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Media Influence on Youth Health Awareness amidst the COVID-19 Pandemic: A Comprehensive Study on the Role of Public Service Announcements and TV News

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Abstract

This study investigates the role of Public Service Announcements (PSAs) and News on TV in creating COVID-19-related health awareness among Pakistani youth. Guided by the agenda-setting theory, the research explores how electronic media coverage adopted media, public, and policy agenda stages in disseminating health precautionary measures during the pandemic outbreak. An online survey was conducted using a questionnaire tool of 32 items with Cronbach's alpha value ($\alpha = 0.922$). One sample t-test, correlation, and frequency distribution were applied to compare the mean values and to observe the relation between independent and dependent variables of the selected sample of youth ($N=436$), living in Lahore including both males and females under the age of 18 to 32 years old. Results have shown that government-led PSAs significantly improve youth awareness and knowledge about COVID-19, combating misinformation. Moreover, findings support youth reliance on PSAs and a positive response to vaccination against COVID-19.

Keywords: Media Influence, Public Service Announcements, Health Awareness, COVID-19 Pandemic, Youth Engagement, Agenda Setting Theory, Electronic Media

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Title

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Abstract

This study investigates the role of Public Service Announcements (PSAs) and News on TV in creating COVID-19-related health awareness among Pakistani youth. Guided by the agenda-setting theory, the research explores how electronic media coverage adopted media, public, and policy agenda stages in disseminating health precautionary measures during the pandemic outbreak. An online survey was conducted using a questionnaire tool of 32 items with Cronbach's alpha value ($\alpha = 0.922$). One sample t-test, correlation, and frequency distribution were applied to compare the mean values and to observe the relation between independent and dependent variables of the selected sample of youth ($N=436$), living in Lahore including both males and females under the age of 18 to 32 years old. Results have shown that government-led PSAs significantly improve youth awareness and knowledge about COVID-19, combating misinformation. Moreover, findings support youth reliance on PSAs and a positive response to vaccination against COVID-19.

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Keywords:

[Media Influence](#), [Public Service Announcements](#), [Health Awareness](#), [COVID-19 Pandemic](#), [Youth Engagement](#), [Agenda Setting Theory](#), [Electronic Media](#)

Introduction

Television (TV) stands uniquely potent in Pakistan, intricately woven into daily life. Its diverse linguistic reach unifies the nation, offering real-

time updates and influencing health behaviors. TV's audio-visual richness bridges literacy gaps, fostering collective understanding in communal settings. This research probes into TV's nuanced



role, acknowledging its socio-cultural significance amid the COVID-19 pandemic (ITU, [2020](#); Stein & Belarmino, [2023](#)).

COVID-19, caused by SARS-CoV-2, emerged in Wuhan, China, in December 2019, swiftly becoming a global pandemic, the term signifies its 2019 origin and respiratory impact (Lee, [2020](#)). A pandemic was declared by WHO in an official briefing, on March 11, [2020](#), which denotes its widespread global reach, causing illness, disrupting daily life, and posing substantial public health challenges (Jee, [2020](#); Mythbusters, [2020](#)). While Pakistan indicated its first two COVID-19 cases on February 26, [2020](#) (Emmanuel et al., [2023](#)). International cooperation particularly in major news networks (Reuters, [2021](#); Cushion et al., [2021](#)) first looked imperative for controlling its rapid spread but the pandemic has reshaped broadcast consumption patterns (Ytre-Arne, [2019](#)) emphasizing the need to address health disparities (Casero-Ripolles, [2020](#)).

The paradigm shift in individuals' behavior, spurred by the escalating reliance on TV broadcasts and online media, gained further significance beyond restrictions on print media during COVID but adaptive in the digital era (Harrison, [2021](#)) addressing the menace of fake news (Hill, [2017](#)) from intentional falsehoods within the contemporary media milieu (Skulmowski & Standl, [2021](#); Dan, et al., [2021](#)).

Propagated via platforms like Twitter and Facebook, a surge in invalid news heightened the dissemination of misleading information (Vosoughi, et al., [2018](#)) fostering a perception that everything online is factual (McCloskey et al., [2020](#)). Due to time constraints, people express interest in news, but attention limitations hinder staying well-informed (Ørmen, [2016](#)). Amid the COVID peak (Naeem & Bhatti, [2020](#); Mutua & Oloo, [2020](#)), entities like the National Command Operation Center (NCOC) and the army in Pakistan leverage media for public engagement (Ejaz & Ittefaq, [2020](#)). Like Fakhr-e-Alam, a Pakistani television host, singer, and actor underscored the media's influential role in providing quality entertainment and shaping public mindsets during restrictions (Kemp, [2020](#); Henderson et al., [2020](#)).

