

# **A STUDY OF UTILIZATION OF MEDIA FOR TRAFFIC AWARENESS**

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## **ABSTRACT**

Among the basic needs of the people, after bread, clothes and houses, other essential things are electricity, water and roads. These are the needs without which people's life would be like living in the primitive world. In all of these, there is such a system of roads, through which a person tries to emerge himself as a big competitor in the stream of development, because the movement itself leads to the development ladder, otherwise sitting at home can lead to any development Cannot move forward. Traffic safety rules were made to make the road system strong and safe. The role of media becomes important for maintaining this traffic safety and their compliance, because media is called representative of general public. Media is also known as the bridge between the government and the common man. The role of the media also becomes important because it works with the neutrality of a law and studies it and presents it to the people. The study presented studies the role of media for traffic awareness. Content analysis and survey method have been adopted in this study. Through the study, an attempt has been made to find out how much and why people follow traffic rules. It has also been tried to know from where people get inspiration to follow traffic rules.

**Keywords-** traffic, media, social awareness, advertising, social change.

## **INTRODUCTION**

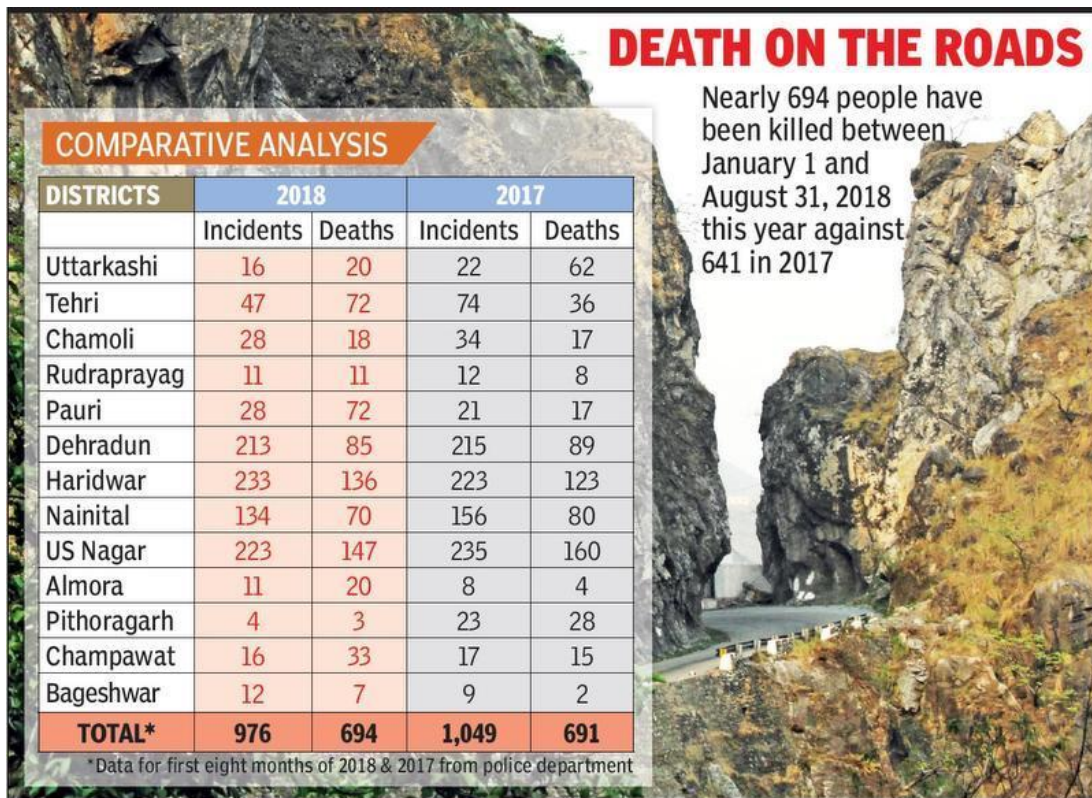
Media is a major medium of communication and performs its function on three levels, News, Views and Advertising. Till now literature has been called the mirror of society, but now advertising is becoming a mirror of society. For example, if you take matrimonial advertisements, they are also going to tell the reality of the changing social environment. The changes in the market can be seen and classified with classifieds and commercial advertising. The advertisements released in the public interest give a clear glimpse into the system and development programs of the government running in the country. A glimpse of change from advertising can be seen from this example. Till two decades ago, there was a lot of demand for brides in government service in matrimonial advertisements. Then came the era of attractive packages from the private sector, then advertisements seeking a government job groom started appearing less. In the first decade of the 21st century, due to the slowdown in the private sector and retrenchment, the demand for brides working in the government sector has increased again. In this way, we see how accurately these advertisements juggle with the changes in society. In fact, if you want to hear the call of change in a society, then read the matrimonial advertisements. In this, the picture of not only the present and future of the society can also be seen. In the same way other advertisements also show the picture of the society with the present and th future. In this case, advertisements issued in the public interest have wide significance, whether it is from the point of view of society or the government. These advertisements not only inspire you to become responsible citizens of the country, but also make you realize your responsibilities and responsibilities.

