



Strategies and Persuasive Appeals in the Public Service Messages about Health Issues on Pakistani Television Channels

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Abstract: *The study analyses strategies and persuasive appeals in the public service messages aired on Pakistani TV channels during 2016-2018, that measures the effects of PSMs on audience behaviour. The PSMs fails to deliver messages due to dissimilar socio-economic backdrop and scope of the audience understanding. The purposive sampling of six selected PSM is on the bases of health themed PSM's. Objective is to investigate the characteristics of ads, role of the message, major health issues, sources of the message and appeals. The AIDA model, persuasion theory and social responsibility theory used to filter the textual analysis of the selected PSMs. It was found that the PSMs presented health issues while using celebrity endorsement and persuasive message appeals as persuasive techniques. The PSMs such as breast cancer persuaded women for self-care, calcium deficiency PSM to calcium intakes, heat stroke PSM to precautionary measures during emergency situations, the malnutrition PSM to women healthy diet during pregnancy. The study recommends that advertisers, producers and TV channels should adopt audience perception based important strategies for social welfare, while the state must promote them.*

Key Words: PSM, Health Issues, Audience Behaviour, Key Strategies, Persuasive Appeal

Introduction

Public service messages communicate knowledge to help people aware of the issues concerning social significance; persuade them to perform certain behavioural changes (Nan, 2008). This study deals with how Public Service Messages (hereafter PSM) are advertised on Pakistani television channels. The study includes six different public service messages' such as 1) *Jab Cigarette Jalta*

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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). Generally, media play a significant role in informing and educating' (Zia, 2016); television advertisements' messages evolve audience behaviour.

PSM aims to focus on social issues for making society better, such as elevating poverty, increase literacy, awareness about health care, to eliminate crime and corruption, to control population, to reduce pollution and to create awareness about child abuse and so on. Used through public relations in 1938 for the first time, PSM as a tool of propaganda brought by the British government in a legal platform to support the World War II campaign and promote optimism.

Public Service Advertising (hereafter PSA) sells ideas and instructions instead of goods and services to audiences to live a healthy, happy life, while the 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 to different ethnic or racial groups may prefer celebrity advertisement from their own social group as they find it easy to identify themselves with them ([Wang, 2008](#)).

Currently, Pakistan is facing various health issues such as dengue, tobacco consumption, HIV, polio, cancer and many more. Dawn news reported that 1000-1200 School going children are adopting smoking on a daily basis between the age brackets of 6 years to 16 years. Annually, more than 150,000 people die in Pakistan due to tobacco-related diseases (Faiza, 2019), is an alarming situation. Furthermore, [Junaidi \(2019\)](#) stressed that out of 60 polio cases, 45 cases were from KPK (Khyber Pakhtunkhwa) and 5 cases each from Balochistan, Punjab, and Sindh, Pakistan, respectively.

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 most paid advertisements due to mass audience reach and their response. PSA advertiser needs to identify its target audience due to their beliefs system ([Mendelsohn, 1973](#)).

Problem Statement

Mostly, Pakistani audience does not comprehend the message due to socio-economic background, lack of proper education, the 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 a vulgar manner, irrelevant to the significance of the theme. This creates negative effects rather positive on government policies, NGO's and producers' hard work as well as audience and society alike.

Lacking proper strategies and persuasive appeals can lead PSM to failure in delivering the message.

Research Question

RQ: What are the key strategies and persuasive appeal in the selected PSM's?

Literature Review

Pal (2017) argued that the promotional campaigns of products tend to become more impactful among the audiences other than the PSM campaigns due to a difference in presentation. [Pop \(2013\)](#) stated that advertisement persuades an audience in making a decision; the audience goes through knowledge, liking, awareness, preference and finally-adopt and reflects in behavioural change.

[Cooper \(2015\)](#) stressed the lifespan and reached 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 are failed to have good results. It may be the situation of 'cognitive dissonance' (Leon Festinger, 1957). [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 \(2016\)](#) stated that by promoting a healthy diet as seen worldwide against increasing obesity, PSM helps develop a healthy lifestyle.

