Graphic design in social advertising is an important factor influencing public awareness in India.

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Abstract:

This study aims to analyze the impact of graphic design in social advertising on public awareness in India. Three Indian social advertisements have been chosen to study societal reactions. The research utilizes qualitative and quantitative methods, including questionnaires, case studies, observations, discussions, and Q&A sessions. References from relevant websites, articles, and reviews are used to support the findings. India recognizes the importance of strengthening its social foundation and creating an ideal society, especially as a developing country. Elements such as message clarity, thought process, composition, visuals, captions, color schemes, and suitable advertising platforms are essential in designing effective social ads. The government's involvement in social advertising is beneficial. Various advertising mediums, such as print media, newspapers, magazines, outdoor media, TV, and social platforms, play a crucial role in spreading messages. This study explores the significant role of graphic design in effectively communicating messages and addressing social issues in India. Visual design in social advertisements has a powerful impact on viewers, contributing to lasting impressions and awareness. Graphic design is vital in social advertising campaigns across various sectors in India.

Keywords- Graphic Design, Social Advertising, influence, public awareness, important factor, Advertising Media, Avoid Cigarette, Avoid corruption.

1. Introduction

Indian culture is deeply impacted by a multitude of rituals and religions, shaping the very essence of their way of life. With its diverse and spiritual society, India cherishes a wide array of festivals. The expressive cultures of Indian cuisines, costumes, languages,

literature, dance, drama, music, visual arts, design, and architecture are intricately woven into the fabric of society, evoking a sense of emotional connection.

Arts and culture in Indian society have been passed down through generations, expressed through socially impactful graphic design in advertising. This involvement in design fosters a socially conscious attitude. Arts and design play a crucial role in upholding society and culture, reflecting traditions through 'Social Advertising'. This medium effectively conveys powerful messages visually, making an impact with its accessibility. Our daily activities are a vibrant mix of interactions, including art, food, science, professional skills, and more. Raising awareness in society about the positive and negative aspects is crucial. Social advertising plays a significant role in keeping the public informed about social development, with various private and government organizations actively involved. Effective graphic designs and precise messaging are important factors in social advertising, capturing attention and ensuring comprehension across different social strata. Once the messages are understood, the motivational process begins. Hence, creating suitable graphic designs becomes imperative. This research paper examines the comprehensive elements of advertisement design, including impactful messaging, relevant visuals, color coordination, layout, and the social advertising platform. Additionally, it reviews the societal response and the impact on individuals after viewing such advertisements.

The Indian social welfare department implements extensive social advertising campaigns, which are also carried out as part of corporate social responsibility initiatives in the business sector. These advertisements are meticulously crafted to raise awareness about a range of important issues. This study seeks to explore the impact of social advertising on Indian society, particularly in relation to its visually appealing graphic design.

2. Objective of the study:

The objective of this study is to analyze the graphic design of social advertising as an important factor influencing public awareness in India. Three Indian social advertisements have been selected to document the societal reactions to them.

3. Research methodology:

This research paper employs both qualitative and quantitative methods to systematically assess the data through a questionnaire, case studies, observations, discussions, and Q&A sessions. The study draws on references from relevant websites, articles, and reviews to support its findings. The literature in this paper presents precise data along with links, tables, and images related to the research topic. Additionally, the study considers psychological, social, and aesthetic aspects within the context of the research topic.

4. Importance of the subject:

To create an ideal society and strengthen the social fabric, India recognizes the importance of reinforcing its social foundation, especially as a developing country. Hence, a key objective for India is to enhance social awareness through advertising, thereby promoting social literacy. In India's multicultural society, social literacy needs to be increased. For that, it is important to know how social education on numerous topics such as 'Use Helmet', 'Anti-alcoholism', 'Use Driving Seatbelt', 'Iodized Salt', 'Polio', 'HIV', 'Water Harvesting', 'Beti Bachaao-Beti Padhaao', etc. is effectively imparted through social advertisements.

Understanding the role of graphic design in creating visually impactful, creative, and easily communicable advertisements for Indian society is crucial for experts in the field. It is essential to consider elements such as message clarity, thought process, composition, visuals, captions, color schemes, suitable advertising platforms, and their interactions when graphic designing compelling social ads. It is necessary to analyze the results of specific case studies to validate them. In general, this subject proved to be of significant relevance to the research paper.

5. History of the subject:

The roots of advertising in India can be traced back even further to January 29, 1780, when the inaugural advertisement was published in the country's inaugural newspaper (weekly), "The Bengal Gazette." In the year 1929, the first advertising agency, J. Walter Thompson, was established in Mumbai. Radio broadcasting began in India in 1927, although commercial broadcasting did not commence until 1967, when the All-India Radio introduced it on an experimental basis in Bombay, Nagpur, and Pune stations. Television advertising made its debut in India in 1976 with the launch of 'Doordarshan'.

