young adults in drug consumption in the United States has increased sexual activities in them which is alarming despite numerous PSM campaigns addressing the issue have failed in bringing positive behavioural change. Suresh & Srinivasan (2008) pointed out that PSM and promotional messages are presented in the same manner for audience persuasion, aiming to encourage social welfare, is easier to educate and inform. Jack (2002) Herbert Jack Rotfeld, (2002) pointed out that advertising is a powerful tool to deliver the messages effectively. PSM campaign may have several hurdles; however advertising greatly persuade and keep the audience interest. For Stockmann and Zhang (2017) (2017), PSM is a form of propaganda, for Jack advertising creates interest in the audience through a specific message, does not mean that it may bring significant behavioural change in audience Joyce (2014) suggested that audience perceive message context differently due to their different social identity and socio-economic backgrounds. Werb (2011) stressed that the increasing consumption of illicit drugs throughout the world is an alarming threat to human health. Numerous persuasive PSM campaigns have failed to bring behavioural change in youth. Lin (2017) concluded that unhealthy diet can be a major reason of causing colorectal cancer and needs to be addressed through direct messages in ads. Yoon (2015) too stressed that public service message is in the interest of general public by addressing issues like health, environment, though may appear as a persuasion threat, which is also a fear appeal. Rydell (2012) mentioned that exposure to a strong PSM by the smoker either prevent a high level of craving of nicotine to reduce, or even after exposure, if it does not happen, and then this may be due to strong decision making. No behavioural change in nicotine consumption may be due to high level of addiction. The study applies AIDA model by Elmo Lewis (1898), the model measures the effectiveness of the advertising and helps the audience to know and the advertisers how to 'produce differently to target audience' (Gharibi, 2012). While the model's four stages has attention, interest, desire and action, the Persuasion Theory (PT) by Lee McGaan (1950) uses messages to influence and inspire the audience for 'positive behavioural change' (Monmouth 2009) through 'communication, attitudes and behaviours'.

II. METHOD

This study is designed to focus on the characteristics of ads, the role of messages, primary health issues, Types of sources (Messengers) and strategies of persuasive message appeal. Research design undergo stages such as formulation of a problem, framing of research design, selection of sampling, data collection, analysing the data collected and then the conclusion (Akhtar, 2016; Singh & Singh (2017). Purposive Sampling: a techniques used in this study for 'personal judgement' (Etikan, 2016), for the selection of the PSM, as all the PSMs selected are based on theme of Health Issue. Survey: The sample size includes students

of Bahria, International Islamic and Szabist universities, respectively. The primary data was collected through questionnaire from 300 respondents by using convenient sampling (cross sectional) method. The major variables were measured through correlation; epistemologically with reference to the ontological in

		Percentage (%)
Gender	Male	44.7%
	Female	55.3%
Age(in years)	20-25	50%
	26-30	28.3%
	31-35	21.7%
Education	Undergraduate	21.7%
	Graduate	32.7%
	Master	38.9%
	PhD	6.7%

being were controlled. Questionnaire as an instrument used to check all the factors that may affect the research. Data was collected, 'valid instrument' (Zohrabi, 2013) was used, so that the reliability or consistency of results could be stable by 'excluding the errors' (Ghazali, 2016). For the validity of the coding sheet of the current study was created through the relevant literature and taking notes from the selected PSM's. For reliability, a coding sheet was created after careful observations regarding addressing the health issue in PSM. In order to check the reliability of the coding sheet, the task of observing, interpreting and analysing selected PSM's. Survey was conducted on the bases of items in coding sheet.

III. RESULTS

Questionnaire was formulated and survey was conducted and primary data was collected from the individuals to check how informative and impactful PSMs are on the audience. Below are the results of the survey. In regard to respondents' profile, the table 1 is self-explanatory in terms of respondents' gender, age and education

Table 1: Respondents Profile

Characteristics of message/ Advertisement

RQ.1 Which Characteristics in the advertisements are considered more effective by the audience?

