



## TO FIND THE CIVIC ISSUES THAT ARE DEPICTED IN VARIOUS OUTDOOR MEDIA PLATFORM

**Ms. Harpreet Kaur Dhandyal<sup>1</sup>, Dr. Pavitar Parkash Singh<sup>2</sup>**

<sup>1</sup> Assistant Professor, Guru Nanak Khalsa College, Matunga, Mumbai, India.

<sup>2</sup> Professor, Mittal School of Business, Lovely Professional University, Phagwara, Punjab, India.

### ABSTRACT:

Civic involvement activities, according to the report, are effective routes for promoting positive youth development. Outdoor advertising, or out-of-home (OOH) advertising, is used for commercial and educational purposes to influence behaviours, spread awareness, and provide utility to the general public.. Outdoor advertising is quite effective at reinforcing brand messages in people's minds. In today's society, outdoor advertising is the most effective way to raise public awareness among youth. Because it cannot be avoided or jammed in the external environment, outdoor advertising is a critical route for reaching urban populations. Civic awareness empowers youth to be well-informed, active citizens' engaged in policy-making and democratic governance. Awareness on Civic issues makes the youth a responsible citizen

.Outdoor Media plays a significant role in educating, informing enforcing 'good and desirable behaviour' among its citizens. The personality of a town or a city gets reflected through the civic sense of the people of that place .The study is under taken to identify various civic issues depicted in Outdoor Media platform in Mumbai. Overall, there were 4 broad categories derived after intense literature review, frequency tabulation and photographs on location, namely 'Road Safety" 'Women & Child Development" 'Health Care' and 'Environment & Cleanliness'. An attempt is made to identify the civic issues that are depicted in various Outdoor Media Platform in Mumbai with Sample size of 200, through a Questionnaire method. Appropriate method of analysis like Measures of Central tendency, Kruskal Wallis Test, Correlation have been used to draw the inference.

**Key words:** Civic issues, Outdoor Media, Civic awareness, Public Service advertising

### INTRODUCTION

Young people's participation in traditional metrics of civic engagement in prosperous democracies, such as voting and political party identification (in the case of young adults), has progressively decreased over the last several decades. Adolescent civic engagement is particularly significant because 1) early civic education and exposure is critical for developing future engaged civic actors, and 2) a sense of socio-political empowerment is linked to young people's self-esteem and well-being. (Cho, A., et al., 2020) A youngster must be aware of the issues of public concern as well as the procedures for expressing opinions and influencing decisions in order to be an effective participant in civic affairs. Youths' knowledge of democratic institutions and values, their knowledge of current events and chances for civic action, their grasp of democratic procedures, and their self-reported concern for social problems are all measures of civic awareness. (Ferrucci,

P., et al., 2020) The IEA Civic Education Study, which surveyed nearly 90,000 14-year-olds in 28 countries on topics ranging from their knowledge of democratic principles to their attitudes toward government to their participation in civic activities, is the most comprehensive cross-cultural examination of civic knowledge or awareness to date (Homana, G. A. 2018). According to the findings, 14-year-olds in most nations have a basic awareness of democratic institutions and values, but this comprehension is often superficial. (Akar, B. 2018). Students with more civic knowledge come from families with more books (a measure of their parents' educational level) and aspire to higher levels of education themselves in practically all countries. Furthermore, schools that model democratic behaviours in the classroom (i.e., create an open environment for addressing topics) are the most effective at promoting civic knowledge among students. (Dekker, H., et al., 2020)

Outdoor ads are advertisements for a product or service that include a message, visual components, and technology delivered to the customer via various channels in public spaces (streets, boulevards, etc.). (Wei, Z., et al., 2021) Advertising is the term for the message it conveys. Because it reaches a bigger audience, outdoor advertising has become the most preferred advertising choice for businesses. At the same time, it is one of the most popular promotional actions, as it is the most recycled and proven to be trustworthy over time. (Stead, M., et al., 2021) Outdoor advertisements are presented in channels, which are locations with varying widths and requirements. This industry, which began in our country with hand-drawn signs or advertisements on buildings using paint, has experienced fast growth and transformation in recent years, particularly with the entry of foreign advertising. (Mustafa, S., & Al-Abdallah, G. 2020)