The 1980s and 1990s in India are widely regarded as the prime era of advertising. This period coincided with the liberalization of the Indian economy and the influx of foreign investments into the country. In addition to numerous technological advancements, several significant social campaigns were initiated to raise public awareness and address various issues. One noteworthy campaign from the 1960s to the 1970s was the 'Hum do hamare do' family planning advertising initiative, which had a lasting impact in India. Utilizing various advertising mediums such as print media, newsprint, magazines, posters, hoardings, and direct mail, this campaign effectively promoted the importance of family planning. In 1974, the Films Division of India produced an educational animated film titled 'Ek Chidiya, Anek Chidiyan' for Doordarshan, emphasizing unity and teamwork. Subsequently, in 1980, the National Egg Coordination Committee (NECC) launched the health advertisement 'Roj Khao Ande'. Following the success of campaigns like the 1990s Pulse Polio Ad Campaign 'Do Boond Zindagi ki', Jago Grahak Jago, Atithi devo bhav, women's safety, total sanitation, pollution, and national integrity were creatively highlighted. The significant role played by graphic design in the creation of these campaigns contributed to their enduring impact and remembrance to this day.

However, the emergence of the 'Internet and social media' has revolutionized the advertising industry, leading to notable transformations. 'Digital advertising' has now become an indispensable component of the marketing strategy, with brands leveraging social media platforms to connect with their desired customer base. Additionally, the advent of 'Smart Phones' and the growing accessibility of the internet have facilitated easier content creation and widened the scope for brands to engage with a larger audience. In all these periods, advertising mediums have become more socialized. Print media, newspapers, magazines, out-door media (posters, billboards, digital mobile hoarding, bus stop panels, city transport, etc), TV, social, platforms (Whatsapp, Facebook, Twitter, Instagram, etc.), and new innovative advertising media (mobile phones, digital screens, tablets, etc.) do very effective social publicity. Reaching people in India and around the world has become very easy through ultra-fast publicity network. Consequently, Modern computer technology, advanced designing and printing methods, and innovative design software allow unlimited design freedom in graphic design.

6. Concept of the subject

This study delves into the crucial role of graphic design in effectively communicating messages and addressing social issues in India. It sheds light on the impact of thought-provoking designs on Indian society, particularly in the realm of social advertising and community influence.

7. Features of the topic

In a nation as diverse and populous as India, effectively engaging with society and communicating is a nuanced endeavor. The Indian government and corporate sectors play a crucial role in educating the public through social advertising. This research paper examines the key features involved in this process.

7.1) The Government participation in social advertising:

Social advertising is promotion that relies on social information or networks to generate, target, and deliver social communications for various social issues. Social advertising can be part of a broader social media networking strategy designed to connect with the masses. In the current context, around 800 national and regional social issues are waiting for precise solutions. On April 4, 1959, the government of India established a special department of advertising and publicity for the enhancement of mass communication to solve social issues. 'DAVP'; 'The Directorate of Advertising and Visual Publicity' is the nodal agency to undertake multi-media advertising and publicity for various Ministries and Departments of India. It has been involved in creating awareness among the communities. The Indian government has activated various social advertising media, such as the Internet, multi-media, newspapers, exhibitions, outdoor publicity, print publicity, audio-visual publicity, and direct mail. Many current examples of social advertising use a particular Internet service to collect social information, establish and maintain relationships with people, and deliver communications. For example, the advertising platforms provided by Google, Twitter, Facebook, and Instagram involve targeting and presenting ads based on relationships. MIB (Ministry of Information and Broadcasting) of India spent close to Rs 10000 crore on social publicity in the last 16 years, from 2002–03 to 2017–18. As per DAVP, the data is available only from 2002–03.

As per the information provided by the MIB in response to an application under RTI, a total of Rs 81.62 crore was spent on social media advertisements in the six (6) years between 2013 and 2018. According to the 2018 Annual Reports of DAVP, the government has implemented numerous social campaigns across various media platforms, including newspapers, magazines, audio-visual broadcasts, billboards, posters, banners, city transport, SMS alerts, digital videos, exhibitions, and other print media in urban and rural areas. These visually impactful campaigns effectively address objectives and motivational aspects. Key social issues like 'Sarva Shiksha Abhiyan', 'Breastfeeding', 'Domestic Violence', 'Sanitation', 'Human Rights', 'Gender Equality', 'Anti-Smoking', 'Child Protection', 'Health Awareness', 'Tourism Promotion', 'National Unity', 'Counterterrorism', and more have been effectively communicated by DAVP through compelling graphic designs, which have been well-received by society.

