INTRODUCTION

1.1 Prologue

Rural people in India facing several problems such as lack of basic needs and infrastructure, low literacy, lack of awareness, knowledge and skills, poor understanding and thinking, improper utilization of budget, unwillingness in participation of political and development activities, poverty, unemployment, drinking water and sanitation. Rural development is always been the primary concern for any developing country. Central, state and local governments allocate a lot of fund for the enhancement of people who are living in the country side. Rural development totally depends on the programs, schemes and projects which bring about the development in various villages, districts and outskirts. The main significant factor is to reach out the beneficiaries of rural development, the cooperation level and the participation of the rural people in bringing about those developments. After independence India achieved tremendous success in many areas including rural development. But still much is there to do in order to become a developed nation. The closing decade of twentieth century was the opening of historic information and communication technology interventions for development. In India like any other developing nations mass media emerged in order to boost national development which included rural development. Mass media has its own contribution to the field of development communication. With the several limitations like form, reach, access, participation and other socio-economic factors mass media perform significant role to enhance rural development. Within the existing mass communication media public service advertisements are very powerful communication force to create awareness, to persuade for acceptance, to motivate for participation and to enlighten for adoption of new innovations of rural development. Public service advertisements are disseminating the messages of the issues like rural development in general and agriculture, health care, education, environment, drinking water, water conservation and sanitation, food and nutrition, rural housing, employment, empowerment of women and children and other welfare programs in particular. The channel used to reach the above service advertisements is mass communication media such as print (newspaper, magazines, direct mail etc), Broadcast and Electronic (radio, television, cinema, online, audio-visual van, cell-phone etc), outdoor media (billboards, hoardings, posters etc), Indoor displays,
traditional media (folk theatre, folk songs, folk dance, magic shows, puppet shows) and inter-personal communication.

Hundreds of national and state wise rural development programs are taking place in Karnataka. Rural people have tremendous exposure to different kinds of mass media. They are aware of schemes and programs which are beneficial for them through mass communication media in the form of news, views, announcement or advertisements and so on.

The demand for information about services has grown. The mass media play a vital role as the link between government or service providers, advertisement producers and the larger public. Authorities educate and entrust the media with essential development information, which is then relayed to the public in readily accessible formats through a variety of media channels. The mass media helps administrators and policy makers to expand their audience reach, which is crucial considering the fact that face-to-face channels of communication often require too many human resources and reach only a small number of people in large and underserved rural areas.

Reaching out to the beneficiaries of various rural development programs has become a challenging task for the policy makers and administrators in the present times. The mass media public service advertisements in the form of the print, sound, motion pictures are an effective way to persuade target audiences to adopt new behaviors, or to remind them of critical information. More to the point informing the public about new diseases and where to seek help, they can also keep the public updated about welfare and development services.

Public service advertising has been serving as a mechanism for social change and economic growth over the years. It has been instrumental in creating awareness amongst masses on socio-economic themes, seeking their participation in developmental activities and eradication of poverty and social evils.

1.2 Concept of Development

Development is an essential element for effective growth of socio-economic condition of the country. Especially for population who is living in developing nation. The meaning of the term ‘develop’ is to unfold itself or to grow in to a fuller or mature condition, and ‘ment’ stands for instrument of action, an act or process.
S L. Goel (2009) development can be defined as “a process of directed change towards some objectives which are accepted as desirable goals. Development suggests progressive improvements in the living conditions and quality of life enjoyed by society and shared by its members. Development is a continuing process that takes place in all societies”.

The international encyclopedia defines development as “purposive changes undertaken in a society to achieve what may be regarded generally as a different (improved) state of social and economic affairs”. For the development of the country new plans should be undertaken in a society in order to reach desired social progress regarding health care, education, employment, agriculture, environment and so on related to rural living.

Eleventh five year plan stated that development must be inclusive i.e. based on equity and social justice. Development is heart of ruling power in all countries mainly in the developing countries. The entire globe is looking towards the concept of development and no one can be escaped from this because it is a general problem related to every individual, every community and every nation.

Development can be defined as the concept of instrument which is must for the progressive growth of all. It is a situation and condition that changed to further or promoted level which can be called betterment. Development can be personal or non-personal, technological or non-technological and traditional or modern but it is a process of intended change.

1.3 Definition of Rural Development

Rural development is an economic growth, social justice and betterment in the living standard of rural segment by providing adequate and quality socio-economic services and basic facilities which are needed, such as health, education, employment. It is a subject of national development.

The World Bank defines rural development as “a strategy designed to improve the economic and social life of a specific group of people- the rural poor. Rural development involves extending the benefits of development to the poorest among those who seek livelihood in the rural areas. A national program of rural development should include a mix of activities including projects to raise agricultural output, create
new employment, improve health and education, expand communication and improve housing”.

