

Public Service Messages on Pakistani Television Channels

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Abstract

The study examined the public service messages on the Pakistani television channels during 2016-2018, and measures the effects of PSM on audience behaviour. The current study highlights most of the time PSM fails to deliver the message to the audience due to different socio-economic background, level of understanding of the audience. The presentation of PSM on television channels, the role PSM's are playing. 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 nam karain (2018), 3) Calcium Deficiency (2017), 4) Tips to avoid heat stroke (2018), 5) NSP- Malnutrition (2018) and 6) World Polio Day (2017). These six PSM's were selected on the bases on similar theme which are health themed PSM's. Aim of the study was to investigate the characteristics of ads, role of the message, major health issues, sources of the message and message appeals. The current study has used AIDA model, Persuasion theory and social responsibility theory. The study is a mixed method approach, the selected PSM are analysed and a survey is conducted.

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