7.2) The contribution of 'Graphic Design' in Indian social advertising:

Graphic design contributed by providing a visual base for intellectual depictions on many social issues, such as 'Use Helmet', 'Anti-alcoholism', 'Use Driving Seatbelt', 'Iodized Salt', 'Polio', 'HIV', 'Water Harvesting', 'Beti Bachaao-Beti Padhaao' and many others. These visuals have normally been created in an illustrative, photographic, typographic, and audio-visual manner for national and regional-level social ads. It communicates effectively on social issues, alerting, appealing, explaining, warning, and

educating through the creative graphic designs. The visual messages powerfully motivated society and were reached through social advertising. The synchronization of design components, such as meaningful, attractive visuals, precise message, readability, breathing space, suitable layout, and color orchestration, coordinates with the subject and significantly contributes to effective, motivational communication. Design is the soul of the subject; without it, influential social impact, motivation, and acceptance are not possible. The influences of design have made people more aware of the various social issues and motivated them to activate their enthusiasm and implement them. The impactful visuals evoke a range of social emotions and values, including patriotism, bravery, leadership, gratitude, accountability, acceptance, awareness, care, fear, humor, happiness, and sadness. These visuals inspire and resonate with viewers, shaping their social beliefs. A national survey on social advertising in India revealed that over 78 percent of respondents were positively influenced by such campaigns. The use of visual elements, rooted in graphic design, is at the core of these advertisements. Celebrities from the Hindi film industry have served as ambassadors for various social causes, further enhancing the impact of these visuals. The saying 'a picture is worth a thousand words' holds true as viewers are moved and motivated by visual-based graphic ads, leading to changes in behavior through social influence and peer pressure. This gradual shift in behavior encourages individuals to 'accept new behavior', 'modify current behavior', 'reject potential behavior, and dispose of old behavior'.

7.3) The impact of 'Graphic Design' on Indian society - Case Studies:

Indian society represents various classes and categories. Each individual in society communicated with the media from morning to evening and linked with the social problem elimination and solution campaign. These social advertisements are nothing but a depiction of precise visual base appeal coordinated with justifiable copy arranged in a design manner, which is considered a 'Graphic Design'. In daily life, people have seen various meaningful social graphical ads and are well conversant with the creative visuals. The understanding of the subject and message occurred quickly, and impactful reactions accumulated in the mind for a long time. This process happens because of 'Graphic Design'. It is a powerful process; it stands for the meaningful depiction of the subject. The visual impact of consistency broadly depends on three things. 1) Semiotic: relate to the meaning and theme of the subject; 2) Aesthetics: relate to the beauty of design formation; 3) Teleological: relate to function, purpose, application, and usability; these functional synchronizations are involved in the understanding process. Health, Diet, Clean India, Pollution, Diseases, Preventions, Medical Treatments, Safety, National Integrity, Government Services & Schemes, Environment, Farming, Medical Services, Fetish Elimination, and many other sectors are having problems. It has been visually designed and published through social advertisements. People are watching it in visual format, which is very impactful and spreads effectively in society. Significant feedback was gathered through various methods, including discussions, Q&A sessions, observations, and questionnaires pertaining to case studies. Analytical studies have been conducted, leading to the formulation of conclusions. We can understand it from the following advertisements.

Fig. 7.3.1. Social Advertisements

Sr. Nos	Social Advertisement	Objective	Message / Caption	Influence
7.3.1.A	HCG - Cancer Hospital - India, Published in public interest. Cigarette smoke inflames - Press Ad	Avoid Cigarette smoking in pregnancy	Pregnant smokers give birth to children susceptible to lung diseases. Put out the fire (Language - English)	68 % positively responded. - Class oriented (National Level)
7.3.1.B	Bangalore traffic police, (Regional traffic Mission) - by Ministry of information & broadcasting Don't Talk - Press Ad	Avoid talk while someone drives	Don't talk while he drives. (Language - English & Regional)	72 % positively responded. regional Level
7.3.1.C	D.o.t. (Democracy of truth) - Ads of the world; a corporate Advt. company (Agency: Nikotin) Published in public interest. - Press Ad	Avoid corruption for voting	Don't lose your voice to the Note, Just Vote. (Language - English, Hindi & Regional)	62 % - positively responded. (National Level)

Fig. 7.3.2. Table

7.3.1.A) HCG, Cancer Hospital, India, had published the press advertisements in public interest, which appealed to society to 'Avoid cigarette smoking in pregnancy'. This advertisement belonged to a particular class in our society. It conveyed the objective through a powerful headline with impressive photographic visuals. The headline stated that "pregnant smokers give birth to children susceptible to lung diseases" and appealed to put out the fire. The visual impact is very powerful and appropriately convinces the relevant class of society. The thematic expression of the visual is very creative. The mouth of a baby in the mouth of a mother created a sound impact. This photographic visual included a digital visual effect, which attracted people directly. The color

orchestration, space divisions, layout, and copy contributed much more to this unique advertisement. The overall graphic design created a fabulous social impact. 68 percent of specific classes in society responded positively, as calculated by HCG and PRO.