Table 02: Percentages of effective characteristics in PSM's

Characteristics	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1 Language	11.7%	6.3%	14.7%	50.0%	17.3%
2 Tagline and Catchy Phrases	4.7%	9.7%	18.7%	40.3%	26.7%
3 Presentation	7.7%	9.7%	18.3%	46.3%	18%
4 Organization	3%	11%	20.7%	41.7%	23.7%
5 Substance (Music + text)	6.3%	4.7%	11.3%	53%	24.7%
6 Animation	6%	7.7%	16.3%	45%	25%

1. As it can be seen in the table above that fifty percent (50%) of the respondents agree that the PSM uses comprehensive language, wherein seventeen percent (17%) of the respondents strongly agree, fifteen (15%) of the respondents give a neutral response whereas twelve percent (12%) strongly disagree and 6% respondents disagree. The results showed that mostly PSM on television channels are easily understood by the audience in Pakistan.

2. The results show that forty percent (40%) of the respondents agree that tagline and phrases in PSM makes them memorable, twenty seven percent (27%) of the respondents strongly agree, nineteen percent (19%) of the respondents are neutral whereas ten percent (10%) of the respondents disagree and 5% of the respondents strongly disagree. The results show that mostly audience believe that taglines and phrases play an important role in making a PSM famous or memorable in the audience.

3. The results state that forty six percent (46%) of the respondents agree that the presentation of the PSM is important to attract audience attention, eighteen percent (18%) of the respondents are neutral, eighteen percent (18%) strongly agree, whereas ten percent (10%) of the respondents disagree and 8% of the respondents strongly disagree. These results show that majority of the audience believe that presentation of a PSM on television plays an important role in catching audience attention.

4. The results states that forty two percent (42%) of the respondents agree that organization of the text and other components in a PSM effects the impacts it leaves on the audience, twenty four percent (24%) of the respondents strongly agree, twenty one percent (21%) of the respondents are neutral whereas eleven percent (11%) of the respondents disagree and 3% of the respondents strongly disagree. These results show that mostly audience believe that organization of text and other components in a PSM leaves an impact on the audience watching the PSM.

5. The results states that fifty three percent (53%) of the respondents agree that the presence of music and text in a PSM makes it attractive for the audience , twenty five percent (25%) of the respondents strongly agree, eleven percent (11%) of the respondents are neutral whereas as 6% strongly disagree and 5% of the audience disagree. These results demonstrate that mostly audience believe that presence of music and text in a PSM makes it attractive for the audience.

6. The results states that forty five percent (45%) of the respondents agree that the use of animations in PSM on television cater larger target audience, twenty five percent (25%) of the respondents strongly agree, sixteen percent (16%) of the respondents are neutral whereas 8% of the respondents disagree and 6% of the respondents strongly disagree. These results shows that a large amount of audience believes that the use of animations in PSM cater to larger target audience.

Role of Message

RQ. 2: Which role of the PSM is considered more important by the audiences?

Table 03: Percentages of role of PSM

Role	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1 Creating and raising awareness	6%	10.7%	18.7%	45.7%	19%
2 Educating and informing	6.3%	11.7%	21.3%	40.3%	20.3%
3 Changing behaviour and attitude	6.7%	11.3%	15.7%	45.3%	21%

1. As it can be seen in the table above forty six percent (46%) of the respondents agree that PSM on television are a source of creating and raising awareness on health issues in Pakistan, nineteen percent (19%) of the respondents strongly agree, nineteen percent (19%) of the respondents are neutral whereas eleven percent (11%) of the respondents disagree and 6% strongly disagree. These results show that mostly audience believe that PSM are a source of creating and raising awareness on health issues in Pakistan.