In simple terms rural development can be defined as the process of providing sufficient facilities and concept of creating opportunities for solving problems, to maintain stability and for progressive growth in socio-economic imbalances of rural places.

Rural development can also be defined as helping rural people to set the priorities in their own communities through effective and democratic bodies, by providing the local capacity like investment in basic infrastructure and social services, justice, equality and security, dealing with the injustices of the past and ensuring safety and security of the rural population. Rural development in general can be an actions and initiatives taken to improve the standard of living in non-Urban neighborhood, countryside, and remote villages.

1.3.1 Five Year Plans and Rural Development

After the independence of India, planners decided to pay proper attention to the rural sector. In 1950 the planning commission was setup the frame development plan and several effective Five Year Plans were formulated in the country for effective and proper utilization of the resources. And people participation to achieve intended plan.

During the First Planning Period (1951-56) – it was the exercise of putting the programs together. Several changes taken in the policy frame work for rural development, focused to rising national income and improvement in living standard. Highest priority given to increase agricultural production, around thirty-one percent of the funds was allocated to agricultural sector. Rural valley project was started; plants of irrigation and fertilizers were established, increased food grains production. In relation to achieving socio-economic development and desired changes in rural life a significant program that Community Development Program (CDP) was launched. Through this program a stage was created to rural people to get solution to their common problems. The National Extension Service Program was another attempt during the planning period.
The Second Five Year Plan (1956-61) - Extended the Community Development Program with the objective of to increase national income, rapid industrialization, large employment opportunities and reduction of inequality in income so on. Major schemes established during the second period were Intensive Agricultural District Program, Tribal Area Development program, Village Housing Scheme and Khadi and Village Industries Program.

The Third Five Year Plan (1961-66) - Was named on reduction of poverty and promotion of economic prosperity by encouraging self-employment. During this period states were started to involving in plan preparation. Major rural development schemes of the period were Rural Industries Project, Rural Works Program, High Yielding Variety Program and Applied Nutrition Program. The formation and establishment of Panchayat Raj institution is another major development during the period. Panchayat Raj System is hierarchic rural local government of three-tier system.

During the 1966-69 - Indian government declares a plan holiday and had annual plan instead of Five Year Plan. The term witnessed Green Revolution with introduction of High Yielding Seeds and new chemical fertilizers.

The Fourth Five Year Plan (1969-74) - Had an objective of Growth with Stability and expected to increase national income at the rate 5.5 per annum through the development of agriculture and industries. The major schemes during the period were Crash Scheme for Rural Employment, Drought prone Area program, Small Farmers Development Agency, Tribal Area Development Agency, Pilot Intensive Rural Employment Program; minimum needs program and Command Area Development Program. Minimum need program was centered to provide elementary education, public health facility, drinking water, roads, house sites, rural electrification etc. the programs were revised during the Sixth Five Year Plan.

The Fifth Five Year Plan (1974-79) - Jantha government changed the plan objective as Growth for Social Justice from Growth with Social Justice. Major rural development programs of the period were Desert Development Program, Hill Area Development Program, Special Livestock Production Program, and Food for Work Program and Training for Rural Youth for self employment program.
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**During Sixth Five Year Plan (1980-85)** - Poverty alleviation was the main objective. Strategies built to increase production and productivity, providing marketing services, skill development, and additional employment opportunity with agriculture. Major rural development programs were Integrated Rural Development Program, National Rural Employment program, Development of Women and Children in Rural Area (DWCRA) and the 20 points program.

**The Seventh Five Year Plan (1974-79)** - Witnessed to continue and expand the poverty removing program through the programs of NREP, IRDP, RLEGP and expanding agricultural sector and economy. Major programs of the period were Integrated Rural Energy Planning Program (IREPP), Social Livestock Breeding program, Jawahar Rosgar Yojana with merging NREP, RLEGP, Million Wells Scheme and Indira Awas Yojana.

**The Eighth Five Year Plan (1992-97)** - Aim in the process of economic reforms restructuring with the objectives of providing employment, education literacy, water, health, agricultural growth, infrastructure, transport, communication, energy and so on through sustainable basis.

**During the Ninth Five Year Plan (1997-2002)** - New strategies done to provide basic and extensive facilities with already existed programs and services to eradicate poverty.

**The Tenth Five Year Plan (2002-07)** - Was light upon poverty alleviation, generation of adequate employment, providing of basic services such as water, shelter, income generation, imparting technology and skill up-gradation and programs of institutional reforms for people’s participation. Major schemes of poverty alleviation are Swarnajayanthi Gram Swarozgar Yojana (SGSY), Pradhan Mantri Gramodaya Yojana (PMGY), Sampoorna Grameen Rozgar Yojan (SGRY), Member of Parliament Local Area Development Program, Prdhan Mantri Gram Sadak Yojana, and Rashtriya Sam Vikas Yojana (RSVY).