As soon as the name of the advertisement comes, the mind gets refreshed with the imagination of a colorful world. This is where dreams are sold. When do we have to? What to wear Where to go How to go Etc. Everything has become sponsored by advertising. From waking up in the morning to sleeping at night, we become enamored with his enlightened mind. Under his guidance, we start executing our daily routine. Which tooth paste should we use? What soap should we bathe in? What do we have for breakfast? Which cloth will work to enhance our personality? Which deodorant should we use? When we get out of which vehicle, our credibility will increase in society. Which shoe to use? Which television program would be best suited for us at leisure moments at home? It is all sponsored. Knowingly or unknowingly, we have started operating from the advertisement remote. Media expert Dr. Arjun

Tiwari has said that advertising is an adorable art that keeps the consumer hooked till the money comes out of his pocket. That is, advertisements tie the consumers in their hypnosis, and work to set the direction for them to follow their own way. In other words, it serves to set the agenda for the people living in the society. The nature of public interest advertisements is no different.



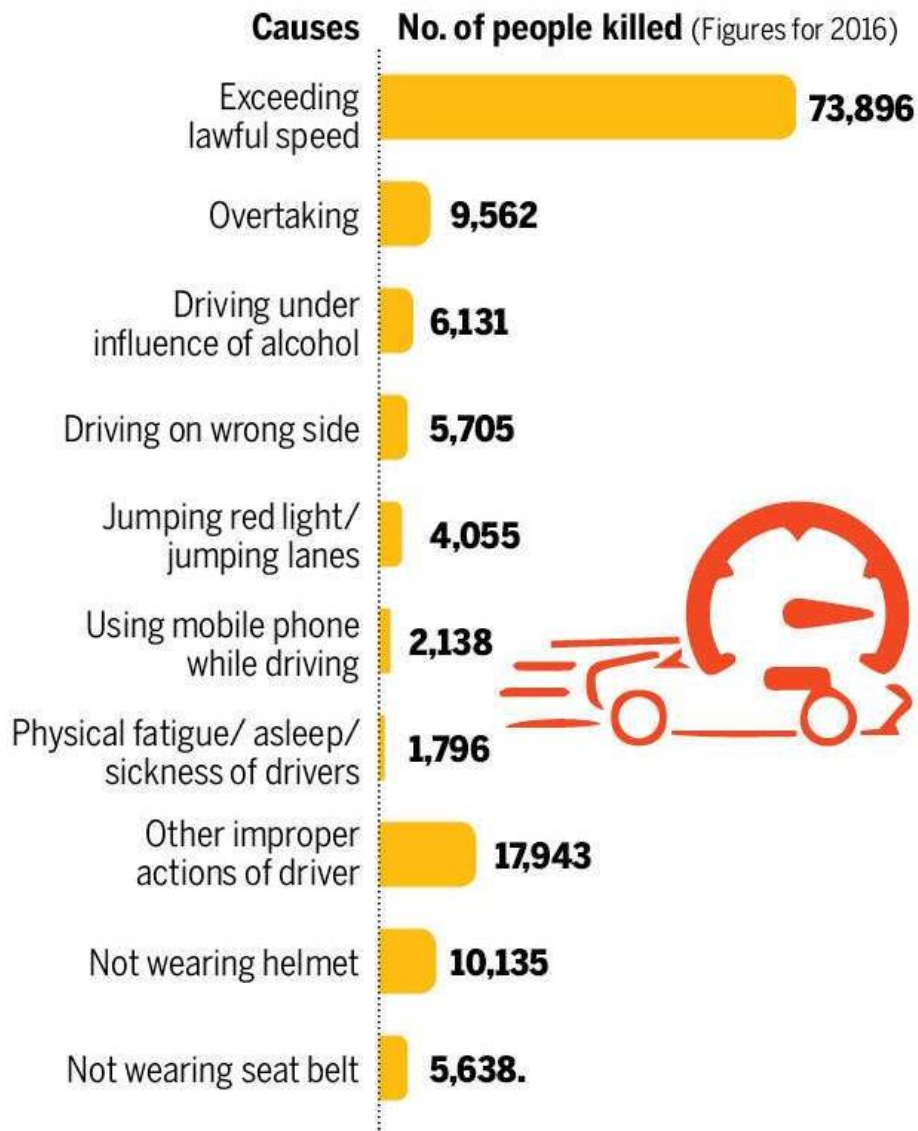
**Figure 1 Road Fatalities in India**



**Figure 2 Road Deaths Comparative Analysis**

Advertising is not only the economic backbone of media groups, but has become an important part of our lives. From the common man to the governments of the Center and the states, it is tied in its entourage. She appears to depend on these advertisements for her public welfare rule. Which plan is in progress? Why is any scheme being run? Why is a plan needed? How much benefit does the general public have in which scheme? Which government should he choose? All the attempts to convince the public through some advertisements can be seen by the advertisers concerned. The research paper presented uses the use of the interview schedule as a tool of data collection to study the impact of advertisements issued in public interest on the students of Indian universities. In this, the universities of Dehradun city have been taken as the demonstration area, especially Doon University Dehradun as the State University. Apart from this, some paradigm units have also been selected as students of about half a dozen universities in Dehradun. Such universities have technical, private, and open.

## OVERSPEEDING THE LEADING KILLER ON INDIAN ROADS



Source: Ministry of Road Transport and Highways

Figure 3- Accidents due to Over Speeding

The size of the illustration has been kept at a total of 500 students, of which Doon University (State University) and Himgiri Zee University have 200–200 students, while the number of students studying from other universities is 100. It consists of students studying in subjects like Bachelors, Masters, PhD and other diplomas and MPhil with various level universities.