2. The results state that forty percent (40%) of the respondents agree that the PSM on television are playing a major role in educating and informing the audience on the health issues in Pakistan, twenty one percent (21%) of the respondents are neutral, twenty percent (20%) of the respondents strongly agree but however twelve percent (12%) of the respondents disagree and 6% of the respondents strongly disagree. These results shows majority of the audience believe that PSM's on television are playing a major role in educating and informing the audience on the health issues in Pakistan.

3. The results state that forty five percent (45%) of the respondents agree that PSM on television are playing role in Changing the behaviour and Attitude of the audience towards the health issues in Pakistan, twenty one percent (21%) of the respondents strongly agree, sixteen percent (16%) of the respondents are neutral however eleven percent (11%) of the respondents disagree and 7% of the respondents strongly disagree. These results shows majority of the audience believe that PSM's on television are playing a major role in changing the behaviour and attitude of the audience to how to deal with the health issues in Pakistan.

Primary Health Issues

RQ. 3 Which Public service Campaign is considered to have been presented more effectively by the audience?

Table 04: Percentages of effective presentation

Primary Healthy Issue	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1 Breast Cancer	5.7%	14.3%	18.7%	40.3%	21%
2 Calcium Deficiency	5%	9.3%	18.3%	47.3%	20%
3 Heat Stroke	4%	11.7%	18%	44%	22.3%
4 Malnutrition	5.7%	11.3%	18.7%	43.3%	21%
5 Polio	4.7%	9%	18%	45%	23.3%
6 Tobacco consumption	5.3%	8.3%	14.7%	48.7%	23%

1. As it can be seen in the table above that forty percent (40%) of the respondents agree that PSM on tobacco consumption and anti-smoking on television can alert the audience about its consequences, twenty one percent (21%) of the respondents strongly agree, nineteen percent (19%) of the respondents are neutral however fourteen percent (14%) of the respondents disagree and 6% of the respondents strongly disagree. These results states that mostly audience believe PSM on tobacco consumption on television can give audience an alert about its consequences.

2. The results state that forty seven percent (47%) of the respondents agree that Shaukat Khanum Breast Cancer awareness PSM on television persuaded the women's to have monthly health check up's, twenty percent (20%) of the respondents strongly agree, eighteen percent (18%) of the respondents are neutral whereas 9% of the respondents disagree and 5% of the respondents strongly disagree. These results shows that large amount of audience believe that Shaukat Khanum breast cancer awareness PSM aware and persuaded the women's to have a monthly check up routine.

3. The results states that forty four percent (44%) of the respondents agree that PSM on women's Calcium Deficiency on television has informed women's to improve calcium intake to have healthier life, twenty two percent (22%) of the respondents strongly agree, eighteen percent (18%) of the respondents are neutral whereas twelve percent (12%) of the respondents disagree and 4% of the respondents strongly disagree. These results state that a larger group of audience believe that Calcium deficiency PSM on television well informed the women to improve the calcium intake in order to have a healthy life.

4. The results state that forty three percent (43%) of the respondents agree that the PSM on heat stroke was effective for the audience in order to adopt precautionary measures, twenty one (21%) of the respondents strongly agree, nineteen percent (19%) of the respondents were neutral whereas eleven percent (11%) of the respondents disagree and 6% of the audience strongly disagree. These results demonstrate that larger group of audience believe that the tips to avoid heat stroke PSM was really effective and helpful for the audience in order to adopt precautionary measures.

5. The results states that forty five percent (45%) of the respondents agree that PSM on Malnutrition on television is helpful for the audience suffering from Malnutrition Condition, twenty three percent (23%) of the respondents strongly agree, eighteen percent (18%) of the respondents are neutral however 9% of the respondents disagree and 5% of the respondents strongly disagree. These results shows majority of the audience believe that Malnutrition PSM on television was a helpful, was a source of awareness for the audience suffering from malnutrition condition.

6. The results state that forty nine percent (49%) of the respondents agree Polio PSM on television has communicated the message to the audience and aware about the importance of polio drops for the children, twenty three percent (23%) of the respondents strongly agree, fifteen percent (15%) of the respondents were neutral whereas 8% of the respondents disagree and 5% of the respondents strongly disagree. These results show that mostly audience believe that polio PSM has well communicated the message and aware the audience about the importance of polio drops.

