The Impact of Public Service Advertising: Social Development or Social Change through Development Communication: Strategic Communication through Corporate Lobbying: An Analysis of the Changing Dynamics from Print to Digital Media

Author: 1. Dr. Shyamali Banerjee, Associate Professor, Department of Journalism & Mass Communication, Jain Deemed-to-be University.
Author.2: Dr. Riya Mukhopadhya, Assistant Professor, Department of Journalism & Mass Communication, Jain Deemed-to-be University

Abstract: The term 'public service advertising', although familiar to all of us, has never been exposed to critical analysis in India till 2000 onwards as the growing popularity and inescapability of media messages through advertising has reached to a crescendo during the times of a transition from one-dimensional print media to digital media. And in this process of change-over, the intent of 'public service' which means to mobilize the public to take action for a common goal or objective, has got affected. Public service advertising with all ennobled and embellished connotations, catalyzing social change or transformation is nothing new. However, the problem arises when under the garb of 'public service' the centers of power, media elites or communication strategists, try to propagate their own world views through constantly bombarded different social media platforms, the grey areas of borderline between public service or public good and personal interest and personal benefit get obliterated. This research study will try to highlight the issues of propagandist intent of public service advertising and how the ideals of social change or social development through development communication strategies is taking a drastic turn towards forging a mass consensus on false assertion and fake identity. The article has used quantitative analysis methodology to analyze the various understanding of the concept of 'public service advertising' and for that matter, social media platforms like YouTube, Instagram are used as its variables for analysis. The sample size used for this study is 150 respondents. The study has concluded from the detailed analysis that the alarming scenario of diluting the phenomena of 'public good or public service' has created a huge propensity towards creating a hegemony, ie, self-glorification or self-propaganda and the 'social development' intent of the social messages or public service messages is getting diluted because of the growth of strategic communication interfaces or equipped professional elites working as political actors.
Keywords: public service advertising, propagandist intent, social development, communication strategists, media elites.

Introduction: This history of Advertising as an organized business or service sector , if we look from the global and Indian perspective, the motive behind any form of advertising has always been infused with a persuasive intent. Therefore, Robert V Zacher in his book Advertising Techniques and Management stated 'advertising is a means of communicating information pertaining to products, services or ideas by other than direct personal contact on

an openly paid basis with an intent to sell or otherwise obtain favourable consideration'. The advertising message is considered as an important component in the advertising communication process. It is the thought, idea, attitude, image, or other information that the advertiser wishes to convey to the target audience. How an advertising message is presented is critically important in determining its effectiveness. An ideal advertising message should command and draw attention, hold the interest, arouse desire for possession of the product, and elicit action (Gupta,2012). Advertising is the means of informing as well as influencing the general public to buy a product or services through visual or oral messages. A product or service is advertised to create awareness in the minds of potential buyers through various advertising mediums such as Newspaper, Magazines, Television, Radio, Posters, Hoardings, Billboard and in recent times through internet and web advertising. Many ad men believed that human instincts could be targeted and harnessed – "sublimated" into the desire to purchase commodities. Edward Bernays, nephew of Sigmund Freud, promoted the approach, making him a pioneer of modern cigarette advertising. Glantz argues, "it was really the tobacco industry, from the beginning, that was at the forefront of the development of modern, innovative, advertising techniques'. Derived from the Latin word "adverteer" which means 'to turn the mind to', advertising had become a popular form of communication in the United States of America. As a marketing tool, it carries a large quantity of messages – products or service prices, uses, comparative advantages. However, its history can be traced back to ancient civilizations. It became a major force in capitalist economies in the mid-19th century, based primarily on newspapers and magazines. In the 20th century, advertising grew rapidly with new technologies such as direct mail, radio, television, the internet and mobile devices. Between 1919 and 2007 advertising averaged 2.2 percent of Gross Domestic Product in the United States. In India, the presence of the advertising sector has been present for many years. One of the initial ways through which advertisements were shown is through various print media. In the time of the struggle for Independence, many images and words were presented through this medium in order to persuade the masses. By the 1950's, due to the fact that the country was undergoing revolutionary changes in the economic policies, the industrialization process started creeping in and provided a pathway for various brands to use the print media. This domination of the print media was present until the early 1980's, after which television had gained more popularity. By the year 1959, an experiment was carried out with 21 community television sets, where the transmission was received from a studio in Delhi. In the year 1965, daily transmissions and 5 minute news bulletin were carried out from All India Radio. This was done only in seven cities, with the idea to develop the economy, cultural identity and national integration. This penetration happened at a slow pace, where the Doordarshan was the service provider under the Government of India. The nationwide telecast was introduced with the onset of color television in 1982. By the next decade, many entertainment and educational programs were introduced through Doordarshan. The advertising industry began to grow rapidly after the economic liberalization in the Indian television market. The audience began to see a variety of shows. This increased the time spent by the viewers in viewing television, along with it the time spent to watch advertisements also started to grow as well. This made companies compete for gaining the attention of potential customers, which then brought change in the narratives and techniques used. These narratives