Governments frequently utilise public campaigns in the media as a commercial communication strategy to reach, inform, and persuade a large audience, as well as to foster specific behaviours. (Hagen, L., et al., 2020) Free-to-air television and radio stations are required by broadcast licence requirements to transmit a specified amount of public service announcements free of charge per hour. Public service advertising can reach a large audience and have a substantial social impact because to the free airtime. Democracy is predicated on citizens who are not only informed about civic issues, but also motivated to participate in official and informal civic activities. (Schulz, A., et al., 2019) Individuals must believe that citizen involvement is necessary and successful in order to be motivated in this way. Thus, among children and teens, civic values include views in the necessity of contributing to the community and society (e.g., community service, voting), as well as tolerance for minority viewpoints. As a result, the current study intends to comprehend the significance of outdoor media in promoting civic awareness among Mumbai's youth through public service advertising.

## **LITERATURE REVIEW**

### **Advertising**

Advertising has assumed its place as a kind of mass communication in today's society, where mass communication is quickly rising in direct proportion to technological, economic, political, and social advancements. Every day, consumers are bombarded with dozens of commercial messages.

It becomes increasingly difficult for advertising messages to reach the target audience and be noticed by the customer at this level of intensity. The most sought-after criterion in this aspect is the advertisement's persuasive. Advertisements that are designed to reach and influence a certain audience affect customers' emotions and thoughts through a variety of appealing messages. (Kadekova, Z., & Holienčinova, M. 2018).

### **Outdoor Advertising**

Out-of-home advertising, Out-of-home media, or simply Outdoor advertising are all terms used to describe OOH advertising. It is a sort of advertising that is displayed outside of the home in public places, while travelling, or while waiting in a place where there is a steady audience. Outdoor advertising refers to creative messages that are shown in fixed (stationary) and mobile (transit-mobile) formats in public spaces. Outdoor advertising environments that stand out from other forms of advertising and grow quickly share certain common characteristics. (Thomas, N., et al., 2022)

"There are four categories of out of home media," according to the OAAA (Outdoor Advertising Association of America), "primarily billboards (hoardings), street furniture, transit, and alternative media." (Datta, D., et al., 2020)

### **Outdoor Advertising Types**

Outdoor advertisements, which are placed in the city's busiest and liveliest areas, such as huge and enormous squares, wide walkways, refuges, pedestrian and vehicle traffic, are called the city's lifeblood, and deliver messages to hundreds of thousands of people throughout the day. Both sides of the 'mini board and paddle board' outdoor advertising channels, which are positioned on wide sidewalks and refuges, are employed. These channels, which are usually used by lights, can be used to hang large-scale advertisements (JACOBS, B. 2019). These communication lines, which are constantly monitored and decorate the city according to a set of rules and time intervals, are also the city's furnishings.

Continuous technological advancements and a diverse range of materials have made it unavoidable for outdoor advertisements to outgrow their current proportions and dimensions. Advertisements, which were previously created by hand workmanship, have become lit, colourful, and 3 (three) dimensional in big sizes as a result of advancements in this industry. Advertising that changed the appearance of the city at night has gained traction thanks to ads that are illuminated with a variety of colours, forms, and sizes. Wall advertising is another sort of outdoor advertising. Hanging advertising with flat and broad surfaces are utilised to display this sort of advertisement, which has been employed since ancient times. (Ananda, R., et al., 2019)

Wall advertising are among the sorts of advertisements that have a strong impact as a visual communication tool in terms of utilisation. Wall advertising, on the other hand, are put on the flat and empty façade of huge buildings in congested sections of the city to communicate with the target audience. Outdoor studies have also shown the impact of advertising on brand recall,

understanding, and persuasion, as well as brand awareness, sympathy, thinking, and purchasing intent. (Nowghabi, A. S., & Talebzadeh, A. 2019).