Types of Messages (Types of the sources of the messages)

RQ.4 which type of PSM Source are considered more effective by the audience?

Table 05: Percentages of types of messengers used to deliver the PSM

Sources	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1 Celebrity	3%	14%	14.7%	44.3%	26.7%
2 Experts	7%	10.3%	16%	42%	24.7%

3	Doctors	4.7%	11.3%	22%	41.7%	20.3%
4	Ordinary Citizens	8%	8.3%	15%	45%	23.7%
5	Children's	4.7%	7.7%	13.3%	51%	23.3%
6	Health care Personnel	8.3%	10.7%	15.3%	46%	19.7%
7	Victims	5%	11.3%	15.3%	46.3%	22%

1. As it can be seen in the table above forty four percent (44%) of the respondents agree that the use of Celebrities in PSM's on television is important for PSM's popularity, twenty seven percent (27%) of the respondents strongly agree, fifteen percent (15%) of the respondents give a neutral response whereas fourteen percent (14%) of the respondent disagree and 3% of the respondents strongly disagree. These results reveal that mostly audience believe that celebrity endorsement in PSM is important for the popularity of the PSM.

2. The results of the survey states that above forty two percent (42%) of the respondents agree that the presence of experts in PSM would make it a successful PSM, twenty five percent (25%) of the respondents strongly agree, sixteen percent (16%) of the respondents give a neutral response however ten percent (10%) of the audience disagree and 7% of the respondents strongly disagree. These results show that mostly audience believe that the presence of experts in a PSM would make it more successful among the audience watching it.

3. The results of the survey states that forty two percent (42%) of the respondents agree that they believe presence of Doctors in PSM's would make it easy for the audience to believe on PSM's authenticity, twenty two percent (22%) of the respondents give a neutral response, twenty percent (20%) of the respondents strongly agree whereas eleven percent (11%) of the respondents disagree and 5% of the respondents strongly disagree. The survey resulted that mostly audience believe that the presence of doctors in PSM would make it authentic.

4. The results of the survey states that forty five percent (45%) of the respondents agree that the presence of Ordinary citizens in PSM will give audience a scene of belonging to their situations, twenty four percent (24%) of the respondents strongly agree, fifteen percent (15%) of the respondents give a neutral response whereas 8% of the respondents disagree and 8% of the respondents strongly disagree. The survey results showed that mostly audience agree that the presence of ordinary citizens in PSM would make PSM relatable for the audience watching the PSM.

5. The results of the survey states that fifty one percent (51%) of the respondents agree that the presence of Children in PSM will not only target children's but their parents as well, twenty three percent (23%) of the respondents strongly agree, thirteen percent (13%) of the respondents give a neutral response however 8% of the respondents disagree and 5% of the respondents strongly disagree. The survey resulted that mostly respondents believe that the presence of children's in PSM will target children's as well as parents.

6. The results of the survey states that forty six percent (46%) of the respondents agree presence of health care personnel in PSM on television will lead audience to believe on the seriousness of the issue addressed in the PSM, twenty percent (20%) of the respondents strongly agree, fifteen percent (15%) of the respondents give a neutral response whereas eleven percent (11%) of the respondents disagree and 8% of the respondents strongly disagree. The survey results showed that majority respondents believe that presence of health care person's in PSM may notify the seriousness of the health issue being addressed.

7. The results of the survey states that forty six percent (46%) of the respondents agree that the presence of Victims in PSM's will bring up more audience attention, twenty two percent (22%) of the respondents strongly agree, fifteen percent (15%) of the respondents give a neutral response however eleven percent (11%) of the respondents disagree and 5% of the respondents strongly disagree. The results show that mostly respondents agree that the presence of victims in PSM may gain larger audience attention.

