

Comparative Analysis of the Public Service Advertisements Published in the Pakistani Print Media after the Earthquake 2005

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Abstract:

Media plays its significant role in the quarter of the awareness as it is assumed to have the capability and potential to access the public on the mass level. Therefore, the significance of the media contents in the era of the information is also well established fact that is why the potential of the media also debatable in terms of its public responsibilities. Hence, the advertising which is paid content of the media, however, having persuasive in the nature can bring motivational changes about the attitude of the public. The role of the advertising in the public services is a new phenomenon in the world that during the crucial times like disaster, it can serve as the crucial motivational elements in persuading the public towards the helping attitude. The current study was designed to find out the role of the public service advertising at the time of the disaster of earthquake 2005, which is considered as the major ever disaster in the current history of the Pakistan. The current study is tempted to analyze the public service advertising on the bases of the message direction which is a contribution to understand the role of the advertisers as well that how they react in times of disaster to serve the community.

Keywords: Public Service Advertisement, Print Media, Comparative Analysis, Earthquake 2005, Pakistan.

I. Introduction

A Demonic rumble in the northern areas of Pakistan violently shock both masonry and life's on 8 the October 2005. It created devastation in the whole country. As 80,000 people are subjected to death and millions of houses were crushed down by this earthquake. The role of media during these crises should popularize the social cause. The media in a society are a major source of information (Osatuyi, 2013). In the condition of

crisis like earthquake media should utilize it's all means of persuasion for the social rehabilitation. The information is too aware of the public, but the public can be properly addressed by giving them clear lines of actions which are required at time of crisis demands. The advertising techniques use to promote the commercial goods and services can be used to inform, educate and to motivate the public about noncommercial issues such as HIV Aids (Rotfeld, 2002).

The earthquake 2005 created crisis in the country, more than 80,000 people were hunted by this disaster and thousands of houses were put on the ground by an earthquake. The earthquake disaster developed an emergency situation in almost all fields of life in the country. The role of media in the time of crises is always considered very important to not only inform the public but also to persuade the public (Hota, Cáceres, & Cousin, 2010; Stühmeier & Wenzel, 2012). The affected people need the help of the public and the media had to give awareness to the public this. This study will try to explore the role of the media and the most compulsory element of the advertising is the sponsor of it. This study will attempt to dig out the priorities of the advertiser and the issues raised by the advertiser by getting space in the major elite national newspapers. The advertisement considered as the effective tool for the public motivation and attraction is the key element in it which can easily gain the attention in result it can affect the overall public attitudes.

However, the priorities of the media are influenced by the organization's which sponsor them (Brown, 2002; Trevino, Webster, & Stein, 2000). Hence, the analysis of the advertisement can enable the researcher to check the purposes of advertisement which were disseminated in print media. Advertising campaigns are launched in the west, especially in the United States to motivate the public for the cause, it can be seen during the t-tsunami. Advertising is known to use by the media expert for the changing of habits and reshaping of the attitudes of the public (Chapman, 1999; Goldfarb & Tucker, 2011). Therefore, the current study contributes the media literature by exploring the frequency public service advertisements and insight of the strategedy utilized by the advertisers.

“The recent trends in the Pakistani media during an earthquake, especially in the field of advertisement are purely public services advertisement techniques.” The national print media not even disseminated the advertisements of other organizations/co-operations but also did on its own behalf. The current study analyzes these advertisements on the parameters of the Public Services advertisement. In this research will do qualitative methods to dig out the frequency of the advertisement and the standards of advertisement in the public services advertising perspective and standards? The theoretical framework selected for this study is a Political Economy theory, which leads to search out the role of the advertiser and media during that time of crises. The Political economy theory is employed to the asses the role of the advertisers and economical households that how they regulate the media for the cause and in time of crisis to aware and motivate the public.

A. Purposes of Public Services Advertisement

- 1: It is designed to operate in the public interest to promote public welfare
- 2: It is also known as s public service announcement; these communicate a message on behalf as some good cause.

