VISUAL ARTS IN INDIAN SOCIETY: SOCIAL ISSUES AND AWARENESS

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Abstract: India is the second largest populated country with diversified culture and social reforms. There are beliefs and faiths in the community. Social issues and awareness about it is a real big task. The awareness campaign through visual media plays very important role. The literate and illiterate people get benefited from the visual campaign. Social issues like racism/caste, social taboos, cleanliness, illiteracy and unawareness of health and diseases, sixty percent population lives in the village for them visual media like poster, wall advertisements, handouts etc. are generally used, where the visuals are strong. There are some issues related to social awareness and directly related to planning for the society, like water conservation, social forestry, conservation of energy resources, these issues are handled by the government and by some nonprofit organization (NGO).The social problem is made aware to the public to find out the solution by awareness campaign. And visual communication is the most effective communication in the public domain. Country like India, the visual campaign for social awareness plays most important role. The polio eradication campaign is an example of the success of the visual campaign.

Keywords*: Visual arts, Social awareness, Change, Emotional appeal*

1. INTRODUCTION

Strategic Design of emotional and visual appeal can make the campaign countrywide successful, this can be proved by studying two case studies,1) pulse polio eradication campaign by government of India and 2) Clean India Mission by Government of India.

Research Problem: How does the running of visual advertising campaign designed to boost the success of campaign.

When consider what creative tactics can help maximize attention, we must concerned not only with how the advertising or other marketing communications put together, but also the creative unit chosen. Unit are such things as the size of a print adverts, or the length of a radio or television commercial. In many ways the creative unit is important in media planning but first and foremost it is a tactical creative decision.

(Cases study no 1) Pulse polio eradication In India: It would be interesting to know about the success of the campaign. The country is declared polio free in 2012. Before 2012 the country was once epicenter of the polio. Government of India really disserves congratulations for its leadership and financial commitments to the polio eradication effort. In India, not only government but non-government organizations have also taken initiatives to conduct vaccination program and encouraged people to support. The parents and the volunteers have supported polio eradication program. The scale of the eradication effort in India is mind-boggling; more than 170 million children under the age of 5 are vaccinated under the polio immunization campaigns conducted twice in the year. Every year, with up to 70 million children in the highest-risk areas vaccinated multiple times in additional special campaigns; all the children under the five year age group were given additional doses of Oral Polio Vaccination irrespective of their immunization status, the whole effort requires nearly a billion doses of oral polio vaccine annually.

In the year 1995 India has taken initiative for (IPPI) Intensive pulse polio immunization. In the year 2002- 2003 most of the campaign was conducted using mass media like television, as the accessibility to the channel TV media was very low in the states specially UP and Bihar, the awareness was very low, but when the mass media channels used more personalized and emotional appeals through advertisements worked well. The most important factor in terms of creative advertising for generating attention in radio and television advertising is the length of the commercial. Attention to both radio and television commercials is directly related to length. This same rule is also applies to print advertising, larger adds tend to attract more attention than smaller adds but not proportionately.

Word and picture influence on attention: The key to attention in print based advertising is the words chosen and the illustration; with broadcast communication it is the initial audio,(words, music) and in television the visuals. The reality of advertising is that people simply are not inclined to pay attention. It is the job of good advertising to draw attention to itself, and so doing communicate quickly at very least good positive brand attitude and resonate with the target audience. Hence *Amitabh Bachcahn, Bollywood* icon and India's most popular celebrity was launched as brand Ambassador and his ads were heard everywhere 10 days before the January and February rounds of Immunization. The emotional appeals through ads were carried on all major national dailies (print media) in 18 languages. Polio *Ravivaar* (one Sunday of every month) as parents are at home used to be announced. Before 2003, radio was the prime mode for raising awareness to the remotest of location. After 2003, the focus shifted to television based mode and celebrities were promoted as brand awareness to influence the mass. People were compelled by emotional appeal of ads and posters but no forceful mechanism was used to vaccinate. Before 2002-2003, Campaign did not focused on emotional appeals as much, but after 2003 in order to make campaign effective and to persuade target villagers for their cooperation, various emotional appeals were utilized. After 2002-2003 Campaign posters, advertisements, pamphlets mainly focused on effect of polio drops in making child healthy. Fear appeal mostly used in the advertisement by touching the positive messages of communicating consequences of not giving polio drops. And more positive messages were communicated through posters stating importance of two drops of life. Polio drops were popularized as **'two drops of life'**. UNICEF brought *Bollywood* celebrity *Amitabh Bachchan*, India's most popular celebrity actor to impose **anger appeal** to those parents who have not yet taken their child to polio booth. His advertisement appeared in four TV spots, with a similar recording for four radio spots, duplicated into 18 languages. Anger appeal was shown as follows:

Spot 1: "Bring your children to the booth" showed the charismatic father figure walking up to a nearly empty booth. He asked the audience angrily: "Why have you stopped coming?