Strategies of persuasive message appeal

RQ. 5 Which message appeal is considered more effective by the audience?

Table 06: Percentages of use of Persuasive message appeals in PSM's

Message Appeal	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1 Emotionality	6.7%	10.7%	16.7%	49.7%	16.3%
2 Rationality	6.7%	8%	16.3%	51.7%	17.3%
3 Fear	7%	11%	19.7%	45%	17.3%
4 Humour	7.7%	9%	15.3%	51%	17%
5 Sex	11.3%	14.3%	17.7%	44.3%	12.3%

1. The figure above shows fifty percent (50%) of the respondents agree that the PSM's on television try to persuade audience emotionally and the behavioural change is attained, seven teen percent (17%) of the respondents give a neutral response, sixteen percent (16%) of the respondents strongly agree whereas eleven percent (11%) of the respondents disagree and 7% of the respondents strongly disagree. The survey results showed that mostly respondents agree that the PSM on television persuades the audiences and behavioural change is attained.

2. The results of the survey states that fifty two percent (52%) of the respondents agree that the PSM's on television are one of the basic needs of the audience in order to make society better and healthier, seventeen percent (17%) of the respondents strongly agree, sixteen percent (16%) of the respondents give a neutral response however 8% of the respondents disagree and 7% of the respondents strongly disagree. The results revealed that, mostly respondents agree that PSM's on television are a vital need for the betterment of the society.

3. The results of the survey states that forty five percent (45%) of the respondents agree that the persuasion technique Fear appeal used in PSM's on television, may actually put audience in a fearful situation and the behavioural change may be achieved, twenty percent (20%) of the respondents give a neutral response, seventeen percent (17%) of the respondents strongly agree whereas eleven percent (11%) of the respondents disagree and 7% of the respondents strongly disagree. These results demonstrate that mostly respondents agree that fear appeal persuasion is used by the advertisers and audience may feel fearful and the desired behavioural change is achieved.

4. The results of the survey states that fifty one percent (51%) of the respondents agree that adding Humour in PSM's on television would attract larger audience attention, seventeen percent (17%) of the respondents strongly agree, fifteen percent (15%) of the respondents give a neutral response however 9% of the respondents disagree and eight percent 8% of the respondents strongly disagree. These results shows that mostly audience agree that adding humour to the PSM on television may attract larger audience attention.

5. The results of the survey states that forty four percent (44%) of the respondents agree that believe the presence of Sexual content in PSM's on television would make it eye catchy for the audience, eighteen percent (18%) of the respondents give a neutral response, fourteen percent (14%) of the respondents disagree, twelve percent (12%) of the respondents strongly agree whereas eleven percent (11%) of the respondents strongly disagree. The results showed most of the respondents agreeing that the presence of sexual content in PSM on television would make it eye catchy for the audience.

IV. DISCUSSION

Effective PSMs play significant role in healthy growth and development of a society by bringing crucial social issues to the fore, aiming to be solved for the bigger welfare of human community, as Ti (2017) too have asserted that PSM's intent to induce healthy behaviours in the society; it provides information, suggests possible behavioural changes and promotes the issue. While, AIDA Model gets audiences attentive to create interest in issue disseminated in the PSM, for example polio in Pakistan that relate children health issues as Gharibi's (2012) says 'audience desire' for adopting change, it too emphasizes language, the role of message and emotionality-rationality, as do the current study. Polio is a persistent health issue in Pakistan since years; the health issue is an infantile paralysis which is mostly caused by infectious viruses transferred through genes. For this reason, effective PSMs are important to communicate to mass audience as do the current study wherein forty nine percent (49%) respondents agreed upon its making people awareness about the importance of polio drops to help the children in Pakistan. Furthermore, 47% agreement of the majority of respondents' acceptance of the effective message communication reveals that breast cancer PSM has persuaded the women to have monthly health check-ups for early detection, as generally women in Pakistan neglect health care. Effective production of PSMs through good 'designing, the use of appropriate text, persuasive techniques and attractive images' (Feng (2016), have greater effect than the past PSMs that had limited attention. PSMs have now identical importance as do other commercial