- 3: Normally these are created for public motivation and to get attention about social causes.
- 4: Public service advertising works as a reminder to the public by giving again and again to give measures about the intensity of the issue as the earthquake in Pakistan.
- 5: Public service advertising as the non-commercial use of the advertising techniques is a powerful educational tool capable of reaching and motivating the large scale audience.
- 6: Public service advertising justifies that advertising can be used in the public interest. So the advertising whenever use for the public cause can be called on Public Service advertising.

B. Rationale of the selected time period

The importance of the selected newspapers of three months from 9th October to 8th January 2006 is based on point that in this time period government and other organizations disseminated advertisements to inform, aware and persuade the public. But there is a probability that public service advertisements might be for image building of aforesaid organizations. Therefore, the researcher can measure the intensity of the advertisement about the issues which was needed to be addressed at that moment by the analyzing the public service advertisements.

C. Significance of the English print media

The researcher has adopted English print media in his research because the readership of the elite papers is the public which is considered as the main economic household in the country and public service advertisements can help to generate funds from this segment of the audience or might help the advertiser for image building.

Research questions pertaining to the study are: What is the difference between the coverage given by the selected leading dailies to public service ads and marketing ads issues for the selected whole three months? How many ads are being published by the media organization in the said dailies? What was the ratio of the published advertisements on the earthquake issue as public service advertisements for governmental and non-governmental Organizations?

II. Literature Review

In "International Advertising as a Social Force " (Section 5.2, Article 31) Susan Douglas explains that, in the view of the advertiser the primary objective of the advertising is to sell product or services. In advertising this primary goal, there are often profound secondary consequences. Advertising exerts a formative influence whose character is both persuasive and pervasive. Through the selective reinforcement of certain social roles, language and values, it acts as an important force fashioning the cognitions and attitudes that underlie behavior, not only in the market place, but also all aspects of life. In an international setting, advertising has important social influence in a number of ways. First, much international advertising is designed to promote and introduce new products from one society into another. Often these results in a radical change in lifestyles, behavior patterns of a society, stimulate for example adoption of the fast food, casual attire or hygiene and beauty products. Advertising also encourages a desire for products from other societies; it creates expectations about "the good life," and

establishing new models of consumptions. Advertising is thus a potential for change, while selectively reinforcing certain values, lifestyles and role models.

The advertising is the source of change as discussed prior (Chen & Hsieh, 2012), and it has great force to change the behaviors of the public. The primary character of the advertising is to sell or promote the product / services, but this can be only achieved by the public persuasion which leads towards the public motivation. So, through the advertising the public attitude can be well addressed and public can mold their behavior as they do, by changing their purchasing behaviors. In the time of crisis of earthquake 2005 the advertising could play a vital character in the attitude reshaping of the public. That could be achieved through the designing of the effective advertising messages fairly for the motivational appeals to help the affected people towards the public. In previous research (Myers, Roynne, & Deitz, 2011) work it is indicated that “New trends in the advertisement at the turn of the century “The researcher mentions the arguments that advertisement clutters our media, our powers serious news and discussion, and encourages unnecessary buying, worsens class envy, and leads to wasteful consumption.

Advertising largely finance, the media but that would be the only way it could be called a positive force (McAlister, Srinivasan, Jindal, & Cannella, 2016). Advertising exaggerates, misleads, appeals to sex and frivolity, gives irrational testimonials, creates exorbitant expectation and generally promotes a materialistic society. At best advertising is necessary and can be concluded as positive social force advertising has made mass production possible which mean leading the country toward development. Advertising has also attracted a vast majority of the people to purchase certain products. It's all because of the powerful impact of advertisement. It can fascinate a large majority of the public. Therefore, the advertisement can motivate the public by fascinating the public due to its attraction and leads towards change in their attitudes. As Sara concluded advertisement as a positive social force it can be utilized for the help of affected people of the Earthquake. As the advertisement named as public service advertising can gain such goals by the designing of messages which can affect and appeal mass public by awareness the situation and inform the public about the needs of the affected people. Public service advertisements can motivate the audience to get the desired results. The English print media of the Pakistan which is considered to have the elite audience could play such a role if the advertiser, designed the messages which really addressed the issues which were really specific at that time and conditions.