**The Eleventh Five Year Plan (2007-12)** - Many more implementation done for rapid poverty reduction, Social Justice and Women Empowerment, Science and Technology, Tourism, Transport, Village and Small Enterprises, water resources, Women and Child Development and International economics, education, communication technologies etc.
During the present 12th Five Year Plan (2012-17) - The significant steps are strategies for sustainable and inclusive development in rural area. Major challenges are rural transportation, employment opportunities, development of small and marginal farmers, education and skill development, democratic decentralization, empowerment of women and disadvantaged sections, skill development and financial inclusion of rural youth, training for agricultural labours through public-private partnership. Major schemes are MGNREGA, NRLM housing, Indira Awaz Yojana, NRDWP, PMGSY, TSC program, Aajeevika, Urban Amenities in Rural Area. So the focus area are employment creation, planned spending on agriculture, housing for poor, social security and pension, rural road connectivity, provision for credit at reasonable rate etc.

Several structured and organized media initiatives taking to empower rural populaces by creating awareness and participation, in relation to achieve intended rural development, rich fund has been allocating for the purpose of awareness, motivation and participation of rural people

1.3.2 Constitutional Provisions for Rural Development


Act 14 of 1993.- The Karnataka Panchayat Raj Bill, 1993 seeks to replace the Karnataka Zilla parishads, Taluk Panchayat Samithis, Mandal Panchayats and Nyaya Panchayats Act, 1983 consequent upon the changes proposed in the seventy-second Constitution (Amendment) Bill, 1991. The Bill is to establish a three-tired Panchayat Raj System in the State with the elected bodies at Grama, Taluk and District levels for greater participation of the people and more effective implementation of rural developed programs in the State. And to provide essential services and facilities to the rural populaces through the planning, execution, monitoring and evaluation of development schemes and programs.
The following are the salient features of the Bill

- Establish a three-tiered panchayat system in the State based on the population as ascertained at the last preceding census of which the figures have been published. It envisages elected bodies at all the three levels.
- It provides for reservation of seats in favor of Scheduled Castes and Scheduled Tribes in proportion of their population and for reservation of one-third seats for women at all levels.
- It also provides for reservation of seats and offices of chair persons at all levels for the persons belonging to Backward Classes of citizens.
- It also provides for reservation of offices of chair persons at all levels in favour of Scheduled Castes and Scheduled Tribes and women.
- It also envisages constitution of State Election Commission, the Finance Commission and district Planning Committee.

Provide for the officers who preside over the first meeting of Grama Panchayats, Taluk Panchayats and Zilla Panchayats for conducting elections to the offices of Adhyaksha and Upadhyaksha should also preside over the subsequent meetings convened for filling up the vacancies in the office of Adhyaksha and Upadhyaksha. Restrict the term of office of Adhyaksha and Upadhyaksha of Taluk Panchayat or Zilla Panchayat to twenty months.

Amending Act 29 of 1997 - The State of Karnataka having pioneered the decentralized administration system of Panchayat Raj Institutions in the State by legislating the Karnataka Panchayat Raj Act, 1993 and being earnest in rendering these institutions effective as units of local-self-Government at all tiers, appointed an Expert Committee under the Chairmanship of Sri P.R.Nayak, for the purpose of making suggestions for better administration and functioning of these institutions in the State. The Committee having submitted its report in March 1996, which the State Government accepted, and in contemplation of implementing these recommendations, it is now proposed to bring about comprehensive amendment to the Karnataka Panchayat Raj Act, 1993 to provide for the followings;

- To make the preamble of the Act expressly declare that the Panchayat Raj Institutions should function as units of local-self-Government.
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- To entrust the task of determining the number of elected members, reservation of seats for different categories, delimitation of territorial constituencies, and publication of names of elected members of all the Grama Panchayats to the State Election Commission, an independent body.

- To provide for disqualifying such members of the panchayat institutions who are directly or indirectly involved in the execution of works and supply of goods and services to the Panchayats and who have not provided sanitary latrines for the use of members of their family.

- To explain and provide punishment for the offence of Booth Capturing and to curb the tendency of Government servants acting as election agents, polling agents or counting agents by imposing rigorous penalty.

- To require the Adhyakshas of the panchayats to cause the letter of resignation of members to be placed at the meeting of the panchayat.

- To provide for removal of members of Grama Panchayat for defined misconduct.

- To specify that the election to the office of Adhyaksha and Upadhyaksha of Panchayat Raj Institutions be held, within one month from the publication of names of elected members.

- To provide a measure of stability to the term of office of Adhyaksha and Upadhyaksha of panchayats, by stipulating that a resolution expressing want of confidence in the Adhyaksha or Upadhyaksha of a Grama Panchayat shall not be moved within one year from the date of his election and within one year from the date of the last decision of such a resolution and in the case of Taluk Panchayats and Zilla Panchayats within six months from such dates.

- To make certain functions obligatory on all Panchayat institutions and to specify the functions of the Panchayat bodies operating at different levels.