Television, a crucial tool, plays a pivotal role in crises like COVID-19, disseminating essential information, guiding precautionary measures, and fostering optimism as 'Pandemic Awareness' (Laila et al., [2021](#); Baud et al., [2020](#); Gillani, [2020](#); Arshad Ali et al., [2020](#); Yousaf, [2020](#)). Its significance is heightened (Holdsworth, [2021](#)) in the absence of unbiased news sources, with a proven correlation between increased TV news coverage and reduced hospital visits during past outbreaks. As a powerful medium for societal enlightenment, local TV networks have been reliable sources, underscoring their importance in shaping public behavior, providing vital information, and offering entertainment during challenging times. This emphasizes the enduring significance of TV in influencing public health communication strategies (Dhanashree et al., [2021](#); Túnñez-López et al., [2020](#); Mach et al., [2021](#)).

Propelled by media awareness campaigns (Hanan, et al., [2019](#)) Pakistanis rushed to vaccination clinics, in response to government-imposed penalties for the unvaccinated, including loss of mobile SIM cards and restricted access (Geo, [2021](#)). Since the World Health Organization declared COVID-19 a global pandemic in 2020, television emerged as a primary source, shaping public behavior and triggering panic buying. The news media's significance underscores its vital role in keeping people informed influencing cultural, social, and political perceptions (Hanitzsch, et al., [2019](#)) especially during lockdowns, amid challenges (Gul, [2020](#)). As, amid the post-COVID transition, analyzing unique conditions that shape consumer attitudes is crucial (Ebrahim, et al., [2020](#)). That's why, the Public Service Media (PSM) entities strategically adapt to fortify their commitment to public service. Moreover, efforts to promote public service during the pandemic reflect the media's concern for its public image, conveying awareness to encourage hygiene practices and social distancing through multiple platforms (Wood, [2020](#); Coroiu, et al., [2020](#)).

Public service announcements (PSAs) deliver concise information in multiple languages, covering virus basics and preventive measures that are crucial for COVID-19 awareness (Whetzel, [2017](#); Whitehead, [2020](#)). Ranging from comics to videos, captivate audiences' endure crises, and support media development, especially during

economic downturns. Amid pandemic challenges, Dawaai Private Limited's (2014) noteworthy PSA addresses the overlooked stress aspect, emphasizing mental health. Evolving from troop support to local issues (Gever and Ezeah, 2020). PSAs use visual and auditory elements for swift messaging, influencing viewer behavior. In Pakistan, government bodies like NIH (National Institute of Health, Islamabad) 16 Videos (2021), NCOC (National Command & Operations Center) 47 Videos (2021), and the Government of Pakistan Health Ministry with 16 videos (Mansoor, 2021) extensively employed media, remaining crucial for COVID-19 awareness, with effective collaboration between policymakers and media stakeholders (World Bank Group, 2021; Rehman et al., 2021; Akhtar, et al., 2021).

In, Dawn 2021, the newspaper highlighted the most engaging news stories, with a focus on COVID-19 vaccination procedures, reflecting public interest amidst Pakistani officials' vaccination encouragement. The onset of COVID-19 in Pakistan faced challenges due to unclear communication, cultural influences, and controversial news coverage. Biased language emphasizing fatalities initially fueled fear, but media campaigns, including the "It Is Up To You" initiative by NCOC (Hanan, 2022), countered vaccine hesitancy through diverse channels. However, COVID-19 exposure, especially among medical personnel, heightened awareness, impacting safety measures (COVID-19 Map, 2020). Moreover, mainstream media's crucial role in health crises, influencing public sentiment and promoting health awareness, aligns with Sigmund Freud's three levels of awareness, conscious, preconscious, and unconscious, emphasizing self-awareness for personal growth (Cherry, 2020; Zeigler-Hill & Shackelford, 2020) when becoming pandemic media (Keidl et al., 2021). Whereas, Media campaigns act as a "Social Vaccine," fostering awareness and behavior change at a low cost (Awais et al., 2022; Okan, et al., 2023).