[Van Stee \(2012\)](#) stressed 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 littering by saying that it can be reduced by employing direct messages in ads. Juhyun (2016) argued that PSM or public communication campaign present promotional advertisements to attract an audience. They are thus induced to the message and expect a behavioural change towards the social issues [Pop \(2013\)](#) too stated the same. For example, heatstroke that threatens life is an alarming issue. Therefore, people need to be aware of timely detection (Mørch, 2017) and treatment.

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 the creation of PSM by 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 (Yuan, 2013). Non-profit organizations 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 works on health and cover issues like diseases, tobacco and drugs consumption and so on to boost up health communication throughout the global society. However, each country has its 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 and is alarming despite numerous PSM campaigns addressing the issue have failed in bringing behavioural change.

Indira (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) pointed out that advertising is a powerful tool to deliver messages effectively. PSM campaign may have several hurdles; however, advertising greatly persuades and keep the audience interest. For Stockmann (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 the audience.

[Joyce \(2014\)](#) suggested that the 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 to youth.

[Lin \(2017\)](#) concluded that an unhealthy diet could be a major reason for 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 the 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 the 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 the high level of addiction.

Theory

The study applies AIDA model by Elmo Lewis (1898); the model measures the effectiveness of the advertising. This model 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’.

Research Methodology

Research Design

The paper focuses on the characteristics of ads, the role of messages, primary health issues, Types of sources (Messengers) and strategies of persuasive message appeal through mixed-method design. Research design undergo stages such as formulation of a problem, framing of research design, selection of sampling, data collection, analyzing the data collected and then the conclusion (Akhtar, 2016; Anurag, 2017).

Content Analysis

The current study uses content analysis (Textual Analysis) to understand the portrayal of six selected public service messages aired on Pakistani television channels. It uses to analyze PSMs’ characteristics (style, language, presentation, taglines, the role of the message, primary health issues presented, types of messenger (Celebrities) and message appeal (how the audience can make PSM relatable). The selection is based on the health issues that exist in Pakistan, as shown in Table 1 below.

Table 1. List of Television Ads

S. No	Ads	Year
1	Jab Cigarette JaltaHai, Cancer PaltaHai	2016
2	ChaloAaj se eradakarain, 5 Minute apnaynamkarain	2018
3	Calcium Deficiency	2017
4	Tips to avoid heatstroke	2018
5	NSP (National Support Program)- Malnutrition	2018
6	World Polio Day	2017

Sample Size and Sampling Methods

Purposive Sampling

Etikan (2016) argued that this type of sampling selection is based on the researcher’s personal judgement. It takes place when a PSM selection is based on a similar theme, for example, health issues of the current study.

Tools Used for Collecting the Data

The current study has used primary data as observation of the selected six PSMs (from YouTube) aired on Pakistani television channels for interpretation. Secondary data as concerned literature with problematic of the theme collected and Triangulation technique was used to analyze it.

Content Scheme

The coding sheet wherein conceptualization (Thematization) and categorization were prepared based on observation of the content, notes were taken, and major themes with sub-themes been identified. Emerging themes were ignored while minimizing the themes relevant to the problematic of the study more importance.

Validity and Reliability

To check truthfulness and quality, as an indicator, validity indicates how sound the research is. Data collection needs 'suitable instrumentation' for validity ([Zohrabi, 2013](#)). To accurately answer the research question, relevant literature to the notes taken during watchful observation of the selected PSMs addressing specific health issues, a coding sheet was created. To check the reliability, stability or 'consistency in the results' were measured to 'exclude the errors' ([Ghazali, 2016](#)), with the help of the literature and the inspection of themes by two other fellows for interpreting and analyzing the selected PSMs.

Delimitation of the Study

The paper delimits PSMs to six in number to 'control' (Simon, 2011) and to achieve the objective of the research problem due to their strong message delivery about health issues.