converged on the fact that happiness and possessions were related, and hence creating a society that generally saw a growth in terminal and instrumental materialism (Selvanayagam, Rehman, 2018). In this start of the era, the brands created messages to satisfy their generated needs which later changed to creating a unique aspect for the brand. The branding has changed from being a good focused mechanism to being relationship partners with the customers and the society. The messages delivered were focused on the brand, building story and portraying the personality of the brand. In recent times, there is a change in the way different narratives are portrayed, which was brought about with the rise in the use of the Internet. In the social media scenario, the stakeholder focus branding era has made consumers active participants in the narratives shown by a brand. (Selvanayagam, Rehman, 2018). This was due to the fact that the potential consumers were able to instantaneously respond back to the campaigns done by brands through social media. Through various brand communities, there is a constant presence of the continual sharing of experiences which can be either direct or indirect. In the Indian market, the branding narratives have changed from utilitarian to symbolic and with more socially motivated messages in the social media. These narratives shown on the television cultivate and as well as influence the consumption patterns in the society (Selvanayagam, Rehman, 2018). The narratives in the Indian market scenario helped in cultivating materialistic desires that did not exist prior in the minds of the Indian consumers. This later changed to creating an intimate relationship with the consumers. These changes that were conspicuous in the manner in which narrative pattern or story telling element which is one of the most important components for an effective advertising, took a new shape in the age of digitization when corporate or business companies used socially responsible messages as an instrument of entrenching brand publicity or brand connect, rather than the hedonist or consumerist quotient as an instigation for 'call for action'. For example, 'World Without Waste initiative – launched in 2018 by Coca Cola or DontShutUp is one of the best social media campaign in India which is done by echoVME for a real estate brand called Urban Tree Homes or by 'Inspiring a better tomorrow' -CSR activities by Tata Group.

Development Communication and Public Service Advertisement: This attempt to showcase brand or product under the cascade of 'public service messages or socially responsible messages or developmental messages has its origin in the history of advertisement industry when the concept of 'development communication' was gaining ground in the third world countries or developing nations including India. Given to a political scenario when colonial repression in third world countries was at its peak in early 40s to 60s, communication for the development of the mass was felt as a prerequisite to bring about change in the socio-economic fabric of the developing countries. The concept of development communication emerged at a time when economists, policy makers and scholars started emphasizing the role of communication through mass media in executing the ideals of 'all-inclusive development' or sustainable development for all and thus to combat the capitalist ideals of development through urbanization, technological advancement by means of which rich becomes richer and the poor becomes poorer. and thus of squeezing both capital and resources at the hand of a selected few. Thus 'development communications' imply an organized effort to use communication platforms, specially broadcast media, ie, radio and television, to bring social