advertisements as(Nan, 2008), due to technological advancement that 'has changed the advertising patterns, this has given innovation to the marketing techniques to the overall advertising (Horbal, 2017). Furthermore, the use of celebrity endorsement in PSM bring larger audience attention as Jess (2000) also insists upon; forty four percent (44%) respondents' agreement upon celebrity endorsement that make PSM popular and effective among the audience is credible. Presence of Celebrities in calcium deficiency PSM does the same. As sixty six percent (66%) respondents agreed that PSM has informed and influenced the women to improve the calcium intakes for healthier lives, proves that PSM has greater impact. Carrying better information about Malnutrition seems that Pakistani women lack diet- care-good consumption, especially during pregnancy. Healthy diet and women health and child birth growth have direct relationship to make the citizen responsible and build different dynamics of nation. Forty five percent (45%) of the respondents' agreement on PSMs malnutrition showed usefulness for those suffering from malnutrition. Currently, child malnutrition is serious issue in Pakistan where its rate of suffering is higher among the developing countries as Asim & Nawaz (2018) argued. Addressing major health issues, through the use of semiotic language, catchy taglines, with the presence of music, text and animation, PSMs has greater impact on audiences.

The animated smoke in tobacco consumption PSM seems to change attitude and behaviour of the audience as it influence to enhance health and discourage the use of tobacco, appeared as an alert about the consequences of smoking by looking at 40% respondents' agreement and 45% for the animations that bring larger audience attention.

The PSMs delivery of 'meaningful and effective information' (Erickson, 2018), influence mind-sets of the audience to 'change their behaviour speedily' (Kumar, 2013), as seen through the indication towards major causes, cure and possible precautions in the case of heat stroke PSM proved by 43% respondents' agreement. Robert (2000) statement that PSMs are 'non-commercial profit advertisements to inform, influence and encourage healthy behaviours', however has also provided television channels with huge business and source of generating revenues through expensive broadcasts. In addition, the increasing cost of advertising is due to costly resources by using persuasive techniques such as celebrity endorsement. Effective PSM based on health issues guide audience, yet ads may boost business of the hospitals and pharmacies. Controlling the ads themselves, advertisers too most of the time creates ads for their capital gains and not needs of the audiences minimize the effectiveness and thus somehow appear as weakness. Advertising and persuasion are reciprocal by achieving market and audience, respectively, as Nichifor (2014) too counts three effects of persuasion as cognition, emotional and behavioural that make an attempt to emotionally influence and behavioural change comes in process. The current study with six selected PSMs persuaded audience through health issues by using different techniques such as celebrity endorsement and persuasive message appeals. The catchy phrases and taglines, use of animations; victims are shown to gain audience attention were targeted at audience to bring larger behavioural change in their minds.

V. CONCLUSION

The study concludes that the PSMs based on health issues in persuading the audience through the messengers are successful as seen in the cases of effective breast cancer PSM, calcium deficiency PSM that became source of motivation and encouragement. The heat stroke PSM addressed precautionary measures during emergency situations, wherein the animated images brought a clear picture about which precautionary measures needs to be adopted. Malnutrition PSM helped the audience suffering from the malnutrition.

The polio PSM addressed the health issue alert, the tobacco consumption PSM warned about cancer that cause death, for public welfare to promote disease prevention, Promoting well-being for healthy life styles of the citizens and to help them avoid negative activities for sustainable environment.

REFERENCES

1. Asim, M., & Nawaz, Y. (2018). Child malnutrition in Pakistan: evidence from literature.
2. Children, 5(5), 60.
3. Robert, B., & Robert, C. (2000).The application of persuasion theory to the development of effective pro environmental public service announcements. Journal of social issues, 56(3), 527-542.
4. Esarey, A., Stockmann, D., & Zhang, J. (2017). Support for Propaganda: Chinese perceptions
5. of public service advertising. Journal of Contemporary China, 26(103), 101-117.