ShareenFarooqui (1973) in her research report, “Opinion of house wives of Gulberg, about the television advertisement”. Present the viewpoints of the house T.V. Advertisements. The researcher has analyzed the impact of T.V ads only house wives. According to her, these ads are being successful to a large extent. The housewives watch these with great interest. They are also influences from it for the time being. The researcher has suggested that these ads have been successful because due to the fast moving age, there is no time for anyone to roam about in the market to purchase anything the advertisement have facilitated this problem some people are of the view that the prices of the goods should also be advertised. The role of advertising in bringing in social change in the society is very credible by awaking them about the surroundings and the

situation going on. The positive role can be gained by disseminating the advertisement during the relief work of the affected people by designing the advertisements in such a manner that they can properly address the donors which are mostly belong from the elite audience of the English print media. Olordo (2002) National Public Service advertising campaign for saving energy was targeted the public by using effective techniques of the advertising to inspire them to save energy at homes. On the behalf of National advertisers and the agencies, Advertising Council produces, distributes, promotes and evaluates National public service campaigns. They have created campaigns such as:

- Smoky bear, recognized by 95% of the adults and 77% of the children.
- Friends don't let friends drive drunk
- Crash test dummies, Vince and Larry increased the seat belt usage. The campaign promotes the benefits of the saving energy, including;
- Save money/economic stimulus; by reducing monthly energy bills, families could save money.
- Better environment; by using less energy.
- Increased awareness of the new technologies such as low e-window etc.

The National public service advertising campaign for saving energy was non-sponsored campaign. It had concluded the results in a very effective manner by achieving change in the public attitude. So, the advertising could be useful in motivating public for the social cause. The sponsor (advertisers) should be aware of these situations to sponsor non-profit campaigns for the public cause. The researchers have analyzed these up writing literatures and have broadened his mind to conceptualize his mind for the further research on the selected topic. Political economy theorist study elite control of “Economic institutions such as banks and stalks markets and then try to show how this control affects many others social initiations, including the mass media (Jung, Hui, Min, & Martin, 2013; Ruiz & Sicilia, 2004) in certain respects, political economists accept the classic Marxist assumption that the based dominates the superstructure. They investigate the means of production by looking at economic institutions and they accept to find that these institutions will shape media to suit their interest and purposes. For example, Political economist has examined how economic constrain limit or biased the form of mass culture that are produced and distributed through the media these economists are less concerned with investigating how mass culture influence specific groups or subculture and are more concerned with understating how the process of continent production and distribution are constant.

Why do some forms of culture dominate prime –times television schedule while others forms are absent? Do audiences taste along explaining those differences or are there other, less obvious reason that can be linked in the interest of economic institutions, although the two schools of neo-Marxist theory appears to be complimentary there has been considerable rivalry between them (Kim & Johnson, 2013). Some genuine theoretical differences separate the two, but they also differ in their research method and the academic discipline in which they are based. With their focus economic and their assumption that economic dominance leads to or perpetuates cultural dominance, political economist were slow to acknowledge that cultural changes can affect economic institutions. “Nor do they recognized the diversity of popular culture or the variety of

ways in which people make sense of cultural contents.” (Mcquail, 1993, p. 325). He suggested the two schools of neo-Marxist theory should cooperate rather than compete. For this to happen, however the researcher on both sides will have to give up some of their assumptions and recognized that the superstructure and the base of culture and the media industry can influence each other both types of research are necessary to produce a complete assessment of the role of media.

The topic selected for this research is focused to study the advertisement which was disseminated after the Earthquake. In this research the researcher will analyze the role of the advertiser in the political economy theory perspective. The advertiser, which is mostly from the economical households were responsible for the change of the public attitude which lead to support the cause. In this research the researcher will examine the advertisement disseminated in the elite English print media till after the three months of the disaster. The researcher will examine the advertiser in the sense that how they formulated the public agenda by cooperating with each other in the form of the campaign which is designed to take measures for the cause. The issues which were come in front of the public through advertisements will also be examined. The advertisers an company each other by raising issues and by giving lines of action to the public. These economical households, including media could raise the issues which were needed to be addressed and public were subjected to cooperate their countrymen. These all advertisers disseminated the advertisements to reshape the public opinion or also to get the benefits of their own.