The selection of universities and students studying in it has been done on the basis of convenient method of illustration, that is, whatever the student got, his opinion was taken through the schedule. The facts which have come out on the basis of this schedule are presented in this chapter in a sequential manner through the table and graph in question. They have also been analyzed as well.

In the interview schedule, a total of 11 variables i.e. variables such as name, mobile no., Have been taken as personal information of the students. And email IDs have also been taken, but they have not been used in analytical studies. Age, gender, marital status, studying class, concerned university, language of study, caste and religion have been used for the study.

In this way, his views on various issues have been known among students of different educational levels in different universities, among students of different linguistic and caste-religions. For this, a total of 28 questions were put before him. By analyzing the opinion of the students on the basis of percentage, an attempt has been made to know the effect of advertisements issued in public interest and their impact in the behavior of students. A series of analytical studies by means of a table and graph of the questions used in the variable and interview schedule is given below:

1. Presentation through table and graph with number of respondents of various variables on numerical basis:

Table 1

|                               | Age | Sex | Marital Status | Education | University | Language Known | Community | Religion |
|-------------------------------|-----|-----|----------------|-----------|------------|----------------|-----------|----------|
| <b>Total Respondent</b>       | 500 | 500 | 500            | 500       | 500        | 500            | 500       | 500      |
| <b>Percentage of students</b> | 100 | 100 | 100            | 100       | 100        | 100            | 100       | 100      |

Analysis: Information about age, gender, marital status, studying class, concerned university, language of study, caste and religion is taken from each unit out of total 500 examples, which are also depicted through the above table and graph.

2. Table and graphical status of the display units based on age

Table 2

| Age group of the respondent | student number | Percentage |
|-----------------------------|----------------|------------|
| 17-22                       | 199            | 39-80      |
| 23-28                       | 239            | 47-80      |
| 29-34                       | 50             | 10-00      |
| 35+                         | 12             | 2-40       |
| Total                       | 500            | 100-00     |

Analysis: Among the students selected, the maximum age-wise 47.80 percent students are between 23 to 28 years old. After that, there are students aged 17 to 22, which is 39.80 percent of the total performance. 10.00 percent of the students are between 29 and 34 years old, while 2.40 percent of the total examples are 35 years of age or above. This percentage is between all 500 students. In this way, the maximum number of students is between 17 and 29 years, which is 87.60 percent of the total performance.

