

THE CHANGING FACE OF PUBLIC AWARENESS CAMPAIGN THROUGH SOCIAL MEDIA

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Abstract

Social media and public awareness campaign have been closely connected with each other. The advance of the social media changed the life style of the people. People are now spending more time on social media than watching television. Social media is undisputedly an extraordinary method of reaching the large number of people and grasping their attention.

Now a day's social media has become the universal denominator of creating public awareness, opinions and ideas for youth. The younger generation of the country using the social media as an instrument for various purposes. In this digital age our young people spending more and more time on the internet. They are using the social media as an effective Instrument in public awareness campaigns. In instances such as Breast cancer awareness, It gets better project (awareness regarding gay teenage boys committing suicide), Mom with love (raising support for mothers), Twitter kids (safe home for children) and Living with HIV awareness campaigns are best example for utilising the social media in a positive way.

The study is an attempt to see how social media playing a vital role in various public awareness campaigns. The increasingly growing networks of social networking sites have afforded a good way for public awareness campaigns. Social media became the new weapon for youths to change the social structure in all over the world.

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Living with HIV and Aids campaign is the best example for achievement of social media and younger generation. Through using the social media USA is success in educate people about the virus and to generate the support for promotion. So, social media is the backbone of public awareness campaign to reach the masses. In today's scenario social media become very essential to realize about certain goals in public awareness campaign.

In a young nation like India social media has revolutionized the public awareness campaigns. It encourages youngsters to actively involved in discuss the social issues of country. Social media is a mouth piece of youths to change the face of society. Through this study we analyze the specific public awareness campaigns that reveal the crucial responsibility in changing the mindset of the people towards the social development.

Introduction:

Man is a social animal. We cannot depart human being from Society. Communication is also an essential part for society and human being to tackle the different problems. That's why the aspect of communication is changing towards the development of the society. Today, the communication is not only restricted to the News paper, Television, Radio, FM and Folk arts. We are in the age of New Media. The new communication technology called social media dominating the field of information, education and entertainment.

The new communication tools called Facebook, Google, Google plus, LinkedIn, Twitter, Word Press, MySpace, Tumbler, Blogger and Wiki these are the most important social media has made its own identification in the present social development. As we know the rapidness of development takes place in various fields of the society. But still the society is not free from certain issues related to the concept of development. The human society facing lots of problems related to health, education, administration, safety, infrastructure, cultural, economic and political oriented subject.

The lack of awareness regarding the above mentioned theme society facing a lot of dilemma. But, now days the fifth estate called 'Social media' involving itself to attentive the people to eradicate these manner of social evils. The public awareness campaigns utilizing the

social media in a positive way to deal with social problems. With little bit of creativity using in public awareness campaign social media grasping the attention of people. and it will market the message by sharing it through different social networks.

In present condition, the improvement of the social media changes the face of the public awareness campaigns. It is become the only powerful and most important means of communication. It is fundamental part of the spreading the social awareness in the worldwide to achieve certain goals for the positive development. Especially the youths are very much attracted towards this fifth estate to share, like, comment, upload activities to strengthening the public awareness campaigns for better future. Finally the moral support in a moral way to involve themselves towards constructive direction which is extremely necessary for good society.

Importance of the Study:

The study is an effort to notice the importance of social media in present circumstances. Social media is cultivated the tendency of community view through involvement. The increasingly upward of using the internet make the people interesting towards the social activities. But it is necessary to study the intensity of public awareness and participation in social activities and public awareness campaigns. Through this study it helps to know the role of social media in organising the people towards public awareness campaigns to reach the destination.

In present days, people are spending more time online than watching TV. Nearly 22% of worldwide internet time now spent surfing social network sites such as Facebook and Twitter. Now there are 750 million Facebook users in worldwide. Twitter also a huge expansion with over 106 million accounts now sending 200 million tweets per day. YouTube is also utilising in a high number with over 2 billion YouTube videos being viewed per day.

