**Abstract**

The use of celebrities in all types of advertising is very popular nowadays. Celebrities have the ability to sell any product, service or idea because people follow their style, dressing sense and habits. Celebrities work as source for advertising and the responsibility to attract people is higher when the aim is not to sell products but to change the mind-sets of people through social advertising. Amitabh Bachchan, Aamir Khan, Rani Mukherjee and other celebrities from television and sports field are endorsed in social welfare advertisements. This paper aims to study the content of the seven public service advertisements with celebrities telecasted on TV in detail.

1. **Introduction**

Celebrities are the individuals who are very popular among people. Nowadays, corporate, government or most of the advertisers endorse celebrities in their advertisements. The celebrity plays the role of a source in advertising it is usually believed that if the source is credible in a communication process then the acceptance of message is high. It is usually believed that the celebrities have the power to influence the mind-set of society. According to “Friedman and Friedman”, a celebrity endorser is an individual who is known to public (actor, sports figure and entertainer) for his or her achievements in areas other than that of the product class endorsed.” The celebrity endorsement in advertising is an essential element to make an effective communication between advertisers and consumers. The use of celebrities in all type of advertisements product, service or idea has experienced a phenomenal increase in last 10 years. It has become a trend to deliver social messages by celebrities. According to former Health Minister Anbumani Ramadoss celebrities are important for social messaging as they help establish brand...
connect. Former captain of Indian cricket team Anil Kumble promoted vegetarianism for ‘People for Ethical Treatment of Animals’ (PETA). It is the result of Pulse Polio campaign by Amitabh Bachchan that only one case of polio was reported in India in 2011, as against 741 cases of polio in 2009. In 2008, the tourism ministry appointed Aamir Khan to endorse the campaign Athithi Devo Bhav. The main aim of campaign is to educate to preserve India’s heritage, culture and hospitality. Famous Bollywood actress Vidya Balan is the brand ambassador for Modi govt’s clean India project.

2. Literature Review

Celebrities play the role of a source in the advertisements. From advertising point of view the source has an impact on how well it is received by audience. According to McCracken (1989), a celebrity could be defined as, “Any individual who enjoys public recognition and who uses this recognition when they appear in the advertisement in front of the Consumers.”

The studies of celebrity endorsements in the past 30 years have centered around two broad themes: source credibility and celebrity-brand congruence. Source credibility studies focus on the factors defining the credibility of a celebrity. Credibility of a celebrity has been found to be a major factor influencing consumer attitudes. Research has identified three dimensions of source credibility: attractiveness, expertise, and trustworthiness. There are many studies about celebrities’ impact in advertising. In a study commissioned by the health ministry and UNICEF and conducted by the Social and Rural Research Institute in 2012 found that 73.6 percent guardians with children under the age of five in lower socio-economic categories could recall the polio TV advertisement featuring the star. For an entire year there has been no case of polio reported in the country for the first time since the campaign began. That is fantastic for a country plagued with the disease for years.

In another study of Content analysis of Indian television commercials (1995-2007), it was found that around 64 per cent of the commercials used the implicit mode of celebrity portrayal for different product categories. 558 television commercials (TVCs) were selected featuring a total of 56 celebrities. It was also found that usage of film celebrities was more extensive than sports celebrities in major product categories. Male celebrities dominated the product categories like food and beverage, automobiles, and consumer durables. The female celebrities were featured majorly in beauty products. No distinct association was found between the product categories considered and the mode used for celebrity portrayal.

3. Procedure Of Study

I. Objective of the study
To assess the content of celebrity endorsed public service advertisements.

II. Hypothesis of the study
Celebrity endorsed public service advertisements are centered towards celebrities and do not contain all the aspects of advertising.

III. Research methodology
The methodology adopted for the study is content analysis. The content of the selected advertisements is analyzed in terms of appeals, language, music, slogans and shots.

IV. Sample of the study
A total of seven public service advertisements have been downloaded from you tube downloader.
The selected seven advertisements are about pulse polio, sanitation, immunization, malnutrition, birth registration, emergency contraceptive pill and vote for the best.