3. Gender based illustration table and graphical statement

Table 3

| Respondent's gender | student number | Percentage |
|---------------------|----------------|------------|
| Male                | 289            | 57-80      |
| Female              | 211            | 42-20      |
| Total               | 500            | 100-00     |

Analysis: The percentage of students in gender-based demonstration units is 57.80 and the percentage of girls is 42.20. This difference in gender-based paradigms was due to the fact that the method of selection of the paradigm has been taken convenient, due to which the opinion was obtained from whoever got it. Incidentally, there has been a difference of about 15.00 percent in the number of men and women in this process.

4. Presentation through table and graph of reference units on matrimonial basis

Table 4

| <b>Respondent's Marital Status</b> | <b>student number</b> | <b>Percentage</b> |
|------------------------------------|-----------------------|-------------------|
| Married                            | 81                    | 16-20             |
| Unmarried                          | 419                   | 83-80             |
| Total                              | 500                   | 100-00            |

Analysis: If we look at the marital status of the demonstration unit, then out of total 500 students, most are unmarried. The percentage of unmarried students is 83.80 while the percentage of married students is 16.20.

5. Table and graph of demonstration units presenting the educational status of students studying in the university

Table 5

| <b>Respondent's educational status</b> | <b>student number</b> | <b>Percentage</b> |
|--|-----------------------|-------------------|
| <b>Graduate</b>                        | 135                   | 27-00             |
| <b>Post Graduate</b>                   | 266                   | 53-20             |
| <b>PhD</b>                             | 79                    | 15-80             |
| <b>Other</b>                           | 20                    | 4-00              |
| <b>Total</b>                           | 500                   | 100-00            |

Analysis: Different percentage of students studying in different classrooms studying in universities have been extracted. On this basis, 27 percent of graduation level, 53.30 percent of postgraduate level, Ph.D. 15.80 percent of the level and 4.00 percent of the students of other classes have been consulted. Other classes include students studying in PGDM, MPhil, Diploma and Certificate courses.

6. Table and graphical description of universities of demonstration units

Table 6

| <b>Respondent's University</b> | <b>student number</b> | <b>Percentage</b> |
|--------------------------------|-----------------------|-------------------|
| <b>Doon University</b>         | 200                   | 40-00             |
| <b>Himgiri Zee University</b>  | 200                   | 40-00             |
| <b>Other University</b>        | 100                   | 20-00             |
| <b>Total University</b>        | 500                   | 100-00            |

Analysis: One central and one state university located in Dehradun city was selected for illustration, apart from this, students studying in other universities and study centers located in the city have also been consulted. For this, out of the total demonstration unit, 40.00 percent have been taken from Doon University and 40.00 percent from Himgiri Zee University and the remaining 20.00 percent from other universities. Other universities are mainly Graphic Era University, IFCAI, UPES, SGRR, Uttarakhand Technical University etc.

7. Presentation of demonstration units through tables and graphs based on linguistic knowledge

Table 7

| <b>Respondent's language</b> | <b>student number</b> | <b>Percentage</b> |
|------------------------------|-----------------------|-------------------|
| <b>Hindi</b>                 | 135                   | 27-00             |
| <b>English</b>               | 72                    | 14-40             |
| <b>Hindi and English</b>     | 244                   | 48-80             |
| <b>Other</b>                 | 49                    | 9-80              |
| <b>Total</b>                 | 500                   | 100-00            |

Analysis: Out of total 500 illustration units, the percentage of Hindi language students is 27.00 and that of English language students is 14.40 percent. The percentage of such students who have their right on both Hindi and English subjects is 48.80 and the percentage of those who have rights in any other language along with Hindi and English is 9.80. In other languages, examples of students from Urdu, German, Spanish, French, Bengali, Tamil etc. were taken. Most of the students who have knowledge of foreign languages were management students studying international business.

8. Presentation of demonstration units through community based table and graph

Table 8

| <b>Respondent's community</b> | <b>student number</b> | <b>Percentage</b> |
|-------------------------------|-----------------------|-------------------|
| <b>General</b>                | 269                   | 53-80             |
| <b>OBC</b>                    | 74                    | 14-80             |
| <b>SC/ST</b>                  | 157                   | 31-40             |
| <b>Total</b>                  | 500                   | 100-00            |

Analysis: The number of general category students on the basis of community was the highest in the demonstration units. This was due to the absence of specific reservation system in the Muslim community. Most Muslims belonged to the general category. 53.80 percent of the total students were from general category. While 31.40 belonged to Scheduled Castes and Tribes and 14.80 percent belong to backward castes.