and economic improvements, generally in developing countries. The field emerged in the late 1950's amid high hopes that radio and television could be put to use in the world's most disadvantaged countries to bring about dramatic progress. The term "development communication" was coined in 1972 by Quebral, who defines the field as:... "*the art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of the human potential*" (Quebral, Nora, 2001). Quebral's pioneering thoughts on development communication seem to suggest that the discourse was not just about informing or educating people to adopt new attitudes, knowledge, practices or technologies. It implied the unpacking and uprooting of the root causes of structural inequality, marginalization, disempowerment that prevent individuals and societies from making radical changes to improve lives of the people and to minimize social, economic and political inequality. Thus, the communication media, in the context of development, are generally used to support development initiatives by the dissemination of messages that encourage the public to engage themselves in development-oriented projects and thus become economically independent, political conscious and socially responsible citizens. Although development strategies in developing countries widely differ, the usual pattern for broadcasting and the press has been predominantly the same: informing the population about projects, illustrating the advantages of these projects, and recommending that they be supported. A typical example of such a communication strategy can be cited from the initiatives undertaken by the Govt. of India immediately after independence, in the area of family planning, where communication means such as posters, pamphlets, radio, and television attempt to persuade the public to accept birth control methods and thus Hum Do, Hamara Do (We are two and We have two) became instrumental in making people believe that the true happiness can be realized if one does not have more than two kids).Similar strategies are used in campaigns regarding health and nutrition, agricultural projects, education, and so on. The World Bank currently defines development communication as the "integration of strategic communication in development projects" based on a clear understanding of indigenous realities. The Thusong government center described it as "providing communities with information they can use in bettering their lives, which aims at making public programs and policies real, meaningful and sustainable" (Thusong Service Center, 2000). The discourses on 'development communication' during 40s, 50s, and 60s was mainly surrounded by the thoughts and ideas that development will come only through resisting those capitalist forces ushering modernization, urbanization creating divide between the rich and the poor. But the fact of the matters is that only through resistance, 'development for all' cannot be achieved, a strong alternative model of development initiatives to be initiated and for that full- fledged government support is required. Modernization process was considered to be a prerequisite for Westernization, and meeting human needs. Development was seen as a top-down process, whereby centralized mass media could bring about widespread change. But the fact of the matter is that the content producers of development media often failed to realize if the audience can receive the message (television penetration in developing countries is minimal and radio penetration in the early days of development communication was light), understand the message (a problem in countries with dozens of languages and dialects), act upon the message

(with the necessary tools or other forms of structural support), and want to act upon the message. And because it was based upon a propaganda model, development communications efforts were often seen as propaganda and distrusted. Advertisement as a tool for communication was also used towards the end of raising awareness on development issues and the social messages encoded in such advertisements were primarily structured to convince the people that their delinquent behavior is going to Whereas, 'Public service advertisement' is basically directed at the social welfare of a community or a nation (Turner, J. C., & TenHoor, W. J. 1978). In this type of advertising, the objective is to put across a message intended to change attitudes or behaviour and benefit the public at large. The first Public service advertisement was witnessed in after first world war when people of the word were facing the namouras social issues. For addressing these issues, maintaining the peace and promoting the brotherhood among the people PSA was the first need on that moment of time (Bridoux, J., & Russell, M. 2013). Then public service advertisement considered the most effective and powerful tool to reach the masses and create the impact on mind of people. As public service advertisement, different in approach and messages in PSA are designed in the way so that it can leave long lasting impression in their mind and it also should be able to force the people to think about these issues whether they are relating to social, health or promoting the harmony among the people **(Source:Moriarty, S.et.al.,2014).** It is also found that public service advertisements are most effective tools in creating public awareness about the issues like health, environment, social and changing the attitude and behavior of the people. PSA are generally designed and broadcasted by the government and non-profit organizations for interest of people (Jess, K. A. 2000). Such advertising campaigns are designed to raise awareness, change attitudes, or even change ingrained behaviours, such as reducing smoking, preventing drug or alcohol abuse, or promoting physical fitness. In these cases, having a substantial amount of airtime to get the campaign's messages in front of the target audience is critical. Technically, by definition, public service ads are messages furthering a public interest issue that are aired for free by a media outlet (Di Clemente, C. C. 2006). When country like India, is facing a lot of issues related to environment, health, social, etc. Public service advertisement has become a powerful tool in the hand of government to address these challenges effectively. As public service advertisements have potential to reach to the target audience easily and have ability to influence their attitude and behaviour positively. While analyzing the purpose of PSAs, it has often been stated that the aim of public service advertisement is to formulate the suitable strategies for effective campaigning for social issues, developing the understanding how media can be used most appropriately to make these campaign effectives and identifying the public interest towards viewing social advertisement and examining the extent of the influence of social advertisement over the public. **(Source: Bator, R., & Cialdini, R. 2000)**