### **Civic Engagement in India: Past and Present**

Civic engagement is characterised in terms of "ideas of a good society" and "beliefs about how people should act." Civic engagement can be a nonviolent, unpaid, and lawful manner of tackling societal problems and difficulties.' Voting, volunteering, and holding positions of leadership in local communities are just a few examples. Civic involvement in non-political or social forms is thought to boost youth social capital and alleviate skilled labour shortages, boosting the demographic dividend in emerging regions like South Asia. (Krishna, A. 2020)

Communities operate better when youngsters offer their abilities, energies, and ideas to them. Youth are more successful in their own lives. Civic involvement can lessen the risk of corruption and tyranny by limiting the state's power. Meanwhile, participation in politics and civic affairs has an impact on how products, rights, and services are distributed, and those who participate more likely to benefit more from the system. The beneficial results of youth civic involvement and the needs of a developing country like India are a good match. (Cho, A., et al., 2020)

The Ashrama Vyavastha, which interlaced identity, self-development, and social participation, was always subsumed in youth involvement in societal concerns. In terms of civic engagement, India's war for independence is an important historical period that brought together youth from all walks of life for a common cause and saw widespread youth participation. These young people rose to prominence as leaders and inspired the masses to join the national liberation movement. Many young women were attracted to revolutionary ideas at the time, but their participation in the independence struggle was largely secret. They formed secret clubs and exploited their conventional positions to hide a variety of political activities. They'd squat on the bales of foreign cloth, preventing the coolies from moving the product, or they'd hide weapons or provide safe haven for fugitives. (Makaba, I. J. 2018).

Youth civic involvement is one of the primary concerns for youth mobilisation and national progress, according to India's National Youth Policy (2003). Unfortunately, India's youth participation in civic causes is pretty depressing. According to research performed by the Population Council (2006) in six Indian states, young participation in civic and social issues is less than 30%. Women's and girls' participation is disproportionately low. (Trivelli, C., & Morel, J. 2021).

For this poll, 50,848 married and unmarried young men and women were interviewed. Only 15% of young women said they had ever participated in community-led programmes like cleanliness drives, health promotion activities, or festival and national day celebrations. Young men (11%) and women (10) reported being members of organised groups such as self-help groups, sports clubs, and social clubs. In total, just 48% of young men and 23% of young women said they were involved in civil society. According to the study, young participation in civic activities is influenced by their educational level. Civil society participation was higher among young men and women with 6–9 years of education. Unmarried youth were more likely than married youth to

participate in civic activities. The southern states and Maharashtra reported higher levels of civic participation than the northern states out of the six states surveyed. In general, the northern states have poor socioeconomic indices, which, unfortunately, coincides with lower youth civic participation. (Jian, A. 2020).

### HYPOTHESIS FOR RESEARCH

The null and alternative hypothesis is formulated as follows:

H 0 : There is no significant difference among different civic issues depicted on outdoor media. H

1 : There is significant difference among different civic issues depicted on outdoor media.

### RESEARCH METHODOLOGY

Sample size: 200

Sample unit: Govt. employee, Private Job (MNCs/ Corporate/ Business), Academicians, NGOs employee or owners, Journalist, Youth 15 -29 years (as per of definition Government of India Ministry of youth Affairs and Sports). , Employees of Municipal Corporations, Outdoor Media Owners, Opinion Leaders, Unemployed. (20 of each)