9. Presentation of illustration units based on religion through table and graph

Table 9

| <b>Respondent's Religion</b> | <b>student number</b> | <b>Percentage</b> |
|------------------------------|-----------------------|-------------------|
| <b>Hindu</b>                 | 400                   | 80-00             |
| <b>Muslim</b>                | 90                    | 18-00             |
| <b>Shikh</b>                 | 1                     | 0-20              |
| <b>Cristian</b>              | 4                     | 0-80              |
| <b>Other</b>                 | 5                     | 1-00              |
| <b>Total</b>                 | 500                   | 100-00            |

Analysis: Hindu religion was the largest number of paradigm units on the basis of religion, second place was students of Muslim religion. If we look at the percentage of statistics, 80 percent were students of Hindu religion and 18.00 percent were students of Islam. The percentage of students of Christianity was 0.80 percent, while the lowest was 0.20 percent of the Sikh community. Other religions numbered 1.00 percent. Among the other religions, most were Buddhist students.

10. Who is considered most powerful for awareness?

Table 10

| <b>S.No</b> | <b>Answer</b>                     | <b>student number</b> | <b>Percentage</b> |
|-------------|-----------------------------------|-----------------------|-------------------|
| 1-          | <b>Newspaper/magazine</b>         | 95                    | 19-00             |
| 2-          | <b>Television</b>                 | 309                   | 61-80             |
| 3-          | <b>Radio</b>                      | 13                    | 2-60              |
| 4-          | <b>Internet</b>                   | 61                    | 12-20             |
| 5-          | <b>Posters, kiosks, hoardings</b> | 18                    | 3-60              |
| 6-          | <b>Wall writing</b>               | 4                     | 0-80              |
| 7-          | <b>Total</b>                      | 500                   | 100-00            |

Analysis: When the above 6 options were put in front of the students as a powerful medium of awareness, television became the favorite medium of most. 61.10 percent of the students called television as the most powerful medium of advertisements. Second place was the newspaper, which was the choice of 19.00 percent students. The third place was Internet, which was rated by 12.20 percent of the students. It was followed by hoardings, posters and kiosks,

which was liked by 3.60 percent of the students. Whereas only 2.60 students said that in favor of radio media having access to about 95 percent of the country's land. In favor of wall writing, only 4 students i.e. 0.80 percent said that the medium for advertisements was important.

11. Are you familiar with issues of awareness?

Table 11

| S.No | Answer                   | student number | Percentage |
|------|--------------------------|----------------|------------|
| 1-   | <b>Very</b>              | 124            | 24-80      |
| 2-   | <b>A little</b>          | 188            | 37-60      |
| 3-   | <b>Average</b>           | 173            | 34-60      |
| 4-   | <b>Less</b>              | 12             | 2-40       |
| 5-   | <b>Don't know at all</b> | 3              | 0-60       |
| 6-   | <b>Total</b>             | 500            | 100-00     |

Analysis: Awareness issues are reported by most students to be familiar. Only 3 students were not in the know. If we look at the figures, most 37.60 percent are a little familiar. 34.60 percent hold average information. While 24.80 percent have a lot of knowledge about public interest issues, 2.40 percent of the students have very little information. Only 0.60 percent reported ignorance of public interest issues in advertisements. The following is presented through these data graphs.

12. What kind of impact do advertisements issued in public interest have on you?

Table 12

| S.No | Answer  | student number | Percentage |
|------|---|----------------|------------|
| 1-   | <b>Body (helmet, seatbelt, family planning tools, clean water etc.)</b>                           | 47             | 9-40       |
| 2-   | <b>Mental (voting behavior in elections, prevention of infectious diseases, nationality etc.)</b> | 73             | 14-60      |
| 3-   | <b>Social (eradication of dowry, literacy, equality etc.)</b>                                     | 51             | 10-20      |
| 4-   | <b>All of the above</b>   | 329            | 65-80      |
| 5-   | <b>Total</b>  | 500            | 100-00     |

Analysis: Advertisements released in public interest have impacted on students at all physical, mental and social levels. 65.80 percent people expressed their opinion in favor of this. 14.60 percent spoke about mental influence like voting behavior, corruption, nationality and patriotism. 9.40 percent spoke of physical effects. You can see this opinion of students through the graph below.