Problem Statement

This study examines the influence of television news and public service announcements on health awareness among Pakistani youth, constituting, over 63% of the population, using TV as a

'powerful medium' (Hafeez & Fasih, 2018; Rotfeld, 2002). During the COVID-19 "Infodemic," the research investigates how television, a predominant information source, addresses misinformation. Focused on magnitude, accuracy, and impact assessment, the study underscores television's unique role during health crises, especially in providing authentic information during lockdowns. Its significance lies in unveiling the impact of TV on youth awareness amidst misinformation, contributing valuable insights into media's crisis communication dynamics.

Research Objectives

1. To gauge the effectiveness of televised public service announcements in promoting health awareness among young viewers.
2. To assess the accuracy of health-related televised public broadcasts among youth in the COVID-19 context.
3. To investigate electronic public service messages in disseminating misinformation related to public health.

Literature Review

Advertising agencies shed light on their impactful role in supporting social causes, a theme echoed by Cañedo, et al. (2022) inquiring about the trustworthiness of TV news networks as "Social Vaccine" during the pandemic (Raza, 2018). Intentionally, the media not only report disasters but also actively participate in recovery and mitigation efforts (Zaheer, 2016; Ittefaq et al., 2020) such as PEMRA's initiatives of regulatory endeavor for information accuracy to shape awareness response during the COVID-19 crisis.

According to Haq et al. (2021), daily press conferences played an important role in keeping the public informed amid the COVID-19 crisis (Chandir et al., 2020), revealing disrupted urban Karachi vaccination efforts. Fossick through vaccination, strategies were devised for panic mitigation (Jin et al., 2021) during the global immunization effort with the significant impact of PSAs in enhancing health awareness education in Kanpur (Singh et al., 2022; Rafique, et al., 2021) Moreover social media efforts on SOPs (standard operating procedures), necessitating an accurate

health-info dissemination (Di Lorenzo et al., 2020) to overcome the exaggeratingly a hype of public distrust in doctors (Ur Rehman, et al., 2021). Moreover, the government's responsibility in combating fake news and ensuring accurate COVID-19 reporting for a healthier Pakistani society cannot be neglected (Laila et al., 2021). Rafique et al. (2021) along with an interplay of media subterfuges, and people's perceptions fostering COVID anxiety and urging responsible reporting.

Moreover, the United Nations' recommendations (2020) advocate for media training, national risk communication strategies, and diverse channels to ensure accurate public health information flow. Tait et al. (2022) underscore the vital role of PSAs in raising COVID-19 awareness, setting an example for global immunization efforts. Furthermore, Apuke et al. (2021) assert that mainstream television acts as an instructor and homogenizer), educating people about health issues and mentally preparing them for global health crises (Brooks, et al, 2020). Together, these studies intricately weave a comprehensive tapestry highlighting the multifaceted role of media, particularly in countering misinformation and shaping public perceptions during the complex COVID-19 landscape.

Agenda-Setting Theory

In this study, McCombs and Shaw's Agenda-Setting Theory (1972:1977) proposes a pivotal theoretical framework to understand the intermedia agenda (Dearing and Rogers, 1988) during COVID-19 in Pakistan (Ahmed. et al., 2020) addressing critical gaps in current literature to understand and gauge the dynamics of media functionality through pandemic-oriented TV news and PSAs in transforming the young observance (McCombs et al., 1997; Waters, 2013; Borah, 2016). Rooted, media contribution with its set agendas to sculpt public awareness (PA) and treatment behavior throughout the global health crisis (Bilal, et al., 2020; KOFF, 2021).

Agenda-setting theory (AST) beyond conventional news sources, encompassing non-profit organizations (NGOs) unveils a positive correlation between media reporting and public responses to catastrophic events, providing a

comprehensive scenario. Undoubtedly individual predispositions and complexities, measure media influence on opinion formation (Carter, 1996; Matsaganis & Payne, 2005; Drew, 2022). Moreover, the AST's theoretical abstraction transforms it into a pragmatic tool for social cognition of media technologies (Schlicht, 2022) in communication strategies, policy development, and public perception making (Ahmad et al., 2011; Zain, 2014; Hanson, 2016). Moreover, media, particularly televised transmissions in Pakistan, wields substantial influence on public perception amid the COVID-19 pandemic, serving as an educational tool, facilitating government communication, but also raising skepticism due to contradictory instances in shaping awareness during crises.