7.3.2.B) The Ministry of Information and Broadcasting had published the press advertisements for Bangalore traffic police under 'Regional Traffic Mission'. The concept behind this advertisement was very creative. It appealed with powerful visuals. A photographic visual expressively attracted people, who insisted on watching it carefully. The blood flow and facial expressions on a woman's face were coordinated well, enhancing her curiosity. The message is placed just near the mobile device, so you can link up with it immediately. The message is very short and insisted on by society with the precise caption, 'Don't talk while he drives'. It conveyed a very vital situation that was expected to happen if somebody drove and simultaneously talked on mobile. The objective was 'Avoid talk while someone drives', which is successfully conveyed with expected social impact. As per MIB data, 72 percent of people positively responded on a regional level.

7.3.3.C) Ads of the World: A corporate advertising company (Agency: Nikotin) published these advertisements in public interest under the theme D.O.T., 'Democracy of Truth'. The objective of this advertisement was, 'Avoid corruption for voting'. It has been depicted very creatively by the commanding visual, showing an Indian currency fixed on the mouth of a common voter woman. The advertisement copy effectively conveys a strong message against selling your vote for money. The visual and caption are very creative; they insisted on people saying, "Don't lose your voice to the note; just vote." As per AOTW data, 62 percent of people positively responded on a national level.

8. Need of the topic

It is crucial to create visually engaging social messages with precise language on a highly effective social advertising platform. This requires a creative blend of an appropriate message, fitting visuals, and strategic color coordination in graphic design. These thoughtfully crafted designs and messages are embraced by society, leading to positive changes in individuals exposed to social advertisements. Understanding the science and modern graphic design processes behind these impactful messages is essential for professionals in the field.

9. Advantages and Disadvantages of the topic

When any social advertisement is broadcast through the media, it is expected that the message will reach the people, they will socialize, and positive social change will take place according to the message. Therefore, the graphic design done for social issues must be very effective, eye-catching, meaningful, easy to understand, and motivational. Generally, the influence of an advertisement on any social issue in society is understood from the study.

Some important observations & findings are given below:

i) Because of modern graphic design techniques, it is now possible to visually convey social issues in a way that aligns with their message. This has enabled effective communication with society, resulting in positive inspiration and an increase in social literacy. Furthermore, valuable impetus has been given to the eradication of social issues. Remedial, preventive, appealing, awareness-related, and social integration-related messages and social advertisements became more influential in Indian society.

ii) Social ads with effective graphic design have been found to benefit public when they are disseminated through appropriate advertising media.

iii) Social ads that fail to convey the right message are found to be ineffective for raising social awareness. Social ads that convey boring and long messages and do not have appropriate visuals according to the topic or message are not found to have a positive social impact.

10. Trends in the Topic

The revolution in technology, the internet, and globalization make it possible to communicate on a global level in a very short time. Therefore, in the field of graphic design, there are enormous changes, like ultramodern design software (Adobe Photoshop, Illustrator, InDesign, XD, Dreamweaver, Express, CorelDraw, Canva, Sketch, Xara Designer Pro+, etc.) and media platforms. Advertising media, such as print, newspapers, magazines, digital outdoor media, TV, OTT, social platforms, and new innovative advertising media (mobile phones, digital screens, tablets, etc.), are found to be more powerful, qualitative, and supersonic. Due to all these factors, a significant trend has been found: the factual depiction of current social problems can be created more effectively through digital graphic design.

11. Conclusion

The government of India's participation in social advertisement dissemination is beneficial and motivational. Graphic design is an important factor for visually representing social issues, effectively communicating, raising awareness, capturing attention, providing explanations, warning, and educating through creative designs. The overall impact of 'Graphic Design' is constructive & encouraging for Indian society. It's depended on the meaningful design created according to appropriate message in context of public issue, powerful communication ability of design, proper selection of social advertising media & adequate consistency in Ad campaign. Generally these aspects affected to society, without it social welfare promotional program will be the risk factor for successful communication. Feedback through case studies, observations, discussions, Q&A sessions, and questionnaires is promising. A highly creative design factor is found to be crucial to making social ads in newspapers or print media eye-catching, meaningful, and long-lasting. It is possible to attract people with its effective design. Consequently, graphic design plays a crucial role in social advertising.

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