Political Public Relation and Public Service Advertising: The history of 'political public relation' and 'public service advertising' is somehow intertwined as both entails some social cause. Public Relations is "*the management of communication between an organisation and its publics.*" (Grunig and Hunt; 1984). A PR professional can work with a company, the government, an organisation or Individual. It is used to A. Portray a client's reputation in a positive manner and build their brand Image, B. Used to mitigate any damages that could

weaken a client's reputation. ``**Political** *public relations is the management process by which an organization or individual actor for political purposes, through purposeful communication and action, seeks to influence and to establish, build and maintain beneficial relationships and reputations with its key publics to help support its mission and achieve its goals" (Political* Public Relations. Principles and Applications*, Routledge; 2011).* Since ancient times, various methods of Political Public Relations have been used in order to spread messages to a wide audience, and gain their trust. In ancient Greece, public speaking became an important aspect in political life. In Rome, rhetoric was used to inspire men, to help win wars. Influential political leaders, such as Julius Caesar used public speaking as a method to spread their message to a large audience, this helped create a good brand image for him. In France, public speaking was used to overthrow various monarchies. Similarly, various such examples of political public relations are being used today. Many famous personalities used political public relations to influence and gain the support of their audience, such as Barack Obama, Narendra Modi. They used their various campaign strategies in order to win over their publics to establish a beneficial relationship and also to create a brand image for themselves. Narendra Modi, through political public relations used various tools such as social media, Newspapers, Advertisements, Twitter to spread his key ideologies among his demographics as an attempt to rebrand himself and influence the people. The growing popularity of 'public service advertising' as a concerted effort by any organization, may be the ruling government or any other business interfaces, to vouch for certain social cause, not for any product or to induce the hedonistic desire for any product or service, can be traced back to the political syndrome of World War I. When the U.S. was drawn into World War I in 1917, the Federal Committee of Public Information was created to encourage public support and dramatize the reasons for "why we fight." Within the Committee, a Division of Pictorial Publicity was formed by the artist Charles Dana Gibson, who recruited the leading illustrators of the time to create posters building support for the war. James Montgomery Flag drew the assignment to create the "Uncle Sam Needs You" poster which may be one of the most famous and iconic posters of all time. Hundreds of other posters which have become part of the national memory were produced by this group. All work was produced free including the design, printing and placement'.The first entity to use PSAs that more closely resemble modern messages was the U.S. government. During the Civil War, the government sold bonds via newspaper advertisements provided without charge and placed throughout the North to raise money in support of the war. The device was so effective that the national bond sales have been credited with demonstrating "what advertising could do" and resulted in the first national ad campaigns for baking powder, soap and railroad travel, thus launching the commercial advertising industry. The first non-governmental ads that could be considered PSAs appeared after the turn of the century. In the early 1900s ads were run free by newspapers to dramatize the outrages of child labor. (Source: PSA Research Center, A Brief History of Public Service Advertising by Bill Goodwill". Similarly, in India, 'public service advertising' campaign coincided with the onset of economic reformation as envisaged by the first Prime Minister of Independent India, Pt. Jawaharlal Nehru and the 'development communication' model of media messages transmitted through Akashvani(AIR) and later through Doordarshan. In the vision statement of The First Five Year Plan (1951-1956) the major issues concerning land reforms were addressed

in this manner: the area of cultivation needs to be increased, the Community Development Networks to take care of the village commons needs to be developed, vast uncultivated land locked under large sizes of holdings needs to be utilized for the common benefit of the nation (Source: various plan documents). And it was an uphill task for the Pandit Jawaharlal Nehru, the first Prime Minister of Independent India to boost up famine ridden Indian economy and therefore the ideal of Mixed Economy which will combine both industrialist and developmental policies to the effect of bringing in social harmony, equality for all, national wellbeing, growth and progress for all irrespective of class, creed or religion - and Five Years' Planning were introduced. Despite having many lacunas in Nehru's concept of Socialism as it was termed more as Utopian Idealism, there is no denying the fact that socialism remained the guiding principle of the Indian government since independence till 1990 when India gradually moved towards a market economy. A series of radio and television programs were framed to harness and target the rural population and to educate and motivate them towards nation-building.