6. Herbert Jack Rotfeld, (2002) "Misplaced marketing the social harm of public service advertising", *Journal of Consumer Marketing*, Vol. 19 Issue: 6, pp.465-467.
7. Singh, K.P & Singh, A. (2017), public service advertising in India: an evaluation through literature||, *international journal of marketing & financial management*, ISSN: 2349 – 2546, volume 5, (issue 3, Mar-2017), pp 53-64.
8. Suresh.K., & Srinivasan, M. I. (Eds.). (2008). *Public Service Advertising: Some Issues and Campaigns*. Icfai University Press.
9. Esarey, A, Stockmann, D., & Zhang, J. (2017). Support for Propaganda: Chinese perceptions of public service advertising. *Journal of Contemporary China*, 26(103), 101-117.
10. Mohla.K (2016) Tv Channels must ensure ten percent time for public service messages. *Business recorder*
11. Martiniuk, A. L., Secco, M., Yake, L., &Speechley, K. N. (2010).Evaluating the effect of a television public service announcement about epilepsy. *Health education research*, 25(6), 1050-1060.
12. Jess, K. A. (2000). *Public service announcements for broadcast television: a guide for non-profit agencies*.
13. Feng, William. (2016). *Public Service Announcements in Hong Kong : A Multimodal Discourse Analysis Approach*.
14. Mendelsohn, 1973.Bator, R., &Cialdini, R. (2000).The application of persuasion theory to the development of effective proenvironmental public service announcements. *Journal of Social Issues*, 56(3), 527-542.
15. Wang, A (2008). Effects of Race and ethnic identity on audience evaluation of HIV Public Service Announcement page 44-63.
16. Jefferson, R., McKinley, E., Capstick, S., Fletcher, S., Griffin, H., & Milanese, M. (2015). Understanding audiences: making public perceptions research matter to marine conservation. *Ocean & Coastal Management*, 115, 61-70.
17. Pop, D. (2013).*The Treasure of Public Sector Information*.
18. Cooper, C. P., Gelb, C. A., & Chu, J. (2015). Life cycle of television public service announcements disseminated through donated airtime. *Preventive medicine reports*, 2, 202-205.
19. Tikhomirova, L. S., Danilevskaya, N. V., Bazhenova, E. A., Kyrkunova, L. G., &Ovsyannikova, S. E. (2015). Role of the Structure of Public Service Advertising Text in Influencing its Recipient. *The Social Sciences*, 10(6), 1371-1374.
20. Pirkis, J., Rossetto, A., Nicholas, A., Ftanou, M., Robinson, J., &Reavley, N. (2017). Suicide prevention media campaigns: a systematic literature review. *Health communication*, 1-13.
21. Miller, E. (2016). The effectiveness of anti-alcohol PSAs in Reducing Drunk-Driving Fatalities: 1995-2010.
22. Phua, J., &Tinkham, S. (2016). Authenticity in obesity public service announcements: Influence of spokesperson type, viewer weight, and source credibility on diet, exercise, information seeking, and electronic word-of-mouth intentions. *Journal of health communication*, 21(3), 337-345.
23. Van Stee, S. K., Noar, S. M., Allard, S., Zimmerman, R., Palmgreen, P., & McClanahan, K. (2012). Reactions to safer-sex public service announcement message features: attention, perceptions of realism, and cognitive responses. *Qualitative health research*, 22(11), 1568-1579.
24. İnci, B., Sancar, O., &Bostanci, S. H. (2017). Usage of health-themed public service announcements as a social marketing communication tool: A content analysis related to public service announcements in the republic of Turkey, ministry of health's web site. *Marketing and Branding Research*, 4(2), 148.
25. Joyce, N., & Harwood, J. (2014).Context and identification in persuasive mass Communication *Journal of Media Psychology*.
26. Lin, C. Y., &Yeh, W. J. (2017). How Does Health-Related Advertising with a regulatory Focus and Goal Framing Affect Attitudes toward Ads and Healthy Behaviour Intentions? *International journal of environmental research and public health*, 14(12), 1507.
27. Yoon, H. J. (2015). Emotional and cognitive responses to non-humorous and humorous threat persuasion public service advertisements. *Journal of Current Issues & Research in Advertising*, 36(1), 52-69.