Analysis

The purpose of analyzing these ads is to find out how PSMs address different health issues on Pakistani TV channels and how these messages persuade the audience and change their behaviour. As Frolova (2014) insists that advertising, today, plays an important role in shaping up individuals' lifestyle by developing their thinking process to change their behaviour for positivity.

RQ 1: What are the Key Strategies and Persuasive Appeals that Exist in the Selected PSM's?

Characteristics of Ads

Characteristics of messages are how creatively an advertiser is successful in portraying advertisements; it involves coming up with new ideas, methods and technology that become eye catchy (Terkan, 2014). Language is the first characteristic, a powerful instrument of communication of messages making the connection between an advertiser and the audience that consume an advertisement (Kannan, 2013). An inappropriate language may become a barrier to understanding the message.

The second is Taglines and Catchy Phrases, a statement given by the advertiser about the product or brand to create the interest of the audience (Do, 2019). Usually, taglines are small statements mostly remembered by the audience, such as a Pakistani PSM on Dam Fund product

is “Mulk bachana hai, dam banana hai.” Thirdly, presentation can be achieved through overall look of ad, colour schemes, simplicity, and direction and so on.

Fourth is an organization, how well all the characteristics of ads are organized in a PSM, such as music, text and tone of the narration. The fifth is Substance within the presence of music and text, wherein music is a phenomenon, a combination of different sounds and different instruments played at a time. Text is produced and interpreted between two or more people (Lihong, 2012). Sixth is animation, a demonstration of a variety of images sorted in time is a type of pictorial presentation (Musa, 2013).

Role of the Message

[Kumar \(2013\)](#) observed that the role of the message is to create a meaningful impact on the audience cognition for desired behavioural change. Firstly, it creates and makes awareness. Awareness itself means to bring something in someone’s knowledge or to develop someone’s interest in something (Gafoor, 2012).

Secondly, education and informing is a process to learn, teach, and develop skills and to get informed of something (Oxford dictionary). Thirdly, it changes behaviour and attitude, which can be defined as a change in the actions and individual behaviour (Jost, 2000), wherein Laverack (2017) stresses that an individual must have a clear understanding before adopting such a change.

Primary Health Issues

World health organization (WHO) explains that Primary health issues are the conditions of physical and mental illness (Huber, 2011). Currently, Pakistan is facing major health issues such as *Breast Cancer*. A common form of cancer that develops in the breast tissues is the inner lining of milk ducts or in the lobules (Sharma, 2010). For this, most doctors recommend monthly check-ups for women at the age of forty above.

Second is the *Calcium Deficiency* issue that occurs in the human body due to reduced calcium intake. Calcium that plays a major role in the development of the human body; in case of calcium deficiency, an individual may undergo very serious health diseases (Pettifor, 2014). Malnutrition is another health issue in Pakistan. WHO explains that one of the major causes of malnutrition is lack of healthy diet, an individual going through malnutrition has a greater chance of catching infectious diseases, which may ultimately cause death? This usually takes place in the areas with the poor environment and health care or during incapability of people to meet the basic needs of food (Bloßsner, 2005).

Fourth is the *Tobacco consumption* that causes ill-health that consequently leads to death. Tobacco consumption affects the lungs, wherein cigarettes and cigars are its most common types (West, 2017). Fifth is *poliomyelitis* (hereafter polio), a disturbing disease caused by an infectious virus in human mostly inherited from the family. Polio may have different stages; its minor stage is a respiratory illness, and gastroenteritis (bacteria that causes pain and vomiting in an intestine) and malaise (a feeling of uneasiness) that cause serious paralysis (Mehndiratta, 2014). Sixth, *Heat*

Stroke caused by the body temperature of an individual may exceed a higher level due to failure of thermoregulatory mechanism in controlling the body temperature resulting in failure of major body organs (Burt, 2016).

Types of Sources (Messengers)

Messenger is someone who carries a message in PSMs, where its types mean ways of message delivery. The current study has used these in all six selected PSMs.