So in this scenario, the present incidents are the flaming examples of social media's strapping hold in public awareness campaign. Currently, social media is in the hands of youth. Youth's participation in a social media is more and it is a good for progress. Because, it makes them to realize the fact and learn the exact cause for the problems and get the clarification. In young nation like India changed the mode of public awareness campaign. Through this study we

analyse the specific social media changes face of public awareness campaign in a huge scale of public involvement.

Objectives:

1. To analyse the particular public awareness campaigns that caused for social media revolution.
2. To analyse the impact of social media in these public awareness campaigns.
3. To study the public participation through social media in these public awareness campaigns.

Methodology:

This paper presentation has adopted the case study method, to analyse the public awareness campaigns that were commence through social media and success in organising the large scale of public participation. The paper has addressed several issues related to health, education and awareness in international level that reveals the huge participation of people in succession of public awareness campaigns.

Case study 1: Breakthrough Campaign (Awareness regarding Breast Cancer)

Breakthrough is one of the important awareness public campaigns to know the power of social media and its reach. Breakthrough campaign is working for creating awareness regarding Breast cancer in UK. A thousand of people across the UK working together with a single aim to stop women dying from breast cancer. According to statistics done in UK around 50 thousand women and approximately 400 men diagnosed each year for the cause of Breast cancer.

Here, the social media playing a vital role in creating awareness about this disease. Using these social media Breakthrough breast cancer campaign encourages all women to be breast aware through the concept called 'Touch look check'. It also encouraging woman aged 50 and above to attend 'Free NHS breast screening'. The campaign team also finding new treatments, discovering the causes and promoting early direction through social media to awake the woman's.

Breakthrough campaign made by funding 25% of the breast cancer researching in UK. The campaign ensuring survival rates are among the best in the world by using social media to educating all women to recognise the signs and symptoms of the disease. Approximately an estimation five out of six women diagnosed with breast cancer in England and Wales survive for at least five years.

Here, social media playing a vital role in creating awareness about Breast cancer. With the effective use of social media for campaign around 50,000 women are diagnosed with breast cancer each year in the UK, including around 4,500 in Scotland. Each year, about 5,800 additional women are diagnosed with an earlier from the best cancer, called it as 'Situ breast carcinoma'.

Using social media Breakthrough campaign displaying breast cancer related articles and opinions of patients. It also explaining the risk factors, statistics, genetic formation, radio therapy, drug therapy, signs and symptoms of breast. Lot of followers of these sites awaken the people fighting against Breast cancer. Social media provides further information regarding the healthy guidelines about breast cancer.

Case study 2: To Mama with Love Campaign (raising support for mothers)

To Mama with Love is a good example for very low budget campaign which had a enormous force with the help of social media. To Mama with Love is a mutual online art mission. It respects the mothers all over the world to raise funds to spend in extraordinary women who are renovating our society. The campaign begin on 2010, it has a clear intend of raising funds to support 'MAMAS' in their efforts to assist poor people across the world by giving hope, strength and inspire self belief through education.

The campaign invites the participants through social media to create socially shareable "Heartspaces" that consist of videos, photos and investments in honour of Mamas they love. This campaign emerge as one of the effective campaign in the 2010 list of 4 innovative social good campaigns for education. To Mama with love campaign website makes use of a virtual

scrapbook that the donor can modify using photos, videos and messages which can then be sent as an E-card for mother's day.

It also permit supporter to share virtual scrapbook with friends and family via Facebook and Twitter wide spread exposure to certify. Facebook helping the campaign in giving wide publicity to reach the people in huge number. The campaigns blog giving updates on the improvement and development of the various schemes. The campaign members using Youtube and Flickr to upload videos and photos.