This question to the parents also appeal and expects their support to the polio campaign. This strategy is used to communicate directly to the audience when they watch advertisement on television media or see the poster.

Spot 2: "Why polio keeps coming back" – *Amitabh Bachchan* looked at a wall plastered with polio posters, and pointed to the audience disapprovingly. "Polio keeps coming back because you don't vaccinate your children anymore," and urged them to not listen to rumors. This visual again appeals the same to fight together with the polio by moving to the nearby vaccination booth to vaccinate the child.

Spot 3: "Pulse Polio Immunization is for everyone." – opened with *Amitabh Bacchan* reading a newspaper. He threw it away in disgust and talked to the camera: "The poliovirus knows no bounds, does not discriminate between caste, creed and race. It hurts a Hindu child as much as it hurts a Muslim child. No child should be excluded from polio vaccination; every child in India has the right to be protected from polio disease." As the Indian community is divided into races and castes, this visual also gives social message to fight with polio irrespective of race casts and religious discriminative thoughts in mind.

Spot 4: "Applauding the people who get their children immunized" – opened with the tall, bearded *Bachchan* standing by a booth, facing the camera. "They are doing the right thing by coming back," raising his hand to salute the crowd that was queuing up for polio drops. Each ad ended with the star raising two fingers with the message: "Pulse Polio Immunization, two drops for life,"

followed by the two dates recorded separately on sound. This anger appeal aroused parents because *Amitabh Bachchan* had high credibility among parents of all age. It also increased trustworthiness of the campaign. TV spots were broadcasted four thousand times to over 80 million homes on *Doordarshan* and radio spots were transmitted another thousand times to 54 million homes, including 30 million in rural areas. Following graph shows *Amitabh Bachchan* media spots influence on decision for visit to OPV booth.

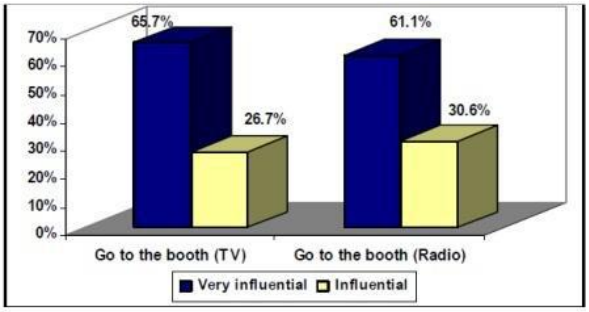

Figure 1 Amitabh Bacchant media spots' influence on decision for visit to OPV booth
Source: TNS Mode/Johns Hopkins University, for UNICEF India

For building trust, Rotary and UNICEF have engaged a number of other celebrities, including *Preity Zinta, Rani Mukherjee, Jaya Bachchan, Hema Malini, Aishwarya Rai, Shah Rukh Khan, Amir Khan, Soha Ali Khan.* Popular national and regional celebrities such as *Farooq* Sheikh and an actor/singer from Bihar – *Manoj Tiwari* – visited and interacted with communities in the toughest refusal areas to garner support for the vaccination program.

2. Visual Research

Emotional appeals through the visual campaign

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Figure 2 Amitabh Bacchant the brand Ambassador of the campaign appealing through the poster those only two drops of every time would help to cure Polio (left); the second appeal by showing the picture of a baby and the question copy asking about the safety of the child. "Is your baby safe from the Polio?"
(Source: UNICEF)

With the financial and all support of government agencies, the polio eradication campaign is proved to be one of the successful campaigns carried out by the government of India with the support of world health organization, UNICEF. But this would have not been successful without the visual appeal. The advertising campaign carried out with role models brand ambassadors and emotional factors through various visual medias.

Figure 3 the poster states that there is only two drops every time will save you from the polio (left); the posters designed for emotional appeal to the parents

Figure 4 promotion of Polio eradication campaign through buses
Source: Polio Booklet 2012, World Health Organization

Rotary 'this close" campaign, indicating that polio is just going to end

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Figure 5
Source: Polio Booklet 2012, World Health Organization

3. (Case study 2) The Clean India Campaign: Visual Appeal

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Government of India has taken initiatives for the clean India campaign, this campaign has taken lead when the symbol of the campaign has been designed, and the symbol is inspired from the symbolic presentation of nation's father mahatma Gandhi, the symbolic representation of Gandhi, his spectacles has been used to create the symbol of clean India Campaign. Gandhi is known for his

clean moment for the country. Shri Narendra Modi, Prime Minister of India launched the Clean India Mission at Rajpath in New Delhi, on October, 2nd 2014. In his speech he proclaimed that a clean India would be the best tribute to Mahatma Gandhi on his 150th Birth Anniversary in 2019. Clean India Mission was launched throughout the country as a national movement. The campaign is made successful by using various slogans and visuals. Making Clean India Mission a mass movement across the nation, the Prime Minister appealed to the people that people should neither litter, nor let others litter. After the independence this is the first time in India people have taken initiative and decided to support Prime minister of the country, by adopting his policy not to litter and not let others litter. The unique idea of this campaign is to invite leading nine personalities to join the cleanliness drive and request each of them to draw nine more personalities into the initiative. By inviting people to participate in the drive, the Clean India Mission has turned into a National Movement. Clean India Movement has brought a sense of responsibility among the people throughout the country.