33. Rydell, R. J., Sherman, S. J., Boucher, K. L., & Macy, J. T. (2012). The role of motivational and persuasive message factors in changing implicit attitudes toward smoking. *Basic and applied social psychology*, 34(1), 1-7.
34. Jab Cigarette Jaltahai , Cancer Paltahai- A public Service Message by SKMCH&RC from <http://Youtube.com>
https://www.youtube.com/watch?time_continue=35&v=HHgdaY5dYsc)
35. **Chalo Aaj Se Erada Karain, 5 minute apnay nam karain**
<https://www.youtube.com/watch?v=4YBVB4rA2Xs>
36. **Calcium Awareness TVC 2017- Public Service Message**
37. <https://www.youtube.com/watch?v=4zczyPECKes>
38. **Tips to avoid heat stroke**
https://www.youtube.com/watch?v=JZfRoy_DnSc
39. **NSP- Malnutrition**
<https://www.youtube.com/watch?v=moE9qRJWU0Q>
40. **World Polio Day**
<https://www.youtube.com/watch?v=Ex4UOqaDZPU>
41. Zohrabi, M. (2013). Mixed Method Research: Instruments, Validity, Reliability and Reporting Findings. *Theory & practice in language studies*, 3(2).
42. Kumar, D. P., & Raju, K. V. (2013). The role of advertising in consumer decision making. *IOSR Journal of Business and Management*, 14(4), 37-45.
43. Ghazali, N. H. M. (2016). A Reliability and Validity of an Instrument to Evaluate
44. the School-Based Assessment System: A Pilot Study. *International Journal of Evaluation and Research in Education*, 5(2), 148-157.
45. Ti, L., Fast, D., Small, W., & Kerr, T. (2017). Perceptions of a drug prevention public service announcement campaign among street-involved youth in Vancouver, Canada: a qualitative study. *Harm reduction journal*, 14(1), 3.
46. Horbal, N., Naychuk-Khrushch, M., & Orlykova, B. (2017). Internet advertising: the
47. specifics, tendencies of development and impact on sales. *ECONTECHMOD: An International Quarterly Journal on Economics of Technology and Modelling Processes*, 6(1), 37-46.
48. Nichifor, B. (2014). Theoretical framework of advertising-some insights. *Studies and*
49. *Scientific Researches. Economics Edition*, (19).
50. Gharibi, s., danesh, d. S. Y. S., & shahrodi, d. K. (2012). *Interdisciplinary journal of contemporary research in business*.
51. Asim, M., & Nawaz, Y. (2018). Child malnutrition in Pakistan: evidence from literature.
52. *Children*, 5(5), 60.
53. Nan, X., (2008). The Influence of Liking for a Public Service Announcement on Issue Attitude. *Communication Research - COMMUN RES.* 35.503-528. 10.1177/0093650208316053.
54. Ilyas, F. (2019, may 1st). "1000 to 1200 children taking up smoking daily" *Dawn News*.
55. (<https://www.dawn.com/news/1479504>)
56. Junaidi, I. (2019, September 5) "Polio cases surface in Balochistan, KP" *Dawn News*.
57. (<https://www.dawn.com/news/1503580/polio-cases-surface-in-balochistan-kp>)
58. Georgiadis, M. (2013). Motivating Behaviour Change: A Content Analysis of Public Service Announcements from the " Let's Move!" Campaign. *Elon Journal of undergraduate research in communications*, 4(1).