III. Research Methodology

Content analysis is a way to measure the media content and to analyze them to obtain the required results. The content analysis of the mass media contents provides a large range of the research the relation between the variables, issues, effects and directions of the mass media messages. The content analysis helps to observe the contents of the media in such a manner that researcher can get its desired results by analyzing the media contents. So, in this study researcher will attempt to analyze the advertisements in regard to get results about its direction and frequency. The advertisements which are disseminated for the non-commercial use and for the cause are the Public Service advertisements which have some qualification criteria in the sense of the message. The researcher will also examine the advertisement under study on these criteria.

Qualitative analysis of the content is used to explain a quantitative data and to interpret the direction of the content (Cited in Akram, 2005 p.32). The selected directions of the advertisement will help the researcher to examine the advertisements disseminated through the media during the time of crisis, which lead to detect the role of the economical households and also the media's role. The qualitative categories will be designed by the researcher to check the directions of the advertisements. The researcher has adopted the qualitative research techniques in this study. This study will consider the contents of the three major English elite dailies as the universe, Dawn , The News, & The Nation from October 9th 2005 to January 8th 2006.

This study will consider three month sample from the three major English elite newspapers, Dawn, The News, & The Nation from October 9th 2005 to January 8th 2006.

The unit of analysis and unit for the coding is the “advertisements” published in the three major English elite newspapers “Dawn”, “The News” & “The Nation” from October 9th 2005 to January 8th 2006. The advertisements are coded into the following based on the 3 coder’s agreement which were asked to attain the inter coder reliability before going for the further analysis.

A. Directions of the Advertisements

The public service advertisements are categorized by the researcher in the following directions by using the focus group technique.

A; Product Service Promotion, B; Advertiser’s Image, C; Issue Provoking / Motivational
Ab; Product Service Promotion & Advertiser’s Image
Bc; Advertiser’s Image & Issue Provoaking / Motivational
Ac; Product Service & Issue Provoaking / Motivational
Abc;Product Service, Advertiser’s Image Issue Provoaking / Motivational.

B. Operational Definitions of the Directions

Product Service Promotion

The advertisements which contained a message could lead to promote the image/ sale of the product/ service of the advertiser will be placed in this direction by the researcher. Example; Direct sale advertisement.

Advertiser’s Image

The advertisements having a message which could lead to promote the image of the advertiser’s (organization / company).

Issue Provoking / Motivational

The advertisements which addressed the issues rose after the earthquake and which leads to support the issues Example; Fundraising, Relief goods.

Product Service Promotion & Advertiser’s Image

The advertisements having both appeals product / service and advertiser’s image will be placed in this direction. Example; Mobil ink’s advertisements contain sale and image building efforts both.

Advertiser’s image & Issue provoking / motivational

The advertisements which addressed both advertiser’s image along with the motivational aspects will be placed in this direction.Example: Advertisements of Shell Petroleum in which they advocated their company and also appealed for the funds.

Product Service & Issue Provoking / Motivational

The advertisements containing the message which addressed the issue as for as promote the sales of the company etc. Example U-fone advertisements which have dual direction, having message of sale promotion and also disseminated message for the relief.

Product Service, Advertiser's Image Issue Provoking / Motivational

The advertisements which have product / service promotion, advertiser's image appeal and also contain motivational material will be placed in this direction.