First, celebrity appearances popularise PSM in a shorter time span; advertiser often deliberates this to spread the message to larger masses (Chidera, 2018). Second, experts that have prolonged education and experience in a specific field make PSM more successful. Third, the presence of doctors as health care professionals provides better information to the patients and treat the disease may authenticate PSM. Fourth, the presence of ordinary citizens with limited knowledge may relate health issues honestly in PSM.

Fifth, children can convey the message much better than elders to children and parents as well. Sixth, Health Care Personnel make the audience cautious about the importance of health issue in PSM. Seventh, victims are helpless, being harmed, injured in an accident or any event and suffer can create PSMs more attractive, especially for the victimized audience due to their identification and recognition process with related events on screen.

Message Appeal

The advertisers use message appeal as driving techniques that grab the attention of the audience (Lin, 2011) for persuasion.

First, Emotional appeal is used when advertisement emotionally persuade the audience according to their social needs (Khanna, 2016). Second, Rational appeal is logic and a fact-based where is directly approached with knowledge of benefits so that they easily adapt change in their behaviour (Borborjafari, 2016). Third, Fear appeal makes a quick behavioural change, because it creates tension and, in response, generates energy that led to desired behavioural change in the audience (Krishen, 2015).

Fourth, Humour appeal creates an elated relationship between the audience and the message. Most advertisers use this technique to persuade the audience because they abruptly like it; therefore, behavioural change takes place in them (Venkatesh, 2015). A fifth, advertiser that wants audience attention at any cost may present sexual content against the cultural norms or religious values that may fail in bringing desired behavioural change (Sameer, 2018).

Analysis of Public Service Messages (PSMs)

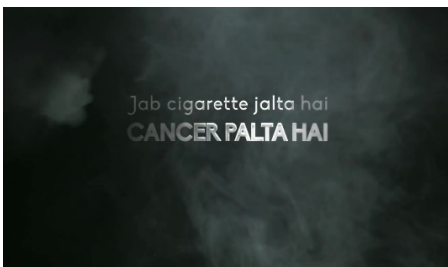
Jab Cigarette Jalta Hai, Cancer Palta Hai

The PSM 1 is a Shaukat Khanum Memorial Cancer Hospital and Research Centre (2016) production that aims to create awareness on tobacco consumption.

The 50 seconds blackish and greyish animated ad opens up with the sound of a burning cigarette that leads to the overwhelming spread of smoke as seen in Fig 1 shot B that composes the burning cigarette exactly at the top centre of a frame, the edited sound ads momentum to the spreading of smoke followed by an anchorage (conventional text), where the sad music in the background which functions as the execution of cues in the nonverbal form in order to communicate the message well. The threatening music for viewers' understanding of Ad's attribute meaning-making between the relationship of smoking and cancer is a strong metaphor. Because, music generically seen as strongly metaphoric in nature.

The grey black background as an element of design projects the selective visual content and objects more brightly and significantly in terms of selective traits as the text and the visual display rhythm and momentum (synchronization) in a better way the elements of design function in successful ad's proposition through similarities and differences, repetitions and variations and unity for overall pictorial presentation.

PSM1: Jab Cigarette Jalta Hai, Cancer Palta Hai



A

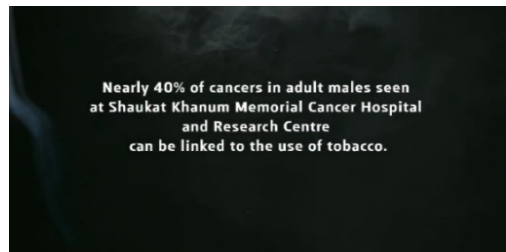


B

Figure 1: Burning Cigarette and Overwhelming Spread of Smoke: Adopted from Youtube



C



D

Figure 2: Tobacco consumption and smoke animated image of the lungs. Adopted from (YouTube: https://www.youtube.com/watch?time_continue=35&v=HHgdaY5dYsc)

The use of sad and frightening music (metaphoric part of the plot) in the ad's PSM 1 notifies that the fear appeal ads audience, during consumption process, to become emotional through the ad's content as a catharsis, which fore-grounded message that produces tension and energy to change their desired behaviour as quickly as possible.