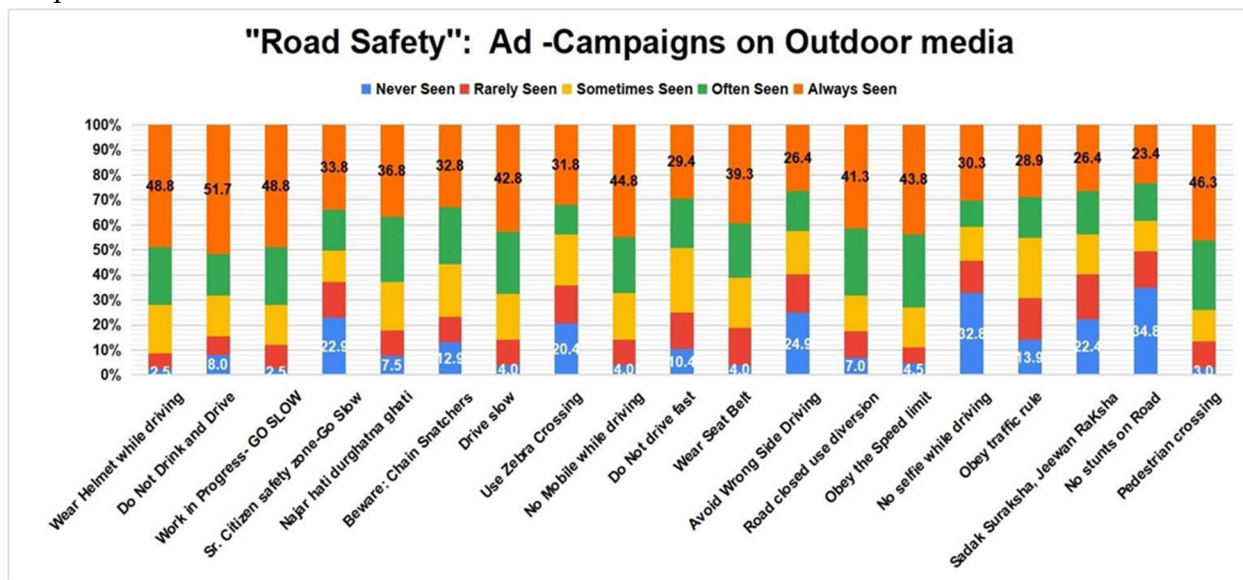
Sampling Technique: Convenience Sampling Data Collection: Questionnaire and Survey

Data Analysis: Measures of Central tendency, Kruskal Wallis Test, Correlation

### RESULTS AND INTERPRETATION:

1) Road Safety Ad -Campaigns Often seen on Outdoor Media platform

Graph 1



From the above graph, it is observed that 2.5% of the respondent have never seen “Wear helmet while driving” and “Work in progress-Go Slow”. 51.7% respondent have always seen “Do not drink and drive” Ad campaign on outdoor media.

The above graphical interpretation of ad campaigns represents the most frequently appeared outdoor ad campaigns. It is represented (as mode) in column 2 of table 1 below.

**Table 1: Descriptive Statistics**

<b>"Road Safety": Ad -Campaignson Outdoor media</b>	<b>Median</b>	<b>Mode</b>	<b>Mean Score</b>
<b>No stunts on Road</b>	Sometimes Seen	Never Seen	<b>2.8</b>
<b>No selfie while driving</b>	Sometimes Seen	Never Seen	<b>2.9</b>
<b>Avoid Wrong Side Driving</b>	Sometimes Seen	Always seen	<b>3.0</b>
<b>Sadak Suraksha, Jeewan RaKsha</b>	Sometimes Seen	Always seen	<b>3.1</b>
<b>Use Zebra Crossing</b>	Sometimes Seen	Always seen	<b>3.2</b>
<b>Sr. Citizen safety zone-Go Slow</b>	Often Seen	Always seen	<b>3.2</b>
<b>Obey traffic rule</b>	Sometimes Seen	Always seen	<b>3.3</b>
<b>Do Not drive fast</b>	Sometimes Seen	Always seen	<b>3.4</b>
<b>Beware: Chain Snatchers</b>	Often Seen	Always seen	<b>3.5</b>
<b>Najar hati durghatna ghati</b>	Often Seen	Always seen	<b>3.7</b>
<b>Wear Seat Belt</b>	Often Seen	Always seen	<b>3.8</b>
<b>Road closed use diversion</b>	Often Seen	Always seen	<b>3.9</b>
<b>Drive slow</b>	Often Seen	Always seen	<b>3.9</b>
<b>No Mobile while driving</b>	Often Seen	Always seen	<b>3.9</b>
<b>Do Not Drink and Drive</b>	Always seen	Always seen	<b>4.0</b>
<b>Obey the Speed limit</b>	Often Seen	Always seen	<b>4.0</b>