IV. Data Analysis**Table 1: Dawn October 9th – 31st 2005 Direction wise Public service advertisements**

Direction	A*		B*		C*		AB*		AC*		BC*		ABC*	
Advertiser	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space
Government	0	0	0	0	17	1589	0	0	0	0	4	439	0	0
International	2	123	5	448	7	599	0	0	2	169	3	230	0	0
Companies														
National	7	137	1	216	13	900	0	0	1	109	4	296	0	0
Companies														
Media	0	0	0	0	4	467	0	0	0	0	0	0	0	0
NGOs	0	0	0	0	11	910	0	0	0	0	6	770	0	0
Others	0	0	0	0	1	61	0	0	0	0	0	0	0	0
Total	9	259	6	664	53	4527	0	0	3	278	17	1735	0	0

A*: Product promotion

B*: Advertiser image

C*: Issue provoking

AB*: Product/Advertiser image

BC*: Issue provoking and advertiser image

AC*: Product/Issue provoking

ABC*: Product/Advertiser/Issue provoking

The figures in table 1 illustrate that the government published 17 ads occupy space 1589cm regarding to the provoking masses for the score and similarly 4 ads published with space 439cm regarding provoking the masses and making advertiser image for the whole month of October in leading national paper "Dawn". Similarly, international companies for the said month in the said paper published 2 ads with space 123cm about product promotion and 5 ads with space 448cm regarding the advertiser's image. Similarly the same company published 7 advertiser with space 599cm to promote issue, 2 ads with space 169cm on the issue of promotion of product/issue provoking, again 3 aids with space 230cm published by the same advertiser regarding provoking masses and making advertiser image. Similarly, national companies published 7 ads with space 137cm to promote product image, 1 ads space 216cm for the promoting the advertiser's image, 13 ads published for the issue provoking with space 900cm, 4 ads with space of 296cm to provoke the issue and advertiser image and 1 ads with space of 109cm to promote product/issue provoking by the said advertiser. Similarly, the media published only 4 ads with space of 467cm to promote issue for the whole mentioned months. And NGO's published 11 ads with space of 910cm to promote the issue and 6 ads with space 770cm to promote the issue and advertiser image.

Table 2: Dawn November 2005 Direction wise Public service advertisements

Direction	A*		B*		C*		AB*		AC*		BC*		ABC*	
	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space
Advertiser														
Government	0	0	0	0	5	562	0	0	0	0	0	0	0	0
International	0	0	0	0	0	0	0	0	0	0	0	0	1	109.6
Companies														
National	1	31	0	0	1	08	0	0	0	0	1	108	0	0
Companies														
Media	0	0	0	0	0	0	0	0	0	0	0	0	0	0
NGOs	0	0	0	0	1	30	0	0	0	0	2	153	0	0
Others	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	1	31	0	0	7	700	0	0	0	0	3	261	1	109.6

A*: Product promotion

B*: Advertiser image

C*: Issue provoking

AB*: Product/Advertiser image

BC*: Issue provoking and advertiser image AC*: Product/Issue provoking

ABC*: Product/Advertiser/Issue provoking

The figures in table 2 illustrate that government published 5 ads with the space of 562cm for the issue provoking in said daily for the month of November, 2005. International companies published 1 ad which is to provoke the issue by also promoting the image of the advertiser and their product with the space of 109cm. National companies published 1 ad with the space of 31cm which is of marketing appear, 1 ad in the space of 108cm to provoke the masses and 1 ad for the image of the advertiser and provoking the issue with the space of 108cm in the whole month in said daily. Media has not published any ad. NGO's published 1 ad to provoke the issue with the space of 30cm and published 2 ads with built advertiser's image by also provoking the issue with the space of 152cm.

The figures in table 3 illustrate that the government published 2 ads to motivate the public with the space of 432cm in the "Dawn" for the month of December, 2005. International companies have not published even a single ad. National companies published 2 ads with the space of 70cm, for their product image and published 1 ad to build advertise image and also provoke the issue. Media published 3 ads to provoke the issue with the space of 975cm in the said daily for the mentioned month. NGO's published 1 ad with the space of 432cm to provoke the issue.