- To provide for appointment of appropriate Committees by the Grama Panchayats for specific purpose and joint committees for two or more Grama Panchayats for any common purpose.

- To state in necessary detail the consequences of having to divide a Panchayat area into two or more Panchayats, to amalgamate two or more Panchayat areas to constitute one Panchayat and to create a new Panchayat by carving out areas from existing Panchayats and provide that in all such eventualities the
members representing these areas should continue in the interim Grama Panchayat through the remainder of their elected term.

- To effect certain structural changes, namely, to ensure reservation for women and for Scheduled Castes/Scheduled Tribes on the Social justice Committee of the Taluk Panchayat and Zilla Panchayat; to increase the total number of members of the standing committee of the Zilla panchayat from five to seven; and to make the Adhyaksha as the chairman of Finance, Audit and Planning Committee, and the Upadhyaksha as the Chairman of the General Standing Committee.

- To require the Executive Officer and Chief Executive Officer to advice, in writing, the head of the Panchayat which may pass any resolution or take any decision the implementation of which would contravene the provision of any law or the budgetary provisions etc., pointing to the specific provision that is likely to be contravened.

- To require the Panchayats concerned to take follow up action on the report of the inspecting officer made under section 233 within thirty days, and providing for omission to be construed as default in the performance of duty.

- To re-allocate power of certain authorities under the Act by divesting these authorities of their powers and vesting them in other to facilitate better functioning, namely:
  - The Commissioner to be divested of the power of removal of Adhyaksha or Upadhyaksha of a Panchayat, to be vested in the Government.
  - The Commissioner and Chief Executive Officer to be divested of their power under section 253 to be vested in the Zilla Panchayat and Taluk Panchayat respectively.
  - The Chief Executive officer and Commissioner to be divested of their powers under section 237, to suspend the execution of an unlawful order or resolution, of a Grama Panchayat and Taluk Panchayat to be vested in the Adhyaksha of the concerned Taluk Panchayat or Zilla Panchayat, and The Commissioner to be divested of his power under section 268 to dissolve a Grama Panchayat, to be vested in the Zilla Panchayat. To provide appeal against every original order of a Grama Panchayat. To require a Grama Panchayat to consider the development programme.
suggested by the grama shaba at the time of preparing its development plan. To make the Adhyaksha of the Zilla Panchayat the Chairman of the District Planning Committee and the Mayor or president of the Municipal Body having jurisdiction over the Head Quarters of the district, the Vice-Chairman. To constitute a State Panchayat Council to discuss matters relating to the functioning of the Panchayats in the State under the Chairmanships of the Chief Minister and the Minister for Rural Development and Panchayat Raj as Vice-Chairman. To provide for consulting the State panchayat Council before amending schedule I, II or III under the Act, relating to functions of Panchayats. Opportunity is availed also to bring about certain consequential amendments based on functional requirements.

**Functions of Gram Panchayat** - Gram Panchayat shell performs the function by state and central government funds. The roles are providing sanitary and community sanitary, maintain water supply, achieving universal immunization of children, proper sanitation and drainage, ensuring enrollment of children in primary school, good number of street light, maintaining records relating to population, crop census, cattle census, census of people below poverty line and unemployment. There is provision to carrying out health, safety, education, convenience or socio-economic well being.

**Functions of Taluk Panchayat (T.P)** - State and central government provide funds to Taluk panchayats to perform regarding development. Major functions of TP is filing reports of Gram panchayats regarding collection and revision of taxes, rates and fees, payment of electricity charges, enrollment in schools, holding Gram Sabha, progreses of immunization. Taluk panchayat have the following committees: General Standing Committee, Finance, Audit and Planning Committee and Social Justice Committee. The Standing Committee can take decisions relating to establishment matters like communication, building, rural housing, village extension, relief against natural calamities, water supply etc. the executive officer of TP shell supervise and control the execution of all works.

**Functions of zilla panchayat** - Zilla panchayat perform the development functions with the fund provided by the central and state government as specified in schedule III, such functions are establishment of health center, construction relating to drinking water, District Plan Allocation, women empowerment, sanitation etc. it has following
standing committee a) General Standing Committee b) Finance, Audit and Planning committee c) Social Justice Committee d) Education and Health committee e) Agriculture and Industries committee. The Chief Executive Officer shall supervises and controls the many functions.