Political Public Relations - Current Use: Public Relations acts as an essential source for political messaging to be generated. It acts as a beneficial aid that plays a crucial role in spreading information about the person and the political party. Through time the method of Political Public Relations has become more professional, and it will continue to grow with time, to use the available media and the various benefits in the most efficient and professional manner possible. Media plays a key role in helping disseminate information in political public relations. The public relations officials must maintain a constant connection with individuals in the media industry who help them attain information and also, publish articles for them, that helps create a public image. There is a 24/7 media cycle that must be maintained. An essential need for politics is creating a story. A story to help draw the attention of the audience, to make one stand out. In this process of Messaging or creating a consistent story, public relations plays a key role in maintaining and forming a consistent story, and also maintaining a steady relationship with the media to help build and develop one's image. In this process various campaigns are launched in an attempt to promote the cause the candidate is standing for and to help spread the word. All these are formulated through the use of Public Relations and many times a 360-degree approach utilising PR, Advertising, Marketing, in an attempt to get the best recognition for the candidate. One of the successful Public Relations Campaigns are that of Barack Obama in 2008 and 2012, during which his team used a wide array of mechanisms and social media platforms in an attempt to spread information and engage with the voters. In order to create a campaign that appeals to the audience, a target demographic was first identified, and the campaigns were then tailored to the needs of the audience, in a manner that they would relate to the most. Techniques from his campaigns were and are being used in the campaigns put forth by Narendra Modi. Public Relations in politics is a constantly evolving process that becomes more efficient and sophisticated with time, as new media platforms and tools are created. Barack Obama's team conducted their large portion of promotion on online platforms, by sending public relations messages through digital marketing. Many aspects from his successful campaigns have been used in other politicians' campaigns, of various political leaders. Most of his digital media campaigns looked at humanizing Obama. He posted funny videos, pictures of himself and his family, GIFs, to make himself more relatable to the

audience. An example would be, Obama hugging his wife, after the 2008 election. This post had one of the largest number of retweets.

Communication Strategists and lobbyists: In the recent past, we have seen that a new group of professionals equipped with all expertise in digital mechanism, who can be designated as new-media elites or communication strategists, are on the roll to take over this spurious syndrome of digitized mediated communication, They are hired by different political parties to optimize their political success in the election fray and by using the concept of 'political public relation' strategies they are all set to shape, mould and win over the voters and thus consolidate the berth of the respective candidate to the pinnacle of power. WB Chief Minister Mamata Banerjee, in the 2020 election campaign hired Prashant Kishor. Before that, he launched a media and publicity company in the name of Citizens for Accountable Governance in the year 2013 and thus his company was roped in 2014 by the prospective prime minister candidate Narendra Modi to strategise his election campaign. Chai pe charcha, pathbreaking 3D rallies, the Run for Unity and Manthan programs. Political Public Relations plays an important role in establishing and developing a brand. Narendra Modi's PR team, with the help of his 360 degree campaign were able to win the hearts of millions of Indians, to help in achieving victory in the 2014 and 2019 elections. While analysing their communication strategies, one can easily understand that one of the main reasons he grew popular among the crowd is due to how he presented himself, the connection he built with his audience, his use of social media for various campaigns and so on. But that social connect turns fatal for the people when it turns towards fake assertion and false promises and fake identity. In the research questionnaire analysed below, it is quite evident that the majority of the people are torn in two sets of dispositions, whether to accept well-crafted social messages or development packages channelized by various 'communication practitioners' unequivocally or to question or cross-check their viability.