Table 3: Dawn December 2005 Direction wise Public service advertisements

Direction	A*		B*		C*		AB*		AC*		BC*		ABC*	
	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space
Advertiser														
Government	0	0	0	0	2	43	0	0	0	0	0	0	0	0
International	0	0	0	0	0	0	0	0	0	0	0	0	1	109.6
Companies														
National	2	70	0	0	0	0	0	0	0	0	1	160	0	0
Companies														
Media	0	0	0	0	3	975	0	0	0	0	0	0	0	0
NGOs	0	0	0	0	1	432	0	0	0	0	0	0	0	0
Others	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	2	70	0	0	6	1839	0	0	0	0	1	160	0	0

A*: Product promotion

B*: Advertiser image

C*: Issue provoking

AB*: Product/Advertise image

BC*: Issue provoking and advertiser image

AC*: Product/Issue provoking

ABC*: Product/Advertiser/Issue provoking

Table 4: Dawn January 1st -8th 2006 Direction wise Public service advertisements

Direction	A*		B*		C*		AB*		AC*		BC*		ABC*	
	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space
Advertiser														
Government	0	0	0	0	0	0	0	0	0	0	0	0	0	0
International	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Companies														
National	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Companies														
Media	0	0	0	0	2	432	0	0	0	0	0	0	0	0
NGOs	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Others	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	2	432	0	0	0	0	0	0	0	0

A*: Product promotion

B*: Advertiser image

C*: Issue provoking

AB*: Product/Advertise image

BC*: Issue provoking and advertiser image

AC*: Product/Issue provoking

ABC*: Product/Advertiser/Issue provoking

The figures in table 4 illustrate that government, international companies, national companies and NGO's did not publish a single ad on earthquake issue in January 1st to 8th in "Dawn". Media published 2 ads with the space of 432cm, to provoke the issue in the mentioned month in said daily.

Table 5: The Nation October 9th – 31st 2006 Direction wise Public service advertisements

Direction	A*		B*		C*		AB*		AC*		BC*		ABC*	
	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space
Advertiser	0	0	0	0	13	1063	8	801	0	0	0	0	0	0
Government	0	0	0	0	1	108	0	0	1	108	1	108	1	33
International Companies	2	84	0	0	6	429	0	0	0	0	4	164	2	218
National Companies	0	0	2	216	10	736	0	0	0	0	0	0	0	0
Media	0	0	1	60	4	143	0	0	0	0	0	0	0	0
NGOs	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Others	2	84	3	276	34	2479	8	801	1	108	5	272	3	251
Total														

A*: Product promotion

B*: Advertiser image

C*: Issue provoking

AB*: Product/Advertiser image

BC*: Issue provoking and advertiser image

AC*: Product/Issue provoking

ABC*: Product/Advertiser/Issue provoking

The figures in table 5 illustrates that the government published 13ads with the space of 1063cm to provoke the issue, 8 ads with the space of 801to promote the product image with also their own image in the whole month of October in “The Nation”. Similarly, international companies published 1 ad with the space of 108cm to provoke the issue. National companies’ published 6 ads to provoke the issue with the space of 429cm. Media published 10 ads with the space of 736cm on earthquake issue. NGO’s published 4 ads to provoke the issue with the space of 143cm in the said month in mentioned daily.

The figures in table 6 illustrate that the government published 4 ads with the space of 436 cm to motivate the public in “The Nation” for the month of November. International companies published 1 ad to provoke issue with space 160cm, national companies published 1 ad to promote their product and 9 ads with the space of 590cm for the cause. Media published 1 ad with the space of 110cm to provoke the issue for the said month in mentioned daily. NGO’s did not publish any ad in said month.

Table 6: The Nation November 2005 Direction wise Public service advertisements

Direction	A*		B*		C*		AB*		AC*		BC*		ABC*	
	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space
Advertiser														
Government	0	0	0	0	4	436	0	0	0	0	0	0	0	0
International	0	0	0	0	1	160	0	0	0	0	0	0	1	0
Companies														
National	1	60	0	0	9	590	0	0	0	0	0	0	0	0
Companies														
Media	0	0	0	0	1	110	0	0	0	0	0	0	0	0
NGOs	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Others	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	1	60	0	0	15	1296	0	0	0	0	0	0	0	0