Eleventh schedule (Article 243G) speak about rural development issues such as Agriculture, including agricultural extension, Land improvement, implementation land reforms, land consolidation and soil conservation, Minor irrigation, water management and watershed development, Animal husbandry, dairying and poultry, Fisheries, Social forestry and farm forestry, Minor forest produce, Small scale industries, including food processing industries, Khadi, Village and cottage industries, Rural housing, Drinking water, Fuel and fodder, Roads, culverts, bridges, ferries, waterways and other means of communication, Rural electrification, including distribution of electricity, Non-conventional energy sources, Poverty alleviation program. Education, including primary and secondary schools, Technical training and vocational education, Adult and non-formal education, Libraries, Cultural activities, Markets and fairs, Health and sanitation, including hospitals, primary health centers and dispensaries, Family welfare, Women and child development, Social welfare, including welfare of the handicapped and mentally retarded, Welfare of the weaker sections, and in particular, of the Scheduled Castes and the Scheduled Tribes, Public distribution system, Maintenance of community assets.

1.4 Development Communication

The process of development communication was introduced to India in 1960s like a dynamic issue for national development. Development communication refers communication which perform significant role in an action of development. It carries out the functions of information, instruction, education and communication for socio-economic development of a person, community, country or globe. Development communication is life blood of society, especially in developing nation. It should be systematic, structured, functional, instructive, thought provoking, motivational and participative. Communication with these characteristics helps to solve the problems related to rural and national development. Development administrators and practitioners should give more attention on communication plan which has significant contribution in the process of development activities.
Mass communication media both traditional and modern engage themselves to enhance the social life of masses. In developing countries like India mass media have grown and developed as an instrument for countries socio-economic development. Mass media have the nature of providing education, information and entertainment to the large number of audience which is not easy with interpersonal communication. Development and communication are two organs of national development like two wings of same bird. Without communication development has not been achieved and without the concept of development there is no greater importance for communication.

Mass communication media provides information for rural development which is part of national development. Public service advertisements as an effective force of development communication perform the role of instruction, education and awareness services in health care, education, agriculture and other rural development issues.

1.5 Media and Development Communication

Development cannot be achieved overnight. In the process of achieving desired development people’s participation is found as an important factor. Participation refers people’s involvement in particular project, scheme, or program. Several social, economic and cultural matters play a major role in India in the process of participation of beneficiaries in the process of development.

People in rural area have limited opportunities for participation in socio-economic activities in the countries like India. Mass media and public service advertisements can perform efficiently to create awareness, and to motivate them to participate and adopt new behaviors of life. Mass communication media is working as an agent for development and providing adequate information which is important for enhancement of public life. But there is lack in efficient reach and access of mass media and public service advertisements in rural area. Content and technology need to be developed for the involvement of rural community in development activities.

Media persuade people to adopt behavior regarding services like health, education, agriculture, environment etc. even entertainment media sometimes used to convey the above services. Advertisements in mass media attempts to persuade people to change their behavior for their own development. Sarabhai V.A. (1969) argued that “in any developing country, one of the prime ingredient of development is the
dissemination of information: information about the new fertilizers, seeds, insecticides, cropping patterns, new goods and services, new living patterns, social services like health education etc. The process of education is basically related to an information dissemination or transfer process. For the rapid and sustained growth of developing countries, the urgent need to disseminate information to the masses is obvious. Mass media are clearly the main components in this system of information transfer. Television is ideal as a medium to convey information and news to the masses. Particularly to the illiterate segment of population on whom such an audio-visual medium would have profound impact”.

Administrators and policy makers, who plan development programs, should plan the techniques to engage beneficiaries who are individuals or group or community in developing activities. There is no society which is not facing the problem of social and economic imbalances. To bring possible changes regarding these problems effective schemes, programs and services are a must. Reaching out target population and persuading them to adopt new way of life is one of the challenging tasks. Mass media and its various communication formats will play a vital role.

1.6 Concept of Advertising

Generally advertising is an economic and social institution. It plays an important socio-economic role in any society. Advertising is an integral part of national socio-economic system. It performs the functions of information, education, and entertainment, persuasive motivational and other services.

The word advertises means, in its simplest form, to give notice, to inform, to notify, or to make known. Nicosia (1974) suggests that there are three components of successful advertising: information, reasoning and emphasis.

Advertising can be defined as a potential tool of communication intended to persuade particular group of population with specific information or message for specific reason or desired goal. Advertisements are usually about product, service or idea and paid by sponsors disseminated through various mass communication channels.

There are two categories found in advertising one is commercial advertisements and another one is public service advertisements. Commercial
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Advertisements are profit oriented service advertisements are cause oriented. Commercial advertisements are used to promote product, service and corporate image but non-commercial advertisement promote social and developmental issues. The media or channel used for both commercial and public service advertisement are the same. Such as newspaper, magazines, television, radio, outdoor and indoor advertisements, direct mail, new media like blogs, websites or social networks.

1.7 Public Service Advertising

Public Service advertising go by many names in US they are called as Public Service Announcements, in UK they are named as Public Information Films, in Hong Kong they are Announcement in the Public Interest, in India they are known as Social Service Advertisements or announcements and Development advertising.

A Public Service announcement or advertisement is a message of public interest communicated by the media with or without charge with the purpose of creating awareness, motivating for behavior and attitude change towards progressive growth.