Change over from print to digital era: The onset of digital era in the post-liberalization phase in Indian media syndrome has been a potential ground for debate and discourses and to steer clear of a roadmap to handle this random and limitless streams of information and communication channels. This is a scenario, so unusual in traditional Indian media, where computer-mediated production, distribution and exhibition of media messages or information is accepted as the need of the hour, the traditional barriers between different forms of mass communication are gradually getting obliterated. In an age of transmediality, it is expected that the constant flow of information or media content, transgressing not only the geographical boundaries but social, cultural, economic and linguistic also, is nothing irrelevant. Rather, the kind of intertextuality is entailed within the 'new media' phenomenon, ultimately led to a redefinition of the unambiguous impact of media influences and its authorship. Looking back at the evolution of Indian media, specifically print media, this is more evident that growth of newspaper was closely intertwined with the freedom struggle movement whereby newspapers were used as a weapon to arouse nationalist sentience in the minds of the readers and to galvanize different nationalist movements that were looming large at different provinces, specially Bengal, Punjab, Odissa and Maharashtra. As Nadig Krishna Mutrhy has pointed out,

"Almost all the European editors were pro-British and naturally they attempted to play down the nationalist movement for freedom in their newspaper columns. Some of them did believe in freedom of the press, but had little opportunity to express their opinion under the circumstance then prevailing.' The later years of19th century unfolded a glorious chapter of Indian newspapers which reveals the newspapers consistently reporting on challenges ahead of the nation. Instead of reporting societal events of the Britishers and feudal Indian society, the newspapers focused on news and write-ups on diverse social and political concerns and problems and the country saw the birth of a different kind of journalism, a dedicated journalism which stood for social reforms and public welfare, and creating opinion on issues like education, child marriage, widow marriage and sati. The press gradually became the most powerful weapon for freedom movement under the leadership of towering personalities like Tilak, Gokhale, Gandhiji and others who stood for progressive journalism and liberal notions and believed in the strength of the press to mold public opinion, to shape the destiny of the nation and safeguard the rights and civil liberties of its citizens. In the post-Independence phase of the Indian media, newspapers' responsibility was relegated more towards not just vouching for the liberation of the nation and its citizens, rather for the protection and promotion of nationalist integrity and unity among diversity. Thus, we find that the newspapers like Hindu, Times of India, Indian Express, Statesman, with the changeover of their ownership, took a definite turn towards that end. Then, from late 90s onwards, Indian media witnessed a sea-change when market economy and its concomitant mercantile culture overtook the entire country. Thus, the role of mass media is no longer considered as an idealized crusader, rather an ally of the market imperatives and thus profit get the better of 'public interest'. A host of foreign media conglomerates (US based) were given license to set-up their own satellite up-linking system started broadcasting both news and entertainment programs, foreign direct investments were allowed for print media (up to 26%) and private radio channels were also given permission to air commercial programs.

Thereafter, digitization and technological convergence contributed to further change in the dissemination and consumption pattern of information by the Indian audience. Several communication policies were implemented within a span of 2010 to 2021 to remain safe and secured in the face of this global challenge and the department of information and technology was formed to chart out rules and regulations, especially with regard cyber-crime, date privacy, panopticon surveillance etc. to be followed by new media operators and content providers but there are still miles to go to reach to a point of level-playing ground.

Data Analysis:

This section will analyze the data through questionnaires. For each question table and a chart is shown. Detailed analysis is also done for the data.

Age group of the respondents

Table 1.1.1

Category	Frequency	Percentage
18-21	37	41%
21-25	45	50%
25-30	8	9%

Chart 1.1.1

41% of the population fell between the ages of 18 to 21, 50% were between ages of 21 to 25% and 9% were between ages 25-30.

2.1.2   Gender of respondents

Table 2.1.2

Category	Frequency	Percentage
Male	50	55.6%
Female	40	44.4%
Others	0	0%

Chart 2.1.3

55.6% were Male, 44.4% were females and 0% others.

3.1.3   In which medium do you encounter public service advertisements?

Table 3.1.3

Category	Frequency	Percentage
YouTube	50	55.6%
Facebook	40	44.4%
Television	4	4%

Chart 3.1.3

55.6% of the respondents encounter narrative advertisements on YouTube, 44.4% encounter them in Facebook and 4% encounter on television.

4.1.4   Do the narratives/story used in the advertisements evoke a positive impression towards the product/brand image?

Table 4.1.4

Category	Frequency	Percentage
Yes	80	88.9%
No	10	11.1%

Chart 4.1.4

88.9% of the participants agree that the narrative used in the advertisements evoke positive impressions on the brand image while 11.1% disagree with the statement.

5.1.5   By seeing the narratives having social messages, do you feel an emotional connection with that particular advertisement?