A*: Product promotion

B*: Advertiser image

C*: Issue provoking

AB*: Product/Advertise image

BC*: Issue provoking and advertiser image

AC*: Product/Issue provoking

ABC*: Product/Advertiser/Issue provoking

Table 7: The Nation December 2005 Direction wise Public service advertisements

Direction	A*		B*		C*		AB*		AC*		BC*		ABC*	
	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space
Advertiser														
Government	0	0	0	0	0	0	0	0	0	0	2	432	0	0
International	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Companies														
National	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Companies														
Media	0	0	1	25	0	0	0	0	0	0	0	0	0	0
NGOs	0	0	0	0	1	0	0	0	0	0	2	0	0	0
Others	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	0	0	1	25	0	0	0	0	0	0	2	432	0	0

A*: Product promotion

B*: Advertiser image

C*: Issue provoking

AB*: Product/Advertise image

BC*: Issue provoking and advertiser image

AC*: Product/Issue provoking

ABC*: Product/Advertiser/Issue provoking

The figures in table 7 illustrate that the government published 2 ads with the space of 432cm to provoke the issue in the whole month of December in “The Nation”.

Similarly, media published 1 ad to promote the image of the organization with the space of 25cm. International and national companies and NGO's did not publish any ad in the mentioned daily in said month.

Table 8: The Nation January 1st -8th 2006 Direction wise Public service advertisements

Direction	A*		B*		C*		AB*		AC*		BC*		ABC*	
	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space
Government	0	0	0	0	0	0	0	0	0	0	0	0	0	0
International Companies	0	0	0	0	0	0	0	0	0	0	0	0	0	0
National Companies	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Media	0	0	0	0	2	220	0	0	0	0	0	0	0	0
NGOs	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Others	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	2	220	0	0	0	0	0	0	0	0

A*: Product promotion

B*: Advertiser image

C*: Issue provoking

AB*: Product/Advertise image

BC*: Issue provoking and advertiser image

AC*: Product/Issue provoking

ABC*: Product/Advertiser/Issue provoking

The figures in table 8 illustrate that government, national and international companies and NGO's did not publish any ad to provoke the issue in the month of January 1st to 8th in "The Nation". Media published 2 ads with the space of 220cm to provoke the earthquake issue in said daily. The figures in table 9 illustrate that government published 22 ads with the space of 2633cm to provoke the issue and published 14 ads with the space of 1367cm to build their own image and also by provoking issue in "The News" in October 2005. International companies published 8 ads with the space of 794cm to emphasis on the sound reasons to help the effected people, 3 ads with the space of 254 to promote their product by utilizing that cast and 5 ads with the space of 533cm to promote image and also the issue in the said daily. Similarly National companies published one direct sale at with the space of 35cm, and published 9 ads to provoke the issue with the space of 1090cm in the said daily. Media published 25 ads with the space of 2455cm to provoke the issue and 4 ads with the space of 233cm to promote the issue and image in the mentioned month. Similarly NGO's published 10 ads with the space of 899cm to provoke the issue and 2 ads to promote the issue and organizational image respectively in the said daily for the whole month.

Table 9: The News October 9th – 31st 2005 Direction wise Public service advertisements

Direction	A*		B*		C*		AB*		AC*		BC*		ABC*	
	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space
Advertiser														
Government	0	0	0	0	22	2633	0	0	0	0	14	1367	0	0
International	0	0	0	0	8	794	0	0	3	254	5	533	0	0
Companies														
National	1	31	0	0	9	1090	0	0	1	110	2	173	0	0
Companies														
Media	0	0	0	0	25	2455	0	0	0	0	4	233	0	0
NGOs	0	0	0	0	10	899	0	0	0	0	2	120	0	0
Others	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	1	31	0	0	74	7871	0	0	4	364	27	2426	0	0