The Federal Communications Commission (FCC) defines a PSA as "any announcement for which no charge is made and which promotes programs, activities, or services of federal, state, or local governments (e.g., recruiting, sale of bonds, etc.) or the programs, activities or services of non-profit organizations (e.g., United Way, Red Cross blood donations, etc.) and other announcements regarded as serving community interests, excluding time signals, routine weather announcements and promotional announcements".

Public service advertisements (PSAs) as an effective medium of development communication it reaches large number of population. And it is an essential communication force to convey the messages of socio-economic welfare services through mass communication media channels. Public service advertising or Idea advertising is powerful communication tool often used to educate people about issues of health, education, agriculture, women and child development, drinking water and sanitation, environment, population explosion, road safety measures, equal status to women, and many other issues. One of the important Indian communication scholars Keval J Kumar opinioned “The newest term for public service advertising is development advertising. This type of advertisements focuses on social issues such as
family planning, national integration, population, care for aged and disabled, cautious driving, campaigns against alcohol, drugs and smoking. The primary purpose of PSAs is educating people through hard hitting messages. These advertisements do not sell product and services but ideas and messages.”

Public service advertisement can be defined as a message which contains the idea of social cause and essential to enlighten and enhances the life of people especially the disadvantaged by providing useful information. PSAs used to inform, educate and create awareness among masses about several issues like agriculture, food and nutrition, environment, education, health care services, drinking water and sanitation, employment, family planning and welfare, rural development and other welfare programs.

Advertising methods and practice used to promote product and services also used to inform, educate and motivate and to get participation of people in non-profit issues like national integration, pollution, campaigns against alcohol, animal right etc. PSAs which rely on mass media such as newspaper, magazines, radio, television, cinema can be with paid or without paid they may published as media social responsibility.

PSAs are an advertisements published or broadcast on newspapers, magazines, hoardings, radio, and television for the public interest. PSAs are intended to alter people’s attitude by raising awareness about certain issues. Some of the most common topics of PSAs are Health and family welfare, drug abuse and prohibition, blood donation, women and child development, upliftment of girl child, education (adult and primary), child labor, including government schemes and programs for development of sectors like agriculture, housing and poverty, education, health, women and child empowerment, drinking water and sanitation, employment and skill development and so on.

Important welfare messages disseminated through public service advertisements for integrated development of the country’s population are AIDS awareness, consumer protection, safe drinking water, welfare of physically challenged and disadvantaged sections of the society and other social welfare issues. PSAs are produced and distributed by government agencies and departments or by government agencies and NGOs on cooperative basis or private organizations and mass media
institutions. Public service advertising is potentially powerful tool in the effort to address many social services and other social challenges facing this country.

1.7.1 Public Service Advertising as a Medium

The primary purpose of public service advertisements is to reach the target people with the appropriate message. Every message which contains development information should be carried through the proper communication channel. That particular vehicle which carries these messages is considered as public service advertising media. Public service advertising proved that it is a powerful medium or channel for development communication, especially for third world countries. The other media or vehicle of expression used to express these development advertisements are newspaper, magazine, radio, television, film, online, billboards, hoardings, posters, brochure, catalogue, leaflets, folk theater, street drama, exhibitions and so on.

1.7.2 Role of Public Service Advertisement in Rural Development

Communication strategy or media planning is a challenging task in the present era. India is one of the rich countries which have creative, strategic communication planning and media services. Rural environment is different from the urban as a result communicating to target audience in a proper and effective manner is a major challenge for administrators. Rural population need to expose to advanced socio-economic services, in this public service advertisements carry these services to them. Mass media and non-conventional media play essential role in spreading PSAs to rural people. Majority of the advertisements designed to rural people to raise awareness and change attitude for the purpose of rural enhancement.

In the process of public service advertising for rural development it is must to understand rural audience and availability of communication channels. There are two different category of rural audience, one is a raising population of educated, people with high exposure to mass media and another is the illiterate masses, poor and lack of exposure to mass media. In a form of communication of rural service whether national or local the strategy builders should think and act locally. The PSAs reach to the rural people efficiently through conventional media (online, television, radio, press, cinema, outdoor: wall painting, hoarding), non-conventional media (haat and
mela, folk media, video van,), personalized media (word of mouth, interpersonal communication).

Public service advertisements perform several roles in our society: specifically an information role, an economic role, education role, health role, entertainment role and other roles for social welfare. Public service advertising producers and administrators carry out the functions of identifying that which media are most appropriate to reach beneficiaries. These advertise are not only informative but also educative, persuasive, participative.

In India DAVP and Information and Broadcast Ministry provide the publicity requirements of all central and state Government organizations, Government Societies. Depending on the target audience a range of media are used, ranging from the conventional, like newspapers, television and radio channels, or Outdoor publicity such as hoardings, messages on Railway, indoor publicity and so on.