13. Why do you use a helmet or seat belt while driving?

Table 13

| S.No | Answer   | student number | Percentage |
|------|--|----------------|------------|
| 1-   | <b>Affected by advertisements issued in public interest related to road safety</b> | 143            | 28-60      |
| 2-   | <b>Fear of traffic police</b>  | 27             | 5-40       |
| 3-   | <b>Taking lessons from an accident</b>   | 61             | 12-20      |
| 4-   | <b>All of the above</b>  | 239            | 47-80      |
| 5-   | <b>All of the above</b>  | 30             | 6-00       |
| 6-   | <b>Total</b>   | 500            | 100-00     |

Analysis: Advertisements released in public interest showed the highest impact among students on knowing the reason behind using safety means such as seat belts or helmets while driving. 28.60 percent students said that they use these tools by becoming aware through advertisements. 12.20 percent of the students reported that they adopted these tools after witnessing or facing some mishap in life. 5.40 percent use these tools as soon as they reach the intersections due to fear of traffic police. However, the highest number of 47.80 percent students admitted that they

use these tools for all three reasons, taking lessons from advertising, traffic police and an accident. No one said that they do not use these tools, while 6.00 percent stated in other reasons that they adopt these tools in view of their safety and habits. The graphs showing the same opinion of the students are as follows.

14. Has media helped to overcome social malpractices in the changing global scenario?

Table 14

| S.No | Answer                | student number | Percentage |
|------|-----------------------|----------------|------------|
| 1-   | <b>very much</b>      | 156            | 31-20      |
| 2-   | <b>Average</b>        | 255            | 51-00      |
| 3-   | <b>Very few</b>       | 68             | 13-60      |
| 4-   | <b>off course not</b> | 12             | 2-40       |
| 5-   | <b>do not know</b>    | 9              | 1-80       |
| 6-   | <b>Total</b>          | 500            | 100-00     |

Analysis: In the changing global scenario, media has a major contribution in addressing issues like dowry, untouchability, literacy, casteism, more than 80.00 percent of students strongly testify to this. 51.00 per cent of the students reported having an average impact on these issues, while 31.20 per cent of the students reported having a major impact. The number of people who say a nominal effect was 13.60 percent. 2.40 percent did not show any effect in removing social malpractices, while 1.80 percent of students showed their ignorance in response to this question. These figures are displayed as follows through the graph.

## CONCLUSION

Mass Effect of Media: In the opinion of most students, advertisements released in the public interest are having an impact on students at all physical, mental and social levels. The expenditure on advertisements issued from time to time by various institutions is not going in vain, but it is also succeeding in its objectives. Increasing polling percentage, involvement in campaign against corruption, obeying traffic rules, advocating for issues like equality and literacy, etc. Habits say a lot to explain the impact of these advertisements on youth. Along with safety while driving, the fear of the traffic police also: Publicity of advertisements released in public interest was seen to have the highest impact on students when they knew the reason behind using safety means such as seat belt or helmet while driving their vehicle. Apart from this, his experiences in society have also inspired him to follow the law. From this study, one thing must be denied at present in the matter of road safety that there are many laws in our country, but they are not followed. Even though there is a fear of the traffic police, today the driver of the traffic police is ready to do his duty, the driver does not forget to use the means like helmet or seat belt. This shows the strengthening of traffic laws. From this conclusion it can be said that if there is strong will, then any law of public interest can be fully implemented. Effect of celebrity in advertisements: Effective: One principle of communication is two-step flow. According to this theory, when your celebrity tells you something, then you listen to it carefully and follow it. In the case of advertisements also, the opinion of the students proves the same principle. However, most students have an average impact on the logic of impact. Some students talk about the effect of too much, while some also talk about the effect of too much. Implement other public interest laws such as traffic laws: In the way of traffic safety, the way people follow their safety and law, a new guideline should be set on other subjects. It is necessary to ensure compliance with law in the same way on smoking etc. Punishment should be determined on misleading advertisements: Provision of strict action should be made on misleading advertisers. It has been observed that advertisements are released indiscriminately in spite of ban on commercial such as pornographic, magical. This is often the case with drugs.

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