<b>Pedestrian crossing</b>	Often Seen	Always seen	<b>4.0</b>
<b>Work in Progress- GO SLOW</b>	Often Seen	Always seen	<b>4.1</b>
<b>Wear Helmet while driving</b>	Often Seen	Always seen	<b>4.1</b>

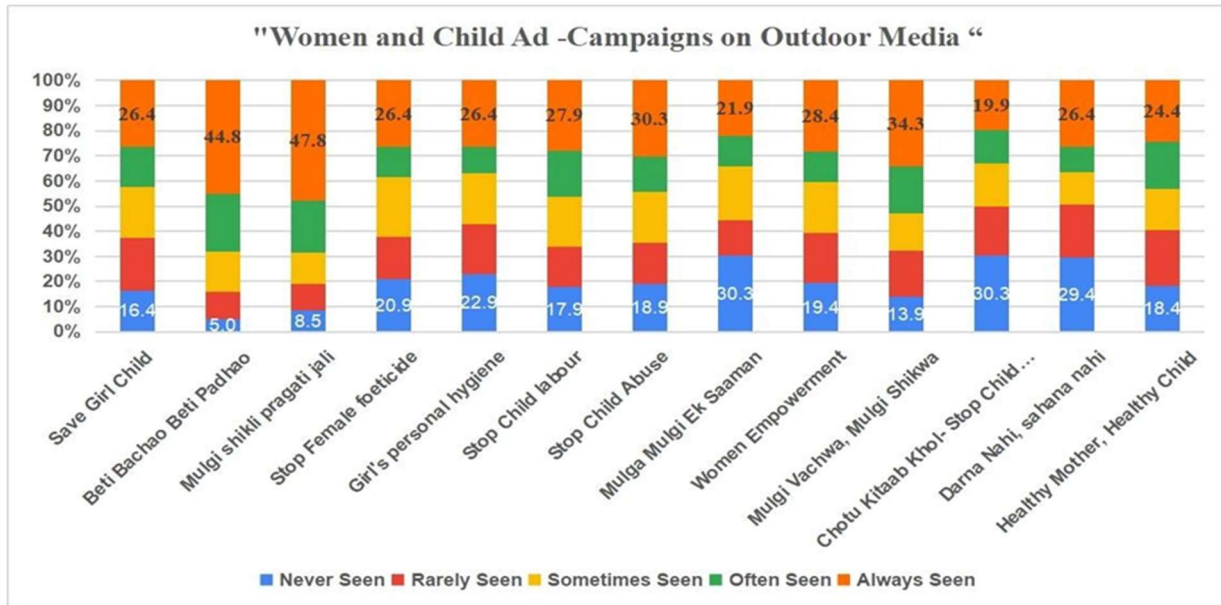
All Road Safety Ad -Campaigns on Outdoor media, except “No selfie while driving” and “No stunts on road” are most frequently ‘Always Seen’ by the respondents.

Road safety campaigns can be defined as purposeful attempts to inform, persuade, and motivate a population (or sub-group of a population) to change its attitudes and/or behaviours to improve road safety, using organised communications involving specific media channels within a given time period . It can have many and multiple purposes, such as informing the public of new or little known traffic rules, increasing problem awareness or convincing people to refrain from hazardous behaviours and adopting safe ones instead.

We can interpret from the above Mode data that out of 19 campaigns people have ‘Always Seen’ 17 campaigns on Road safety. This shows that citizen of Mumbai have ‘Always seen’ most of the Road safety campaigns, except ‘No selfie while driving’ and ‘No stunts on Road.’ This gives us the insight that Government and Non-Government organizations are considering Road safety a very important civic issue and are making strong attempts towards safe behavior on Road through these campaign. Moreover, ‘Wear Helmet while driving’, ‘Work in Progress-GO SLOW’, ‘Do Not Drink and Drive’ have mean score above 4.0, which shows high visibility of these campaigns on road, the location of these outdoor campaign are on main road, on roads with heavy traffic, flyovers, crossings, near traffic lights, near speed breakers and during some construction work on road .The advertisements are attractive, and have fewer words with high appeal. ‘Avoid Wrong Side Driving’ ‘No selfie while driving’ ‘No stunts on Road’ following campaigns has mean score below 3.0, which indicates that these campaigns are not seen all over Mumbai. They are found in few locations, hence the visibility is low among people.