### 4. Analysis And Interpretation

The selected seven advertisements have been analyzed one by one. Parameters to analyze the content are as follows-

- Duration of the advert
- Language
- Audio-visual Presentation
- Appeals
- Place
- Slogan/punch line used
- Background
- Style

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Name Of The Advertisement</th>
<th>Celebrity Involved</th>
<th>Duration In Seconds</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pulse Polio</td>
<td>Amitabh Bachchan</td>
<td>42</td>
</tr>
<tr>
<td>2</td>
<td>Sanitation</td>
<td>Vidya Balan</td>
<td>28</td>
</tr>
<tr>
<td>3</td>
<td>Malnutrition</td>
<td>Aamir Khan</td>
<td>65</td>
</tr>
<tr>
<td>4</td>
<td>Birth Registration</td>
<td>Sachin Tendulkar</td>
<td>29</td>
</tr>
<tr>
<td>5</td>
<td>Emergency Contraceptive Pills</td>
<td>Parizad</td>
<td>35</td>
</tr>
<tr>
<td>6</td>
<td>Immunization</td>
<td>Pallavi Joshi</td>
<td>28</td>
</tr>
<tr>
<td>7</td>
<td>Vote For The Best</td>
<td>Aamir Khan</td>
<td>52</td>
</tr>
</tbody>
</table>

The above table shows that all advertisements except one follow the conventional length time of television ads. The best length for commercials has been hotly debated among advertisers for decades. It is typically between 15-30 seconds. All the adverts in the sample are between 28-52 seconds which is average length of the ad.

#### 4.1 Pulse Polio Advertisement

The ad starts with the shot of Amitabh Bachchan standing at a polio booth, a public place and addressing directly to the audience in a very authoritarian way. In the background two ladies are vaccinated the children. The adverts starts with the satirical words of Amitabh Bachchan. He said, “Dhikkar hai hum par, polio ke booth pe itne kam log...kab tak apne ghar baiithe intezaar karte rahenge...kab tak apni zimmedaariyon se mugh modte rahenge...aarre bhai, maa baap to bacho ke liya kya kya nahi karte...do boond jo aapke bacho ko zindagi de sakti hain uske liye tum chaar kadam nahi chal sakte...paanch januaury or 9 february ko polio booth pe jae or apne bacho ko dava pilae...chaliye…please…come on.”

![Image 4.1.1: MID CU of Amitabh Bachchan](image)
The ad is in the form of a speech. Only one character, Superstar Amitabh Bachchan is delivering a satirical speech. He is trying to convince the people to go to polio booth. Advertiser has used Megastar Amitabh Bachchan’s angry young man act for this polio campaign. In the starting he is ordering the people but in the end request is also made in the word “Please”. Music in any form is not used in this advertisement. The language of the ad is Hindi. Two English words ‘please’ and ‘come’ on are used in the end. The conversational word ‘arre bhai’ is used to address the general public. Celebrity appeal is used to attract the audience. Amitabh Bachchan is the brand ambassador of UNICEF (United Nations Children’s Fund) India. The theme of the ad is just to give information about polio day. The shots used in the advertisement are mid close up and close up of celebrity and in the last banner of advertiser is presented. The advertiser has not presented any clear shots of pulse polio vaccination. The whole advertisement is dominated by audio-visual of Amitabh Bachchan.

4.2 Sanitation Advertisement

The ad starts with the scene of a village in which Bollywood actress Vidya Balan is counting the jars of pickle “ek, do,teen, chaar, paanch, cheh panje”. She has worn a typical Saree like Indian villagers used to wear.

Image 4.2.1: CU of Vidya Balan

Image 4.2.2: CU of Girl is sitting with mother

Image 4.2.3: CU of little girl actress

Image 4.2.4: CU of Vidya Balan and girl’s mother
The scene is of rural house. The little girl in school uniform sitting in the neighbourhood house instantly replies “tees”. Vidya says, “dimag to havai jahaj hai tera. Girl instantly replies “Na na raacket, Vidya again says ha ha rocket” . Suddenly the girl starts to go somewhere, Vidya asks the girl, Rocket ji – ‘ kahaan’ humour appeal is used in these dialogues. The girl replies, ‘amma, khet me... aai hai (close up shot of the girl). Vidya Balan by offering some money says to little girl’s mother, “rakh le munni beemaar jo hone wali hai.” Mother surprises to hear. Vidya continues, ‘ khule me shuch karegi to uspe mandrayengi makhniyan. Fir vahi makhnya tere banaye khane pe balth use dooshit karengi aur munni ko bimar ghar pe shauchalaya banva aur istemal kar.’