Table 5.1.5

Category	Frequency	Percentage
Yes	25	38.9%
No	16	17.8%
Maybe	39	43.3%

 Chart 5.1.5

38.9% respondents feel an emotional connection with the brand, 17.8% do not feel a connection while 43.3 responded maybe.

6.1.6   Do you feel that this type of advertisement containing a thrust for a crafted message is more entertaining to watch than an explicit social message advertising?

Table 6.1.6

Category	Frequency	Percentage
Yes	17	18.9%
No	73	81.1%

Chart 6.1.6

81.1% feel that these types of advertisements with a well-crafted message are less entertaining to watch because the implied intent is quite obvious while 18.9% responded feel that they are entertaining.

7.1.7   Will the narratives/story help in changing your ideologies/perspectives regarding the product or service or any brand image?

Table 7.1.7

Category	Frequency	Percentage
Yes	26	28.9%
No	16	53.3%
Maybe	48	17.8%

Chart 8.1.8

28.9% respondents believe that it will help in changing their perspectives, 53.3% respondent deny this while 17.8% respondents selected maybe.

8.1.8   Would you prefer any direct provocative or persuasive message regarding the product/brand attached to the narratives?

Table 8.1.8

Category	Frequency	Percentage
Yes	17	18.9%
No	49	54.4%
Maybe	24	26.7%

Chart 8.1.8

54.4% prefer not to be persuaded with any dominant hegemony attached to the narratives, 18.9% prefer to have such information and 26.7% said maybe.

9.1.9   Does this type of advertisement meant to cause self-glorification intrigue you to dig more into that particular message/brand image and then deconstruct the message?

Table 9.1.9

Category	Frequency	Percentage
Yes	59	65.6%
No	31	34.4%

Chart 9.1.9

65.6% agreed that the narratives intrigue them to find more about the product/company while 34.4% do not feel the same.

10.1.10   Does the narratives/story fraught with social messages persuade you to buy the argument and thus upheld that the message is more important than the product for hedonistic pleasure ?

Table 10.1.10

Category	Frequency	Percentage
Yes	51	56.7%
No	39	43.3%

Chart 10.1.10
56% of the respondents agreed that the social messages do persuade them to believe in it and 43.3% said no it does not persuade them.

11.1.11   Would you watch such communication messages orchestrated for a one-sided or biased perception of a political personality or any other famous celebrity when drawn into election fray ?

Table 11.1.11

Category	Frequency	Percentage
No	53	58.9%
Yes	37	41.1%

Chart 11.1.11 : 58.9% of the population opined that they do not believe any orchestrated message and 41.1 % said that they wold believe such orchestrated messages.

12.1.12   Would you watch the advertisement, if there were celebrities in it?

Table 12.1.12

Category	Frequency	Percentage
Yes	25	27.8%
No	18	20%
Maybe	47	52.2%

Chart 12.1.12

27.8% respondents agreed that they would watch the advertisement if there were celebrities, 20% do not feel that involvement of celebrities would affect their decision while 47% responded maybe.

13.1.13   Will the involvement of a celebrity affect your buying decision?
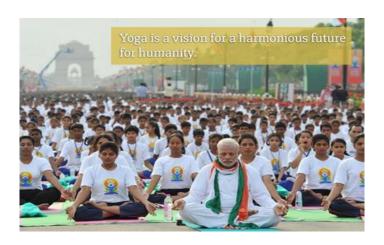
Table 13.1.3

Category	Frequency	Percentage
Yes	11	12.2%
No	52	30%
Maybe	27	57.8%

Chart 13.1.3

12.2% of the respondents said that involvement of celebrities would affect their buying decision, 57.8% that it would not affect and 30% responded 'maybe' it would or would not affect their decision.

14.1.14: Would you prefer to believe such a type of social message communication with a hidden intent for an imaginary world order?

Table 14.1.14

Category	Frequency	Percentage
No	53	58.9%
Yes	37	41.1%

Conclusion: Analysing the research data, it can be concluded that there is a probability that orchestrated messages, political public relation, corporate lobbying have become instrumental in development communication in the post-liberalization phase in India, especially at the age of digitization, and all such communication messages do entail a large amount of fake assertion and identity. And hence, the concept of 'social development through development communication' as it was conceived by the social scientists that development of the people is the key, is presumably at stake.