**2) 'Women & Child Development–Ad campaigns Often seen on Outdoor Media platform**

**Graph 2:**



From the above graph, it is observed that only 5% of the respondent have ‘Never Seen “Beti Bachao Beti Padhao” and 30.3% have ‘Never Seen ‘Mulga Mulgi Ek Saaman and Chotu Kitaab Khol-Stop Child Labour’. 47.8% respondent have always seen “Mulgi shikli pragati jali”. The above graphical interpretation of ad campaigns represents the most frequently appeared outdoor ad campaigns on women and Child Development. It is represented (as mode) in column 2 of table 2 below.

**Table 2**

Women and Child Ad -Campaigns on Outdoor media	Median	Mode	Mean Score
Chotu Kitaab Khol- Stop Child Labour	Sometimes Seen	Never Seen	2.7
Mulga Mulgi Ek Saaman	Sometimes Seen	Never Seen	2.8
Darna Nahi, sahana nahi	Rarely Seen	Never Seen	2.8
Girl's personal hygiene	Sometimes Seen	Always Seen	3.0
Stop Female foeticide	Sometimes Seen	Always Seen	3.1
Healthy Mother, Healthy Child	Sometimes Seen	Always Seen	3.1
Women Empowerment	Sometimes Seen	Always Seen	3.1
Save Girl Child	Sometimes Seen	Always Seen	3.1
Stop Child Abuse	Sometimes Seen	Always Seen	3.2
Stop Child labour	Sometimes Seen	Always Seen	3.2

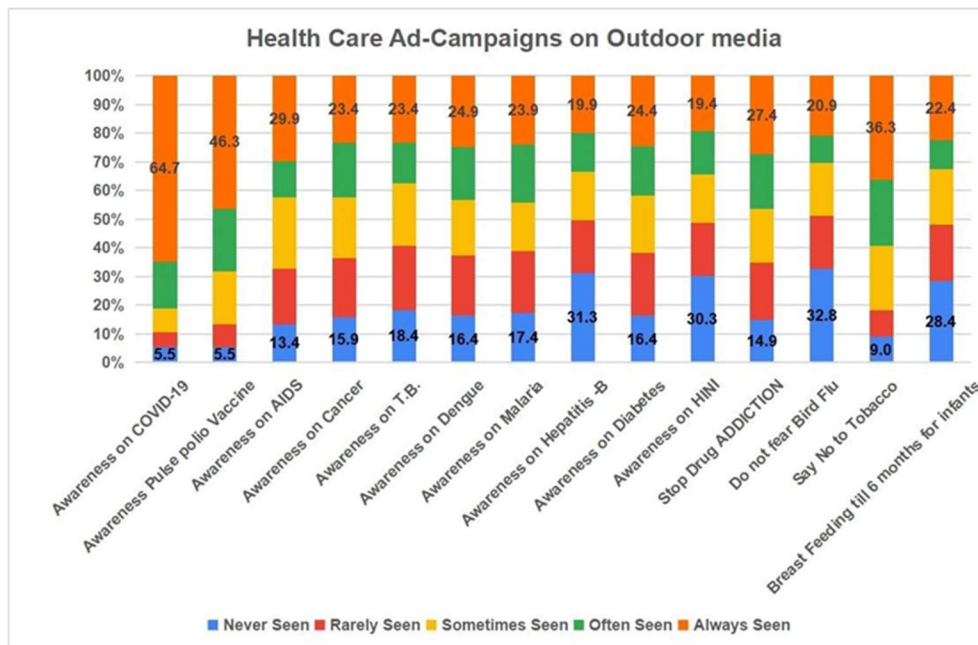


Mulgi Vachwa, Mulgi Shikwa	Ofetn Seen	Always Seen	3.4
Mulgi shikli pragati jali	Ofetn Seen	Always Seen	3.9
Beti Bachao Beti Padhao	Ofetn Seen	Always Seen	3.9