In order to maximize the likelihood of gaining attention, the communication must pay careful attention to the ways in which the words in headline or sub-headline. Another aspect of how words can influence attention to printed advertising is the length of the headline. If less no of words are used in headline you need not to read it you can just see it and understand. In this campaign the headline used is in National language and very few words are used so it has more retention value. The campaign is launched and communicated in such a way that the students from the schools and colleges have started actively participating in the campaign. They have voluntarily adopted nearby area, villages for cleaning. The citizens now are becoming active participants in cleanliness activities across the nation. Once the dream seen by Mahatma Gandhi about **'Clean India'** has now begun to get a shape. People from different sections of the society have come forward and joined this mass movement of cleanliness. The spread of the prime ministers appeal through the visual and emotional appeals, advertisement on mass media and visual media activated each individual throughout the nation. From government officials to army officers, Cine actors to the sportspersons, industrialists to spiritual leaders, all have lined up for the National work. Millions of people across the country have been day after day joining the cleanliness initiatives of the government departments, NGOs and local community centers to make India clean. Organizing frequent cleanliness campaigns to spread awareness about hygiene through wall advertisements posters, plays, music is also being widely carried out across the nation. As a part of this campaign government of India is aiming to construct 120 million toilets in rural India by 2nd October 2019 to make India an Open-Defecation Free (ODF) country. The World Bank has sponsored and given the technical support to this program. The corporate companies also are taking initiative to build the toilets for the public by adopting villages under their corporate social responsibilities (CSR) activities. To promote this campaign selected public figures like famous players, film stars, singers, artists are chosen as the brand ambassadors. A wide publicity through the posters hoardings, active websites has been given to this campaign the involvement of common public through the advertising campaign and social groups are invited. The cleanliness campaign has been carried out throughout the country by the government officials, ministers and common public. The advertisements are directly connected to the social life of villager living in villages. The major objectives of this mission are to create awareness to sanitation and change people's attitude. The nation want to make it manual scavenging free and make it open defecation free by constructing toilets for households and communities, it also aims at introducing modern and scientific municipal solid waste management practices.

Visual Campaign for Clean India Mission

Figure 6 **s**ymbol: Clean India Campaign (left); Hoarding Design for Clean India campaign

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Figure 7 Indian Prime minister Mr. Narendra Modi working for the clean India campaign

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Figure 8 **p**romotion of the clean India Campaign through Television Chanel CNN IBN (left); participation of Students in the Clean India Campaign rally

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Figure 9 the e toilets are built as a part of Clean India Campaign

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31.83 lakh toilets were built between April 2014 and January 2015. In the states of south India the construction of toilets are at the lead position. Under this program 80 lakh toilets have been constructed as on August 2015, and 10 districts in India are Open-Defecation Free as on 18 March 2016.

4. FINDING AND RESULTS

From the sample Research Questionnaire following are the finding and results and hence concluded

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S.N	% people aware of campaign	% TV Media	% Print Media	% Radio Media	% all media	% of people attraction point by slogan and visual both
Case study 1	100%	90%	70%	65%	85%	80%
Case study 2	100%	80%	90%	70%	90%	90%

Sample size	100
Age group	20-45
Profession	Students , professionals

5. CONCLUSION

The country like India where the growing population is one major challenge for the government, the country is huge with diversified culture, when launch national campaign for the national interest it is very systematically planned and made successful the success of the campaign is not about the financial support and support of the government agencies but it is very important how people are perceiving the campaign and responding it for its success. Both the campaign are successful as in both the cases the strong visual appeal is made and various visual media has been used very effectively to reach to the common public. It may be the population control appeal through campaign or polio eradication campaign or the clean India campaign. People's involvement and support makes it successful and emotional appeal through advertising campaign makes it more appealing and persuasive through visuals.

An online survey has been carried out in which it is proved that the most of the public is appreciating the campaign and have contributing in the campaign people believe that it's not the governments job only but if every individual and the citizen of country contributes then only it will be successful. Government can only support economically to build the toilets in the rural areas and

depute more persons for the actual cleanliness. The visual appeal for the campaign played important role in the mission. Many posters, banners and systematic advertising and persuasive campaign for the drive has played major role. India is united country with diverse culture. With the advent of the technology and available media artist and designer create visuals, reality shows, pictures using their creative and artistic mind for the benefit of the society and ultimately for the country. The campaign of clean India is reached to the corners of the country just because of the spread of media and creative campaign designed for each media. From wall painting to caption writing, poster design to application and blogs on internet the campaign has become successful.

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