Celebrity appeal is used. Vidya Balan who worked in the movie The Dirty Picture is a brand ambassador of government’s sanitation campaign. in one of her interview She said “For an actor, what can be a better thing than doing a dirty picture on screen and off screen a clean picture. I think this role will work a lot because we are working on a national movement. Fear appeal is also used in the advertisement. To create the fear in the mind of a mother about the danger of illness for her children is the best appeal to convince her. The advertiser has used celebrity, fear and humour appeal altogether. Three characters are used in the advertisement. One celebrity and the other two are mother and daughter. In the ad, there is Conversation between three characters. So this ad can be considered as an ad of conversational style. The slogan “Shuru karein nirml bharat abhiyan, Jahan soch vahan shauchalaya” is very catchy.

Language is very simple. The whole advertisement is in hindi language. Only one English word rocket is used in villager’s language Raacket. Talk about toilets is usually looked awkward but this ad does not have any element of awkwardness. Three Hindi words – Shauch, Shauchalaya, Dooshit are very nicely produced.. The conversation among three characters- celebrity Vidya Balan, village lady and her daughter is nicely produced. The theme of the ad is interesting and entertaining. The whole ad is in Hindi language. Not even a single word of English language is used. the music is not added in any form in the present advert.

4.3 Malnutrition Advertisement

The ad starts with the scene of a house where a woman is doing her household activities in a typical Indian dress saree. Suddenly his son reaches back from school. (Wide shot of the house)

Image 4.3.1: WS of the house  Image 4.3.2: CU of the little boy  Image 4.3.3: CU of mother's love feelings

The woman asks her son, “Arre aa gaye? Kaisa gaya exam?” The boy starts sobbing……. (mid shot of the boy) the face expressions of the boy tells that he is very upset and has got some problem in school. The boy is in school uniform. The background scene seems to be a house of semi urban area. Then the mother asks
politely, “Kya hua? Arre kya hua?” The mother worries that perhaps he has got some problem during exam. The advertisement shows the conversation between a mother and her son. The boy replies with making big sighs, “Mujhko school me sab budhu budhu bolte rehte hain. Mujhko kuch samajh me bhi nahi aata.” The mother again asks, “Kya! Aaj kal thik se padhai nahi karta?” Till now his mother thinks that he has some problem with study. The boy replies in a sad mood, “Padhai to karta hoon lekin master ji bolte hain ki tu budhu ka budhu hi rahega.” The word “master ji” used by the kid shows that the kid goes to a school in rural or semi urban area because in urban area, students say sir or madam to their teachers. Then mother shows her love to son and consoles him by saying, “Koi mere lal ko kuch nahi kahega. Sabko daantung”. In North India ‘Lal’ word is usually used by mothers to show their love and affection towards kids as used by the mother in this line. The advert shows the gender biased socialization process in Indian society. It shows that mothers are more concerned about the child’s health. Suddenly celebrity Aamir Khan appears on the screen and the background is of mother and son.