To communicate important social service messages in an effective manner, to empower the lives of the country's rural public PSAs are created and disseminated. The conventional and community media are effectively used to provide services in a professional, responsive and quality-driven manner to rural segment. To raise awareness and create participation and adoption among rural public following themes are focused. The public service advertising holds out a possibility of on-demand access to content of rural development anytime, anywhere, on any communication devices. The true evaluation of mass communication media service advertisement is essential, to give proper direction for administrators and program implementers to continue, to change, to modify, or to crash the scheme or program. In addition, to know the effective communication channel for public service advertisements, to examine the right method of disseminating information about socio-economic issues for rural public.

1.8 Salient Features of Public Service Advertisements

Public Service Advertisements (PSA) are messages used to communicate the development schemes and programs, achievements of the government and issues of public awareness. PSA motivate or persuade people to change behavior and adopt healthy habit to achieve expected development.
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PSA target all section of people like youths, women, children, poor, illiterate or less educated and people of different socio-economic background. PSA target information to specific audience to convey the specific messages.

PSA can reach the large number of audience through different media which is not easy to reach through face to face communication.

Television PSAs are audio-visual by the nature and they can be effectively communicated to the rural people which are essential for the purpose of progressive growth. Television is reaching more than 95% of the country's population so PSA through television can target the people who are living in rural area also.

Public Service Announcements as messages of awareness, messages of instruction, messages of persuasion, messages of motivation, and messages of adoption disseminate the specific information to the right people in the right time with the right purpose to reach intended goal which is related to national development.

Public Service Advertising serves as a bridge between government agencies and general public, public interest group and community to address important issues. In the context of rural development PSA carry the clear information about schemes and services of government related to agriculture, housing and poverty, health, educational up-gradation, women and child empowerment, rural water and sanitation, employment and skill development and awareness programs of social institutions started to empower rural masses. PSAs motivate and guide the rural people to send their children to school, to maintain hygiene and cleanliness, foe women to participate in socio-political activities. Persuade to adopt new agricultural methods to raise agricultural production and to have proper training to get adequate knowledge and skills.

PSA remains bright in future it has proved that it is one of the very viable communication techniques. Development authorities and media should clearly understand that public service advertisements play a significant role in bringing changes in the life of rural populaces. PSA is not only the ultimate solution or a technique so development authorities and media organizations need to employ a combination of mass communication method to address constantly changing audience.
1.9 Significance of the Study

Any Multi cultural society needs socio-economic development for better life. Developing countries like India need rural development to achieve national development. Rural development including agricultural and allied activities supported and funded by the Union and state and local governments. The Budget allocate rich fund to the development of people reside in rural area and many of them who are small and marginal formers. In order to bring changes in the life of rural poor hundreds of schemes and programs started by the state and central government.

The participation of the people in the planning and execution of rural schemes is an essential feature of the movement. Amount has been allocating in establishing the participation of the people. Public Service advertising as an effective medium of communication plays significant role in conveying desired messages to the desired people with desired objective. Public service advertisements in various media like press, radio, television, outdoor media including traditional media provide information about Health, Education, Agriculture, women and child development, employment and skill development, social awareness and so on. It is need to pointed out there has to be greater emphasis on to study the role and impact of the communication method in building up of strong basic livelihood in villages, on strengthening their resources and on providing them continuous guidance, opportunity and experience.

Public service advertising is practiced all over the world to facilitate the implementation of various development programs on the basis of awareness building exercises and participatory communication campaign. These advertisements are intended to convey the relevant ideas and massage to the target audience. The given information should provide knowledge and awareness in effective manner. So there is needed to be taken significant step to evaluate the importance and impact of media and public service advertisements to strengthen rural communication. The present study suggests the suitable communication channel and communication form relating to rural development. These changes and steps enlarge the path of scope of research in the field of Public Service Advertisements and rural development.
1.10 Objectives of the Study

1. To understand the communication media exposure among rural people
2. To study the awareness about Public Service Advertisements among rural people
3. To analyze the awareness of rural development schemes and programs
4. To find out the sources of information for development schemes and programs to the rural people
5. To evaluate the impact of public service advertisements on rural people
6. To examine the opinion of functionaries towards rural development through public service advertisements

1.11 Presentation of the Study

The thesis consists of five chapters. The first chapter that is introduction presents the concept of development, definition of rural development, constitutional provisions and Five years plan for rural development, media and development communication, concept of advertising and Public service advertising, role of Public Service advertisement or announcements in rural development, salient features of Public Service advertisements, significance of the study, objectives of the study, profile of Karnataka and presentation of the study.

The second chapter titled Review of Literature presents the PSAs and media for rural development studies, communication media for agricultural development studies, mass media campaigns for health promotion, information through media for education up-gradation, media contribution for women empowerment and studies centered to social awareness and communication channels for poverty alleviation.