The PSM uses comprehensive language (verbal and nonverbal), although its conventional text is in the English language, which might be an issue for a mass audience to understand as a large number of populations in Pakistan are non-English speakers. The PSM displays its Tagline written in Roman-Urdu style in the beginning and in the end as well, which is part of the ad's plot (dramaturgy or discourse). The rational message appeal of PSM displays facts about tobacco consumption and the affected Pakistani people. The message narrates the content (script) as:

Jab Cigarette Jalta hai cancer Palta hai... Smoking increases the risk of at least fifteen different kinds of cancer. Nearly 40% of cancers in adults' males seen at Shaukat Khanum Memorial Cancer Hospital and Research Centre can be linked to the use of tobacco...Jab Cigarette Jaltahai cancer Paltahai.

The content reflects its aims to make people aware about the consequences and life risk involved in tobacco consumption, insisting that it directly causes cancer and at the same time recommends its treatment at early stages nationally and internationally. To stress on the message, the PSM presents information about the risks of lung cancer and the death toll that the smoking causes. The WHO report (2018) also stresses the same as the global growth in tobacco consumption has helped the tobacco industry to become the wealthiest global. Furthermore, Zafeiridou (2018) also noted that both human beings and environment are at risk, both the individual next to smoker's proximity are equally affected and cause liver and lungs cancer.

There are enough similarities of the current Ad with a Chinese Ad (2016) campaign "Child Anti-tobacco campaign", that sheds light on the tobacco consumers and the people around them. Both seem equally harming. The ad presents a father-daughter relation, where the father, a highly addicted to smoking sacrifices to stop and throw away smoking for noticing his healthy daughter that always observes him.

Chalo Aaj Se Erada Karain, 5 Minute Apnay Nam Karain

The PSM 2 is a "Shaukat Khanum Memorial Cancer Hospital and Research Centre's" production (2018). It educates and creates awareness on breast cancer.



E



F

Figure 4: Both Maya Ali in the Kitchen (E) and Mahira Khan in the Dining Area (F) Narrate their

Dialogues

The 54 seconds PSM begins with Maya Ali standing in the kitchen. The Tagline specifies women to be alert for Self-care as it says, “5-minute apnay nam karain.” The PSM endorses celebrities such as Maya Ali, Mahira Khan and Sanam Saeed to cater to larger audience attention, wherein dressed in pink colour symbolizes breast cancer awareness.

The comprehensive Urdu language, which is easily understandable by the audience, has emotional and rational appeal, as the women target audience watching the PSM are being given the awareness about the facts, at the same time, it emotionally persuades for taking out time for themselves.

With the PSM’s slow and encouraging music, the advertiser addresses the issue softly without putting the audience in ambiguity to think much but to understand easily. The text in pink colours symbolizes breast cancer used for feminine awareness. Variety of shots were captured of the PSM, such as Medium Shot (MS), medium long Shot (MLS), medium close up shot (slightly tighter than close up shot), Close up shot (CS).

The message narrates the content through celebrities using specific costumes with special auditory messages to create a certain reality as:

Maya Ali a famous celebrity in the house kitchen, holds an apple and asks, “*you have time to do grocery, but for yourself, you don’t have five minutes*” Mahira Khan standing at the dining area of a house and asks “*You have time for everyone at home but for yourself you don’t have five minutes*” that denotes self-care. Sanam Saeed standing in the living area of a house holding coat and tie asking, “*You take out time for everything but for yourself, you don’t have five minutes.*”