References:

[1]   Attia, N. A. (2018). Online Narrative Ads and its Impact on Facebook Users' Engagement. (R. A. Hassan&H.H.Sadek,Eds.) doi: https://www.researchgate.net/publication/335652896_Online_Narrative_Ads_and_its_Impact _on_Facebook_Users'_Engagement

[2]   Attia, N. A. (2018). Online Narrative Ads and its Impact on Facebook Users' Engagement. (R. A. Hassan&H.H.Sadek,Eds.). doi: https://www.researchgate.net/publication/335652896_Online_Narrative_Ads_and_its_Impact _on_Facebook_Users'_Engagement

[3]   Advertising Age India (2016), 'TV advertising shrinks in H1 2016, says Madison Mid-Year Advertising Report,' Available on htttp://www.adageindia.in/advertising/tv-advertising-shrinks-in-h1-2016-says-madison-mid-year-advertising-report/articleshow/53666634.cms (Accessed: 2 September 2016)

[4]   Adebayo Oyebade, 2001, May 5. Issues of Development in Nigeria. Annual Lecture Series of the Association of Nigerians in the capital district of the state of New York, seminar held at the Schacht Fine Arts Center, Sage College, Troy, NY.

[5]   Adelman, I. 1975. "Development Economics: A Reassessment of Goals,*' The American Economic Review. LXV (May 1975), p. 302

[6]   Anupong, W., Yi-Chia, L., Jagdish, M., Kumar, R., Selvam, P. D., Saravanakumar, R., & Dhabliya, D. (2022). Hybrid distributed energy sources providing climate security to the agriculture environment and enhancing the yield. Sustainable Energy Technologies and Assessments, 52 doi:10.1016/j.seta.2022.102142

[7]   Bernays Edward (1928). Propaganda. Routledge.

[8]   Banerjee, S. (1968), 'The advertising agency: A new service,' *Economic and Political Weekly*, 3(21), pp. M-19 to M-23.

[9]   Ching, R. K., Tong, P., Chen, J. S., & Chen, H. Y. (2013). Narrative online advertising identification and its effects on attitude toward a product. Internet Research, 23(4), 414–438. doi: 10.1108/intr-04-2012-0077

[10]   Cayla, J. and Elson,M. (2012), 'Indian consumer kaun hai? The class-based grammar of Indian advertising,' *Journal of Macromarketing*, 32(3), pp. 295-308.

[11]   Curt Olsen (July 2005). "Bernay vs. Ellul: Two views of propaganda". Public Relations Tactics 12(7), p. 28.

[12]   Aoudni, Y., Donald, C., Farouk, A., Sahay, K. B., Babu, D. V., Tripathi, V., & Dhabliya, D. (2022). Cloud security based attack detection using transductive learning integrated with hidden markov model. Pattern Recognition Letters, 157, 16-26. doi:10.1016/j.patrec.2022.02.012

[13]   Fasi, M. (2016). *Impact Of Advertising On Consumer Buying Behaviour*. doi: http://www.ijbarr.com/downloads/250520167.pdf

[14]   Georgides Marya 'Motivating Behavior Change: A Content Analysis of Public Service Announcements from the Let's Move Campaign. 2013, VOL. 4 NO. 1 | PG. 2/3 |

[15]   Gordon, R., Ciorciari, J., & Laer, T. V. (2017). Using EEG to Examine the Role of Attention, Working Memory, Emotion, and Imagination in Narrative Transportation. SSRN Electronic Journal. doi: 10.2139/ssrn.2892967

[16]   Joseph Turow (2011). Media Today: An Introduction to Mass Communication. New York, New: Routledge.

[17]   Marvin Olasky (1984). "Roots of Modern Public Relations: The Bernays Doctrine." Public Relations Quarterly.

[18]   Singh Anurag et. Singh Krishna Paul (2017). International Journal of Marketing & Financial Management, ISSN: 2348 –3954 (online) ISSN: 2349 –2546 (print), Volume 5,(Issue 3, Mar-2017), pp 53-64.

[19]   Tungate Mark (2007). Adland- A Global History of Advertising. Kogan Page, London. Philadelphia.