The third chapter namely research methodology consists aim of the study, hypothesis of the study, variables of the study, selection of the study area, selection of respondents, research design, data sources and instruments used for data collection, Statistical methods used for data analysis and operational definitions of the terms used in the study.

The fourth chapter namely data analysis presents demographic features of the respondents, communication media exposure of respondents, knowledge on advertisements category of respondents, awareness of rural development schemes and
programs related to agriculture development, housing and poverty, health development, education, women and child welfare, rural development, employment and skill development, drinking water and sanitation, social awareness. Communication source and impact of PSAs in awareness of various schemes and programs in rural development point of view.

The fifth chapter namely conclusion presents findings of the study, verification of hypothesis, limitations of the study, implications of the study, suggestions for further research, recommendations of the study. The last part of the thesis consist bibliographical references, questionnaire and selected photographs.

1.12 Profile of Karnataka

Karnataka state lines in southwest part of India, In November 1956 state was created and the name was Mysore, in the year 1973 renamed as Karnataka. Geographically state has divided into three parts such as the Coastal or Karavali, The Hilly Zone or Malenadu and the Plains or Bayaluseeme. For the administration and revenue purpose state has further divided into 30 districts, four revenue divisions such as Bangalore division includes the districts Bangalore Urban, Bangalore Rural, Chikaballapura, Chitradurga, Davanagere, Kolar, Ramanagar, Shimoga, Tumakuru, Mysore division has Chamarajanagar, Chikmaglur, Dakshina Kannada, Hassan, Kodagu, Mandya, Mysore, Udipi districts, Belgam division with Bagalkot, Belgaum, Bijapur, Dharwad, Gadag, Haveri, Uttara Kannada. Kalaburgi division with Bellary, Bidar, Kalaburgi, Koppal, Raichur, Yadgiri. And there are 176 taluka, 745 hoblies and 29390 villages. Kannada is the language of official and widely spoken. The administration in each district is headed by a Deputy Commissioner, who belongs to the Indian Administrative Service; he also gets assistance from officers from the Karnataka State Services.

In India Karnataka is the ninth populated state with the population of 61.2 million, 31.1 million (50.8%) are male and 30.1 (49.2%) female (census of India 2011) hardly two-third of them are living in rural area. Neighboring states in north and north-west are Maharashtra and Goa, in East Andhra Pradesh and Telangana, in South and South-East Kerala and Thamilnadu.

Karavali covers the districts Dhakshina Kannada, Udipi and Uttara Kannada. It is narrow strip between Arabian Sea and Western Ghats and it characterized heavy rainfall. Coffee, coco, rubber, coconut and paddy are the main crops.
Malenadu covers Kodagu, Chikkamagalur, Shimoga, and some parts of Uttara Kannada. Forty three percent of forest belongs to these districts. Coffee, pepper, cardamom, and rubber are the significant crops.

Bayaluseeme has open space with many large rivers that rise in the Western Ghats flow towards East and join the Bay of Bengal. These districts categorized as northern and southern part of districts. In the northern districts River Krishna is the main source of irrigation along with its tributaries Bhima, Ghataprabha, Malaprabha and Thungabhadra rivers. In the southern part River Kaveri, Kabini, and Hemavati are the main source for irrigation and drinking water.

Agriculture is the main activity in the state, as it has 10 agro-climatic zones. They are, north-Eastern Transition, North-Eastern dry, Northern Dry, Central Dry, Eastern dry, Southern dry, Southern Transition, Northern transition, Hilly and Coastal Zones. These zones were created based on rainfall pattern-quantum and distribution, soil types, texture, depth and physio-chemical properties, elevation, topography major crops and type of vegetation. The variations in agro-climatic zones have their influence on the crop production and agriculture development. Several significant projects, schemes and programs established for the socio-economic development of the rural area with the focus on Agriculture, Education, Health, Food and nutrition, Rural housing and poverty alleviation, rural infrastructure development, employment and skill development etc. to increase individual income and strengthen the living condition of the rural people.
Karnataka Map Indicates Districts
1.13 Summary

The mass media helps development communicators to expand their audience reach, which is crucial considering the fact that face-to-face channels of communication often require too many human resources and reach only a small number of people in large, underserved rural areas. The mass media provides an important link between the rural residents and vital national information. The mass media, in the form of the folk, publications, radio, and television, cinema outdoor, online are an effective way to persuade target audiences to adopt new behaviors, or to remind them of critical information. Besides informing the public about new diseases and where to seek help, they can also keep the public updated. Television as an effective audio-visual medium it reaches large number of population. And it is an essential communication force to convey the messages of development services through advertisements and other formats. Public service advertising is potentially powerful tool in the effort to address many rural schemes and services development and other social challenges facing this country. In the process of public service advertising for rural development it is must to understand rural audience and availability of communication channels. The primary purpose of public service advertisements is to reach the target people with the appropriate message. Every message which contains development information should be carried through the proper communication channel.