Hypotheses

- H1:** There is a statistical relationship between PSAs and youngster awareness regarding COVID health in Pakistan.
- H2:** Youth acknowledge TV news and public service announcements' authenticity related to health awareness.
- H3:** A correlation exists between the preference level of youth towards PSAs and awareness level in preventing misinformation.

Research Questions

- RQ1:** What is the frequency/regularity of PSA usage among youngsters for health awareness needs?
- RQ2:** How much authenticity do TV PSAs create in providing health-related knowledge in the lives of youth in Pakistan?
- RQ3:** What is the preference level of youth in obtaining public consciousness about health issues?

Research Methodology

This research employs a quantitative survey design to meticulously examine the intricate relationship between public service announcements (PSAs) and TV news in shaping COVID-19-related health awareness among the young populace in Lahore, Pakistan. Substantiated by a commendable Cronbach's alpha coefficient of 0.922, the questionnaire ensures robustness.

The study, focusing on the youth demographic, aims to investigate the nuanced interplay of selected variables amid the ongoing pandemic challenges.

The designed survey instrument based on the Likert scale, was administered online to collect data from the respondents. The questionnaire covers demographic details, television consumption patterns, the substance and authenticity of PSAs, preventive measures embraced by the youth, and considerations of pertinent theoretical background.

With a sample of 436 participants, strategically selected through convenience sampling (Kenton, 2022), the study encompasses private and public sector representatives, academia, media affiliates, and households through an online survey in Lahore. The quantitative youth-centric approach and pivotal societal pressure through One Sample T-test, Pearson Correlation, and Frequency analysis (Ross & Willson, 2017; Schober et al., 2018; Khaliq et al., 2006) have been administered to enhance analytical strength (Farnsworth, 2019). Moreover, the current study leverages technological chaos to contribute empirically as a guiding beacon for future research pursuits.

Results and Discussion

The research findings show a positive correlation between Public Service Announcements (PSA), Television news, and COVID-19 health-related youth awareness in Pakistan. The demographics of selected representative samples of the study population (Hayes, 2021) are shown in Table 1, as 60% favor PSA and TV news authentic sources for crucial information needed to influence perceptions regarding COVID-19 severity and the productivity of national guidelines. The influence of Pakistani celebrities (as a set agenda) featured in PSAs has shown a significant interactive impact on young people to embrace safety precautions as they assert that PSAs and TV news have transformed their thinking capabilities and removed certain clichés to adopt awareness and confidence in (SOPs). Moreover, the government's consistent updates through media channels have played a key role in molding public conventional thinking patterns. Moreover, PSAs and TV news are recognized for efficiently disseminating authentic

information, and undermining misinformation while underscoring the reliability of its audiences.

Furthermore, the research has systematically explored the functionality of Public Service Announcements (PSAs) among youth on health awareness needs (Q1), assessing the credibility of information disseminated on TV PSAs (Q2). The results have discovered the youth tendency toward public consciousness on health issues, is indirectly proportionate with the PSA COVID-19 prevention agenda.

Respondent's Demographic Profile

The demographic analysis reveals that among the sampled youth (N=436) in Lahore, the majority falls within the age range of 18-22 (53%), emphasizing the predominant influence of this younger cohort. In terms of gender, females exhibit a slight numerical superiority, constituting 53% of the participants as shown in Table 1. Education-wise, 48.4% are undergraduates, 22.7% are graduates, and 28.9% are post-graduates. Occupation-wise, students constitute the majority (66.7%), reflecting a diverse sample with significant student influence.

In the examination of youth's television (TV) consumption habits during and before the COVID-19 pandemic, it was found that, in normal routine, 70% of respondents watched TV news for half an hour to one hour. However, during the pandemic, this decreased to 39%, showcasing a substantial increase in TV news consumption. Before the pandemic, 65.6% watched TV news for half an hour to one hour, further emphasizing the heightened interest in TV news during the pandemic. The findings have notably presented that 51.6% of respondents stated they started more frequently TV news during the pandemic, and 48.6% mentioned that during the pandemic their TV news and Public Service Announcements (PSAs) watch time was more than a normal day routine to perceive the circumference of the current deteriorated situation, with a sole unbiased primary source; COVID-TV. These results depict a considerable impact of TV news and PSAs on youth perception building during the COVID-19 pandemic (Lloyd-Sherlock, et al., 2020).