To Mama with Love supports Epic changes mission to increase the visibility and force of grassroots change makers around the world. The money raised will be invested to expand the efforts for extraordinary womens in various feilds. Mama Lucy Kamptoni is one of member. She sold chickens in her Tanzanian village and turned her income into a primary school. That school now surving over 400 children.

Surya Pakzad isan Afghan activist. She is working for the rights of woman and girls. She started the VWO (Voice of woman organisation) to educate girls in Kabul in secret schools under the Taliban. She is also supporting the underprivileged women and children in Afghanistan. So, social media help the Mama with Love campaign to enlarge their attention in creating awareness regarding the women and children education. It is also success in attach the social web to drive attention and investment to grassroots change makers.

Case study 3: It Gets Better Project (Inspiring the Lesbian, Gay, Bisexual and Transgender)

It gets Better Project campaign is one of the most important one in inspiring youth about harassment. It's a mission to communicate and create awareness for Lesbian, Gay, Bisexual and Transgender youth around the world that it gets better. The campaign launched in September 2010 by Dan Savage, a journalist and gay rights activist. This campaign was prompted by large number of gay teenage boys committing suicide. Dan Savage created a YouTube video to encourage hope for young people facing harassment. This will lead a good reply and number of students taking their own lives after being bullied in school. They created a personal way for

supporters everywhere to tell LGBT (Lesbian, Gay, Bisexual and Transgender) youth by effective using social media.

Now It Gets Better Project has become worldwide famous campaign. Through the successful use of social media more than fifty thousand users created videos. It started a positive communication on YouTube; the video quickly turned viral and has now had over 1,553,552 views. The campaign inspired thousands of blog posts and videos. The social network Facebook, YouTube, Twitter, LinkedIn and Myspace used to share the video contributed to its extensive success.

The campaign It Gets Better Project Brings messages of hope to LGBT youth around the world. With the valuable utilisation of social media made a huge success in creating awareness. The works of the campaign globally effect in changing the local communities approach towards the better hope. For the result, the campaign inspired similar one in the UK and it leads to launch It Gets Better Today for the support of LGBT. The campaign also giving legal advice by using social media for LGBT youths. The campaign also providing the information regarding the legal issues both in the court room and community.

The working nature of campaign also appreciated and liked by celebrities, organisations, politicians, activists, and media personalities. The president of Barak Obama and Secretary of state Hillary Clinton also liked the utilisation of social media in creating awareness by It Gets Better Project Campaign.

Findings:

The study explains the importance of social media in creating public awareness. The “Facebook” and “Twitter” made revolutionary change in interlinking the people for a good cause. Social media provides an opportunity to create awareness in a new way. Social media encourage and supporting the public awareness campaign to reach the people.

The main intention of the public awareness campaign is to get response from people on certain issues and involve in effective manner. Therefore, making individual networks through social media is very essential for stimulating the public awareness campaign for better society. Through these series of case studies we have been able to examine how closely related social

media and public awareness campaigns in solving the social matters. Here the public awareness campaigns using dynamically the technology oriented publicity by social media to reach its goal.

Conclusion:

Social media and public awareness campaigns have been closely associated with each other in recent years. In the cases such as Breast cancer awareness, It gets better project (awareness regarding gay teenage boys committing suicide), Mom with love (raising support for mothers), Twitter kids (safe home for children). As a result, it leads to social change over n the nation. Social media removed all the barricades that avoid people from getting the information and awareness.

Using social media in public awareness people are come to know certain issues which are very essential in present days. The social media provide a voice to social organisation to work more effectively for the benefit of society. Not only providing the information it will also encourage the people to participate in the discussion various subjects. Social media can also boost the level of public interaction by giving opportunity for everyone on less friendly levels.

For those uninterested to participate in public awareness campaigns, they have a choice to support the movement through Facebook, Twitter, Blogs, Google plus and other forms of social media. Social media is undeniably a tremendous method of reaching the huge people and grasping their attention. Its increasing attractiveness has changed the way of public awareness campaigns go about targeting the public.

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