Aamir Khan: “Bache ko der se samajh aana. Jaldi thak jaye ya baar baar bimar panda ye sab kuposhan ke lakshan ho sakte hain. Kuposhan yani sahi poshan ki kami”. (Close up of Aamir Khan) with the background picture of kids. “Garbh se leke janam ke pehle do saal bacho me iska sabse zyada khatra hota hai. Aaj desh ka lagbhag dusra bacha kuposhan ka shikar hai yani shareer aur dimag se kanzor. To aaiye milkar kuposhan ke khilaf ek jang ched dein”. The dialogues by Aamir Khan are like a speech. Celebrity appeal is used to convey the message. Bollywood actor, Aamir Khan is most widely used celebrity in social ads. At that time, his movie “Taare Zameen Par” was in lime light in which Aamir Khan helps a child who can’t read due to some psychological problem. The advertiser endorses Mr. Khan so that people can relate the movie and the ad. The movie is for the parents that they should understand the problems of the children inspite of scolding or punish them. This ad is for the parents who are having little kids. Little music is added in the end of the ad. The ad starts with the conversation and ends with a speech. The word “Budhu” is used three times in the whole ad to show the problem of the kid. Fear appeal is also used indirectly in this ad that the nutrition is very necessary for the development in the early ages of life otherwise child will fall sick or society will make fool of him. In the end, the advertisers’ logos are shown. All type of shots used in the advertisement.

4.4 Immunization Advertisements

The ad starts and ends with the inspiring words of Indian film actress, Pallavi Joshi. She is talking about immunization of children.
She says that though she is very busy yet she spends sometime with children living nearby. She is directly addressing the audience that a mother must take her children to nearest hospital for immunization to give them a healthy life. Health is the most important gift that a mother can give to her children. She said, “Bachhe aapke hain to zahir hai zimmedari bhi aapki hai.”

Domesticity is presented here. It is the dominant ideology as it presented the woman as housewife and mother, as she carried out the functions of a wife and a mother. In this advert, mothers are addressed to fulfill their duties to immunize the child.

In the whole advertisement, Close up shots of Pallavi Joshi is presented. It is a single character advertisement. Celebrity and the emotional appeal of advertising are used. The ad is taken place in a house or a house like studio. The words used in the ad are emotional. It is meant for all the parents. The ad is in Hindi language, not even a single word of English language is spoken. There is no music in the ad. Speech style of ad is used. Though it is a very short ad film of just 28 seconds but the speech by the celebrity Pallavi Joshi is enough to attract the audience emotionally. The dress of actress is very simple which is usually worn by Indian ladies.

4.5 Birth Registration Advertisement

The ad is about the necessity of birth registration which people usually forget. The ad starts with the shot of the little girl who is asking about her birth date from her family members. In the starting it appears as the ad about girl child but as the story develops audience comes to know that it is about birth registration.
The little girl curiously asks from her mother, “Maa mera janmdin kab hai.” Mother replies, “Beta faagun me hui thi tu khoob barish ho rahi thi” the innocent face expressions of the little girl shows that she is not satisfied with her mother reply. She asks the same question from other family members but they all give different clues. It means that even the family members of the girl don’t know about her birth date. The background is rural. The mother and grandmother have worn Sarees as rural women used to wear. The father’s dress is also of a farmer. The male voice over (VO) “Kaash inhone bhi birth registration karvaya hota.”

The theme of the ad is interesting. The little girl’s innocent and emotional faces are used by advertiser to deliver the social message. The advertiser uses a little girl as the main role to portray a tug on the heart strings of the audience. Suddenly the master blaster Sachin Tendulkar appears on the screen and says, “Birth Certificate helps in school admission, government job, voter ID card and passport. People can get it free from gram panchayat or health center within 21 days from the birth of child.

“Nanhi si jaan ki pehli pehchaan” The two rhyming words ‘jaan’ and ‘pehchaan’ are used in the slogan. The ad is in mix language. Many English words “school admission, government job, voter ID card, passport, and Birth Certificate are used by Celebrity. Though the log has Hindi words “janam parmaan patra” yet the advertiser use its English meaning to make the ad understandable and convincing. Celebrity appeal is used in the ad to convey the social message.

4.6 Advertisement Based On Vote For The Best

The ad starts and ends with the speech of Superstar Aamir Khan. Bollywood actor is appealing the public to vote an able candidate. He advises the public to give your vote to a candidate who is actually able to govern the government. He said, “Apni beti ka rishta karne se pehle aap kitni baar sochte hain hum…ladka kis khaandaan ka hai…kitna pada likha hai…uska chaal clan theek thaak hai ya nahi…kuch log to jasoosi tak karvatae hain.”