The dialogues directly inform women to spare time for themselves inside home-outside house activities Maya Ali “*Don’t say this that you don’t have time because only a five minutes examination daily can help in timely detection of breast cancer.*” At the same time, text in pink colour on-screen “*Breast Cancer self-examination takes only 5 minutes*” ...Sanam Saeed “*Breast cancer is the most common form of cancer in women’s in Pakistan timely detection and accurate treatment can help to fight from it*”. Mahirakhan “*Women under forty years should carry out monthly five minutes for self-examination and women over forty years with self-examination, should also get yearly mammography screening.*” Three of them say “*From today make a decision, five minutes for yourself.*”

The PSM has specifically target the women, as breast cancer is most common form of cancer found in women in Pakistan. The PSM attempts to motivate women to spare time for them and focus on monthly mammography as a precautionary measure and for safety of their health. The PSM and the celebrities’ aim to target women who are usually busy in the household chores and ignore the health.

A similar American ad campaign on “Breast cancer awareness “Pit stop health” production (2016) state that 89% of the women globally are the victims of breast cancer; the ad focuses on the root causes of breast cancer, and it mentions family history could also be a cause of breast cancer, obesity and the ads mention lots of causes. But it also mentions that the survival rate is very low as in most cases, it’s not diagnosed in time. This may be due to negligence in health care.

Calcium Awareness TVC 2017- Public Service Message

The PSM “Calcium Deficiency” is a GSK Pakistan and Ayesha Jalil production (2017). The PSM intends to guide the audience about Stronger Women for a better future. A one-minute PSM opens up with Amina Sheikh sitting in a makeup room, wearing an orange band on her neck. Usually, the orange colour is associated with awareness of calcium awareness. Dim, Black and white lighting was used in the PSM to show the element of sadness. The Tagline Stronger bones, stronger future. The celebrities were endorsed in PSM, such as Amina Sheikh, Zeba Bakhtiar, Nadia Hussain and Sarwat Gillani.

Variety of shots are captured such as medium shot (it’s an establishing shot), medium close up shot (slightly tighter than close up shot), medium wide shot (it shows the physical action taking place) and close up shot. In the beginning, soft, motivational music takes transition indicating tense situation and in the middle.

Minimum text in PSM displayed with a greyish background in Orange and White colours uses simple Urdu language for the better understanding with emotional, rational and fear appeal in its message delivery. The message narrates the content as:

It opens up with Amina Sheikh, a well-known model, followed by Zeba Bakhtiar in a studio, Nadia Hussain in a boutique, Sarwat Gillani in a lounge, Zeba Bakhtiar wearing an orange bands in their neck and hands expressing as “*I am a daughter, a mother, a wife, an actor, a film maker*”, respectively. As they do so, the voice over their moving images narrates as:

“But, most essentially, I am a woman...so what will happen?? Today, in Pakistan, every two of one woman is suffering from calcium deficiency...start using daily calcium supplement.

In the end, all of them in a single shot notify “*Strong bones...Strong Future.*”

Therefore, enough calcium makes bones stronger and helps human to be healthier. Globally, the root cause of many diseases is low calcium intake (Balk, 2017). This PSM targets mothers, daughters, wives and sisters belong to a variety of professions. At the same time, it highlights their importance as a support system in a family alongside warns that 51% of Pakistani women suffer from calcium deficiency is alarming.

The similar emphasis is also noticed in Mullen Lowe Rauf production (2018) campaign “Nestle Nesvita Move” in which an actress Sanam Saeed shows herself as strong as a multi-tasking woman due to enough calcium intake by drinking milk.

Tips to Avoid Heat Stroke

The PSM “Tips to avoid heatstroke” a production of “Airwaves Media and News One” (2018), insists on the adoption of the precautionary measures to avoid heatstroke with the Tagline as “Heat Stroke can be deadlier.”

A minute and thirty seconds PSM in Urdu language (text and images) with voice-over narration with slow dramatic music indicates life threatening feelings. The animated images

depict symptoms of heat stroke, wherein body organs get affected and needs to avoid serious situation. The text and the images' presentation on greyish-white tonal background symbolize the seriousness of the issue.