A*: Product promotion

B*: Advertiser image

C*: Issue provoking

AB*: Product/Advertise image

BC*: Issue provoking and advertiser image

AC*: Product/Issue provoking

ABC*: Product/Advertiser/Issue provoking

Table 10: The News November 2005 Direction wise Public service advertisements

Direction	A*		B*		C*		AB*		AC*		BC*		ABC*	
	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space
Advertiser														
Government	0	0	0	0	7	776	0	0	0	0	2	218	0	0
International	0	0	0	0	0	0	0	0	0	0	0	0	2	200
Companies														
National	0	0	0	0	0	0	0	0	0	0	3	276	0	0
Companies														
Media	0	0	0	0	2	218	0	0	0	0	0	0	0	0
NGOs	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Others	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	9	984	0	0	0	0	5	496	2	200

A*: Product promotion

B*: Advertiser image

C*: Issue provoking

AB*: Product/Advertise image

BC*: Issue provoking and advertiser image

AC*: Product/Issue provoking

ABC*: Product/Advertiser/Issue provoking

The figures in the table 10 illustrate that government published 7 ads with the space of 776cm to provoke issue and 2 ads with the space of 218cm for promotion of these issue and image in “The News” for the month of November 2005. Similarly, International companies 2 ads in the space of 200cm to enhance the issue/image and product image in the said daily. Similarly, their national companies published 3 ads with the space of 276cm to promote both issue and the image of the organization. Media published 2 ads with the space of 218cm to provoke the issue. NGO’s did not publish any ad in the said daily.

Table 11: The News December 2005 Direction wise Public service advertisements

Direction	A*		B*		C*		AB*		AC*		BC*		ABC*	
Advertiser	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space
Government	0	0	0	0	1	61	0	0	0	0	0	0	0	0
International Companies	0	0	0	0	1	36	0	0	0	0	0	0	1	0
National Companies	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Media	0	0	0	0	0	0	0	0	0	0	0	0	0	0
NGOs	0	0	0	0	1	60	0	0	0	0	0	0	0	0
Others	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	3	157	0	0	0	0	0	0	0	0

A*: Product promotion

B*: Advertiser image

C*: Issue provoking

AB*: Product/Advertise image

BC*: Issue provoking and advertiser image

AC*: Product/Issue provoking

ABC*: Product/Advertiser/Issue provoking

The figures in table 11 illustrate that government published 1 ad to promote the issue with the space of 61 in “The News” for the month of December 2005. Similarly, international companies published 1 ad for with the space of 36cm to motivate the public. National companies and media did not publish any ad and failed to do so. NGO’s published 1 ad with the space of 60cm for the promotion of the issue in the said daily for the whole month. In the light of these figures it can be concluded that the government published more ads with more space on earthquake issue and followed by international companies and NGO’s by publishing 1 ad both but occupying less space than government.

Table 12: The News January 1st- 8th 2006 Direction wise Public service advertisements

Direction	A*		B*		C*		AB*		AC*		BC*		ABC*	
Advertiser	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space
Government	0	0	0	0	0	0	0	0	0	0	0	0	0	0
International	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Companies														
National	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Companies														
Media	0	0	0	0	2	216	0	0	0	0	0	0	0	0
NGOs	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Others	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	2	216	0	0	0	0	0	0	0	0

A*: Product promotion

B*: Advertiser image

C*: Issue provoking

AB*: Product/Advertise image

BC*: Issue provoking and advertiser image AC*: Product/Issue provoking

ABC*: Product/Advertiser/Issue provoking

The figures in table 12 illustrate that media published 2 ads with the space of 216cm to promote the public motivation in the social cause and did not followed by any other advertiser in “The News” in the January 1st to 8th 2006.

V. Summary and Discussion

The overall analysis of the observed empirical findings in term of no of ads & space gives to the aforesaid of the three major English dailies showed that “The News” took the lead in publishing more ads & more space to the public service ads than the daily “Dawn” & “The Nation”. While the daily “Dawn” has published more ads & denoted more space direct sale ads as compared to daily “The News” & “The Nation”. As it is evident from the data that “Dawn” published ads with space of 2763cm for the month of December 2005 and first eight days of January 2006 while media published more ads with more space for the said period in the same paper. While “The Nation” published 5 advertisements with more space allocated to raise the issue of earthquake.

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