Till this dialogue, nobody can understand what is the ad about? in the next line, He said “lekin jab hum apna desh kisi ke haath mein saunte hain to kya hum itna bhi dhyaan rakhte hain…zara sib hi chchaan been karte hain”.

Image 4.6.1: Hand expression and face expressions of Aamir Khan

Image 4.6.2: Slogan

In the next dialogues he said that people can get the information regarding candidates in the constituency they belong, the information regarding candidates’ education, their involvement in any criminal case byes just sending a message. Emotional appeal is used in combination with celebrity appeal. Aamir Khan makes a solid comparison between the selection of the candidate for voting
and the selection of a boy for your daughter. The theme of the ad is informative, comparative and interesting and is beneficial for all the adults of India. He said, “sms kariye 56070 pe or type kijiye my neta space aapka pin code ya postal code ya phir phone kijiye toll free number 1800110440 pe”. The slogan “Sache ko chune achche ko chune” contains rhyme. The slogan is very short and appealing. This type of ads is time specific because appears only during election time to awake the general public. The ad is in mix language. Any English language words criminal cases, SMS, space, pincode, postal code and toll free number. The phone number is also spoken in English language. The background of the ad is studio. It does not contain any type of music.

4.6 Advertisement Regarding Emergency Contraceptive Pill

The advert gives about of use of birth control pills. This information is very helpful for the betterment of family and to control the population of the country. The ad starts with the film actress Parizad Zorabian’s dialogue, “Kal main badi mushkil mein pad gai jab priya ne Mujhe apni problem batai” from the first sentence no one can understand who is Priya and what is her problem?

In the next shot a lady appears on the screen and said that yesterday she forgot to take birth control pill...she has very small kids. Please tell the way to get rid of this problem. Now the audience realizes that this lady must be Priya who is sharing her problem with Parizad. The ad has elements of both speech and conversation. Parizad replies, “Is mushkil se nikalne ka ek hi rasta hai. Emergency contraceptive pill Yani ECP.” Now she directly turns to audience and said, “Agar Priya ki tarah aapse bhi ye bhool ho jaye to 72 ghanto ke andar ye goli kha lein aur bilkul nishchint ho jayein.Lekin please yaad rakhein ye niyamit garbh nirodhak upay nahi hai aur baar baar lene se hanikarak ho sakti hai.” In the end the advertiser’s logo appears on the screen as in most of ads. The ad is in Hindi language. The Hindi word garbh nirodhak is used two times but it is used so clearly and maturely that it does not look awkward. Two English words problem and emergency contraceptive bill (ECP) are used. Galti (mistake)word is used for not taking precaution during sex because in Indian society, we can’t talk about sex very freely like other countries. The binary oppositions presented are problem/solution in this ad because one lady is telling the problem to the celebrity and the celebrity is giving solution for her problem. Celebrity appeal is used. Fear appeal is used in the dialogue “baar baar lene se hanikarak ho sakti hai”. The background is urban. The ad is shot at Priya’s house and the studio from where Parizad is delivering her speech.

Image 4.6.1: Mid CU of Parizad  Image 4.6.2: Mid CU of Priya  Image 4.6.3: Advertiser’s logo
5. Conclusion
This analysis shows that celebrity advertisements are centered towards celebrities. Main dialogues or speech delivered by the celebrities themselves. Some ads do not contain any other character except celebrity. The ad starts and ends with the celebrity speech. The advertiser logo is presented in each celebrity ad. Music in any form is absent in all the celebrity ads. The advertisers might think that celebrities alone can make their campaign successful. The advertisers also compromise on slogan. Some advertisements are in the form of a speech while others are in the form of conversation. Each celebrity ad in the sample does not have slogan/ tagline which are the main part of a campaign. The background of the celebrity endorsed advertisement depends upon the message it wants to convey. Sometimes fear and emotional appeals are also used in the celebrity appeal. Celebrities are sometimes selected by advertisers just to make the campaign successful. They do not think about the connection between campaign and the image of celebrity. For example, in the ad of birth registration, Sports Celebrity Sachin Tendulkar was selected. It will be more appropriate to select the sports celebrity in the advertisements that provide tips for good health.

6. References