The PSM target both the gender and children using rational and fear appeal narrates as:

Voiceover "Heat stroke could be deadlier, staying in extreme hot weather, under the burning sun and the body temperature raises and the salt level of body decreases. The body parts may stop to operate and this could lead to death...is high fever or body temperature over 103 degrees Celsius...Skin becomes red, hot and dry and painted breath. Precautionary measures to avoid heatstroke, not going out in the burning sun, increase the use of plenty of water and use of ORS so that the salt level of the body is maintained. Wear light colours and comfortable clothes. Use lukewarm water for bathing; use cloth dipped in water and kept it on your head. In case of emergency, if all these symptoms are observed, one should rush to the nearest hospital. Keep the patient in a cold and open place where fresh air is available. Use the cloth dipped in cold water and keep it on your body parts; ice can also be used to keep under some body parts such as underarms. If the patient is conscious than give them ORS or cold water to drink. Always keep a water bottle with you."

The PSM, again and again, mentions drinking an excessive amount of water to prevent heatstroke. An Indian institute of public health Gandhi Nagar's production (2017) campaign to avoid heatstroke has the same message.

NSP- Malnutrition

The PSM "NSP (Nutrition Support Program) - Malnutrition" is a production of Government of Sindh's Pakistan (2018) production with a tagline "Say No to Malnutrition" is about the importance of healthy diet the adoption of a healthier lifestyle.

The fifty-one seconds PSM specifically targets the women by using celebrity endorsement technique to draw audience attention. For this purpose, not only famous celebrities such as Ahmad Zeb, Noaman Sami, Faria Hassan and Sana Bucha, but Nutrition Support Programspecialist doctors such as Dr.Amir Ali and Dr.ZahoorBaloch also appear.

Comprehensive Urdu languagefor the general audience attraction,slow-smooth music with a variety of shots for certain meanings adopts rational and emotional message appeal.The message narrates as:

The advertisement open ups with celebrities such as Faria Hassan followed by Ahmad Zeb, Noaman Sami, Faria Hassan again and Dr.Amir Ali all in their actions in different spaces appear one after another and continue the statement in a sequential manner with giving reference to national nutrition survey 2011 as:

In Pakistansixty, three percent children's, every second pregnant women is suffering from deficiency of blood, recommending food that contain high amount of Iron and folic acid for all pregnant mothers without any delay from pregnancy to three months after delivery for health society...Say No to Malnutrition

Using celebrities, this PSM warns mothers of infectious diseases caused by weaknesses due to malnutrition that stops metabolism and body parts become non-functioning. Celebrity endorsement technique is also used in Indian campaign “towards a new dawn” (2014) wherein Film Star Aamir Khan gains huge audience attention

World Polio Day

The PSM “*World Polio Day*” a production of UNICEF and MIDAS communications (2017) aims to educate audiences about the seriousness of polio via highlighting health care persons and polio victims. The Tagline’s strong message to convey to children’s and parents as “polio’s failure is our Success.” The one minute and six seconds (01:06) PSM emotional and rational appeal comes up with a variety of shots for meaning over production with slow motivational music that narrates as:

While the ads opens up with “*What are you doing for Pakistan.*” A lady health worker says “*I visit homes, door to door for encouraging children to drink polio drops*”, A mother insists on cleaning her daughter’s hands and says “*Take care of my children save them from polio*”, A sweeper says “*I stop diseases from spreading that’s why I keep the environment clean*”.

A polio victim shows difficulties during walk and says “*Nobody should suffer of Polio, as I am battling against it.*” To encourage old people to motivate children for polio drops, an old man says “*For the end to poli, I change people mind sets.*” To show nationalism, a child runs with Pakistani flag in hand says, “*I stand on my feet and work successfully.*” In the end, to make Pakistan stronger, make it free of polio and let every child succeed...*Polio’s failure is our Success.*”

The PSM insists on the importance of polio drops and citizens responsibilities of preserving and caring for national assets. It works on three different phenomena such as awareness of polio, Citizen’s responsibilities and clean-healthy Pakistan.