Table 1*Descriptive statistics for demographics variables.*

| Category | Sub Category | Frequency | Percent % |
|---|---------------------|-----------|-----------|
| Gender | Male | 205 | 47.0 |
| | Female | 231 | 53.0 |
| Age | Total | 436 | |
| | 18-22 | 231 | 53.0 |
| | 23-27 | 149 | 34.2 |
| | 28-32 | 56 | 12.8 |
| Education Level | Total | 436 | |
| | Under-graduate | 211 | 48.4 |
| | Graduation | 99 | 22.7 |
| | Post-graduation | 126 | 28.9 |
| Occupation | Total | 436 | |
| | Employed | 93 | 21.3 |
| | self-employed | 27 | 6.2 |
| | homemaker | 5 | 1.1 |
| | Student | 290 | 66.7 |
| | others | 21 | 4.6 |
| Average TV consumption during COVID-19 | Total | 436 | |
| | Half a hr. to 1 hr. | 171 | 39.2 |
| | 1 to 2 hrs. | 137 | 31.4 |
| | 2 to 3 hrs. | 65 | 14.9 |
| | More than 3 hrs | 63 | 14.4 |
| Average TV consumption before COVID-19 | Total | 436 | |
| | Half a hr. to 1 hr. | 286 | 65.6 |
| | 1 to 2 hrs. | 101 | 23.2 |
| | 2 to 3 hrs. | 35 | 8.0 |
| | More than 3 hrs | 14 | 3.2 |
| PSA and TV news in promoting COVID-19 vaccination | Total | 436 | |
| | Strongly Disagree | 8 | 1.8 |
| | Disagree | 20 | 4.6 |
| | Neutral | 105 | 24.1 |
| | Agree | 255 | 58.5 |
| | Strongly Agree | 48 | 11.0 |
| | Total | 436 | |

Table 2*Student T-test analysis result for hypothesis (H1).*

| Variables | t-test | df | p-value | 95% CI |
|---|--------|-----|---------|-----------------|
| TV News and PSAs as Main Information Source | 14.895 | 435 | 0.000** | 0.5913 - 0.7711 |
| Timely COVID Info. by Govt. of Pakistan | 17.794 | 435 | 0.000** | 0.6366 - 0.7946 |
| PSAs Impact on COVID Knowledge | 17.617 | 435 | 0.000** | 0.6663 - 0.8337 |
| NCOC's COVID PSA Clarity | 18.835 | 435 | 0.000** | 0.6882 - 0.8485 |
| PSAs Consistency Boosts SOP Recognition | 20.411 | 435 | 0.000** | 0.7483 - 0.9077 |
| PSAs Influence on Handwashing and Social Distancing | 27.163 | 435 | 0.000** | 0.9553 - 1.1043 |

*df, degree of freedom; CI, Confidence Interval; ** significant at 0.00 level;*

The results demonstrated that the youth perceived PSAs as an authentic source of information during the pandemic. Statements regarding reliance on PSAs compared to social media, the hope derived from PSAs for survival, and the acknowledgment of PSA's role in leading Pakistan out of the COVID-19 crisis all yielded highly significant scores.

Tables 2 and 3 elucidate the profound significance of PSAs in serving as the primary source of information for the youth during lockdowns and imbuing a sense of hope for survival. The consistently high t-values, such as 14.895 and 19.713, coupled with narrow 95% Confidence Intervals, underscore the robust statistical significance of these findings.

Table 3

Student T-test analysis results for hypothesis (H2).

| Variables | t-test | df | p-value | 95% CI |
|--|---------------|-----------|----------------|-----------------|
| Primary Info Source: PSAs vs. Social Media | 13.131 | 435 | 0.000** | 0.4603 - 0.6223 |
| PSAs Encouraging Hope through Precaution | 19.713 | 435 | 0.000** | 0.6649 - 0.8122 |
| PSAs Guiding Pakistan Through COVID Challenges | 12.560 | 435 | 0.000** | 0.4566 - 0.6260 |
| Preferred COVID Info Sources: PSAs and TV News | 14.869 | 435 | 0.000** | 0.5533 - 0.7219 |
| Info Authenticity TV, PSAs | 10.340 | 435 | 0.000** | 0.3585 - 0.5268 |

*df, degree of freedom; CI, Confidence Interval; ** significant at 0.00 level;*

Moreover, the pervasive P (Sig.) values of 0.000 across various analyses affirm the statistical significance of the observed effects.