Discussion

The health issues that this paper discusses are critically diffused in Pakistani society. The preferred text of the PSMs persuades the audiences are ideological from advertiser and producer point of view. Ti (2017) asserts that PSM’s intent to induce healthy behaviours in the society provides persuasive information, suggests possible behavioural changes and promotes the issue. With reference to this, IDA Model creates an interest in issues such as Polio as [Gharibi’s \(2012\)](#) ‘audience desire’ insists on adopting change, also highlights language, the role of message and emotionality-rationality.

Polio is a persistent health issue in Pakistan; an infantile paralysis caused mostly by infectious viruses transmit through genes. PSM that effectively communicates the message of awareness carries more importance to the polio drops for the children. Breast cancer PSM persuade the women for monthly health check-ups, as early detection may help cure, as most of the Pakistani women neglect health care resulting in health loss.

With limited attention in the past, PSMs have identical importance now like other commercial ads ([Nan, 2008](#)). To the larger audience attention, celebrity endorsement makes it effective and popular, as does the Calcium deficiency PSM where women improve the calcium intakes for healthier lives.

Pakistani women also lack malnutrition due to lack of healthy diet consumption during pregnancy. Consumption of a healthy diet is equally important for women health and child birth-growth as it develops mental and physical immune system. Currently, as [Asim \(2018\)](#) and ([Khan 2017](#)) suggest that Pakistan, among the developing countries, is suffering from higher child malnutrition.

The PSMs are impactful if the use of semiotic language, catchy taglines, and the presence of music; text and animation easily persuade the audience. As seen in the animated smoke in tobacco consumption that creates compositional and textual interest to enhance the healthy life viewpoints at the same time becomes a factor of discouraging the use of tobacco through certain elements. It alerts the audience regarding the consequences of tobacco consumption.

PSM about Heat stroke-induced information with the major causes and provided possible precautionary measures and cures 'for timely detection' ([Mørch, 2017](#)). As 'tool of awareness', ads lead to speedy behavioural change in people ([Kumar, 2013](#)). PSMs are non-profit advertisements only to inform and encourage healthy behaviours ([Robert&Robert, 2000](#)), through the highlighted issues on TV channels that also become a huge business source of revenues generation by charging handsome amount for broadcast.

The costly broadcast resources have also increased the cost of advertisements; for example, celebrity endorsement to be used as an effective persuasive technique cost a large amount of money.

Most of the time, advertisers control the message in an advertisement through preferred text to ideologically use the audience perception. This lead to failure as audiences is not fooled as they search for social realities in society. Furthermore, they can judge the ads well as ads are always open. Thus, the media agenda fails for having producer's point of view and not from an audience standpoint.

Health based PSMs are effective not only for audience health lifestyles but also create good business for hospitals and pharmacies. Thus, advertisement is a kind of persuasion that makes the market and change the mind-set. As [Nichifor \(2014\)](#) categorizes persuasion in three types as a cognitive effect, emotional effect and behavioural effect. By this, it changes the thinking process of the audience, making an attempt to emotionally influence, and as result, the behavioural change appears in process.

In the six selected PSMs in the current study, persuasion took place, Firstly, through the introduction of health issues, with celebrity endorsement and persuasive message appeals. The audience thinking process was targeted through catchy phrases and taglines, the use of animations and victims shown to gain audience attention.

Conclusion

The study concludes that through the characteristics of ads, the selected PSMs presentation of health issues have used persuasive techniques such as celebrity endorsement and successful persuasive message appeals. The taglines and catchy phrases used have brought considerable attention through dynamic compositional elements and formal principles. The breast cancer PSM persuaded women for self-care and check-ups. Calcium deficiency PSM motivated women to calcium intakes for healthier lives. The heatstroke PSM addressed how precautionary measures should be taken during emergencies. The malnutrition PSM about women diet during pregnancy and child growth brought considerable attention to the audiences. The polio PSM addressed the importance of polio drops for children and the citizens' responsibilities in keeping the environment clean and sustainable. The tobacco consumption PSM warned that it is injurious to health.

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