In the correlation analysis, utilizing Pearson Correlation, the study found significant positive associations among key variables.

Table 4 indicates a positive and statistically significant correlation between the impact created by celebrities through PSAs and the perception that PSAs are a valuable medium for education ($r = 0.325, p < 0.01$). This suggests that the influence of celebrities in PSAs attracts youth, reinforcing the perception of PSAs as an educational tool.

Moreover, Table 4 highlights the positive correlations between the impact of celebrities through PSAs and youth-watching PSAs to avoid misinformation ($r = 0.246, p < 0.01$), as well as the positive correlation between PSAs being a valuable medium for education and youth-watching PSAs to avoid misinformation ($r = 0.320, p < 0.01$). These findings underscore that youth, influenced by celebrities and recognizing the educational value of

PSAs, actively engage with PSAs to mitigate misinformation.

Table 4 also reveals positive correlations between the perception that PSA makes youth realize the severity of COVID-19 and its correlation with the impact of celebrities ($r = 0.298, p < 0.01$), the belief that PSAs are a valuable medium for education ($r = 0.421, p < 0.01$), and the inclination of youth to watch PSAs to avoid misinformation ($r = 0.394, p < 0.01$). These results suggest that PSAs play a crucial role in shaping youth perceptions and fostering awareness about the severity of the pandemic.

Furthermore, Tables 4 demonstrate a positive correlation between the belief that Pakistan is safe due to public response towards vaccination and its association with the impact of celebrities through PSAs ($r = 0.307, p < 0.01$), the belief that PSAs are a valuable medium for education ($r = 0.388, p < 0.01$), and the inclination of youth to watch PSAs to avoid misinformation ($r = 0.364, p < 0.01$). These findings suggest that the youth's belief in the safety of Pakistan is influenced by the positive impact of PSAs and their educational value.

Table 4

Correlation-test analysis result for hypothesis (H2).

| Factors | | The impact that different celebrities created through PSA attracts youth | PSA are valuable medium to educate people | Youths watch PSA to avoid misinformation. | PSA makes you realize Covid-19 is a severe matter | Pakistan is a safe country due to public response towards the vaccination |
|-------------------------------------|-------------------------------------|--|---|---|---|---|
| Celebrity Impact on Awareness | Pearson Correlation Sig. (2-tailed) | 1 | .325** .000 | .246** .000 | .298** .000 | .307** .000 |
| PSAs: Valuable Education Medium | Pearson Correlation Sig. (2-tailed) | | 1 | .320** .000 | .421** .000 | .388** .000 |
| Youth Rely on PSAs | Pearson Correlation Sig. (2-tailed) | | | 1 | .394** .000 | .364** .000 |
| PSAs: COVID Serious Matter | Pearson Correlation Sig. (2-tailed) | | | | 1 | .442** .000 |
| Vaccination Response: Pakistan Safe | Pearson Correlation Sig. (2-tailed) | | | | | 1 |

Conclusion

Electronic media amid the COVID-19 pandemic served sometimes as a wall to prevent mis/disinformation or to describe the exactness of the required open-mindedness approach to adopt preventive measures; a behavior changer; through empowering tools; a powerful peer influencer to engage the whole Pakistani community on one page. The present study has tried to be useful research to fill the gaps in the electronic media characterization among the sea of social media.

Practical Implications

This study provides a new way of thinking about the PSAs' impact on youth in providing and disseminating health awareness, especially during COVID time and Trust in TV news has increased particularly as compared to pre-COVID days. The state can use PSAs to navigate the minds of youth towards different causes as during divisive periods, both can be utilized to counter

false propaganda, and it's important to pay closer attention to public spirits Content can be produced in a manner that people can relate and promote the objectives of PSAs in form of relationship to bring viewers close together on the same agenda. Moreover, there is a need to create more public service messages for the dissemination of health awareness among youth and broadening the horizon of the televised content world in the time of virtualization.

Limitations

In this study, Lahore city of Punjab in Pakistan was mainly focused which may restrict the generalizability of findings on other areas. Moreover, future research should target a larger, geographical area and a mixed-methods approach; quantitative and qualitative analyses, to compare Public Service Announcements (PSA) on TV news and social media on perceived health awareness after the pandemic in Pakistan.

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