Most of the Women and Child Ad -Campaigns on Outdoor media have been ‘Always Seen’ except “Mulga Mulgi Ek Saaman”, “Chotu Kitaab Khol-Stop Child Labour” and “Darna nahi, Sahana nahi” are most frequently ‘Never Seen’ by the respondent. These campaigns were found in very few locations in Mumbai especially in forms of graffiti and not on billboards, hence these have mean score less than 3, indicating poor visibility on Road. Whereas, “Beti Bachao Beti Padhao” and “Mulga Mulgi Ek saaman” have mean score 3.9 which shows high visibility and most famous ad campaigns on outdoor media, as these are Centre and State funded popular ad campaign seen at various locations like inside auto rickshaw, Bus panels, Sandwich ads on poles, Billboards ,Graffiti etc. There visibility on road is quite high. Thus it can be inferred that with these two popular campaigns there is more awareness on ensuring survival and protection of the girl child and promoting education and participation of girl child among the people

**3) 'Health Care–Ad campaigns Often seen on Outdoor Media platform**

**Graph 3**



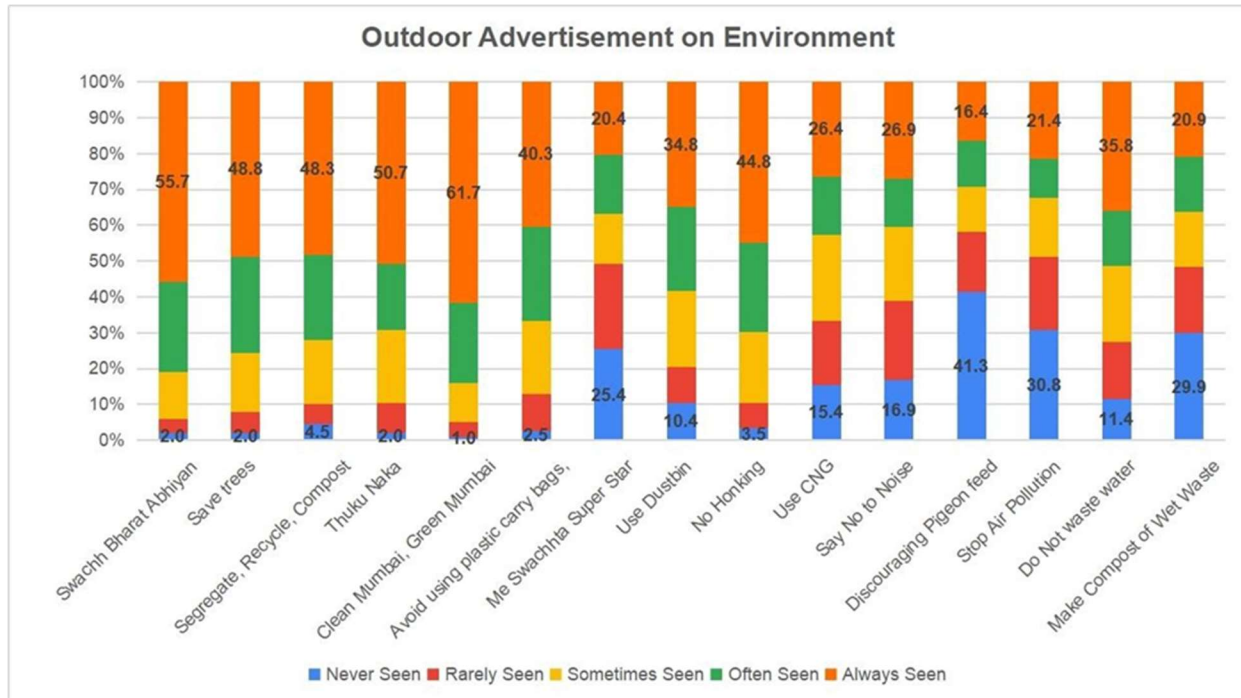
From the above graph, it is observed that only 5.5% of the respondent have ‘Never Seen ‘Ad on “Awareness on COVID-19” and “Awareness Pulse polio vaccine”. 32.8% have ‘Never Seen Ad’ on “Do not fear Bird flu”. Maximum of the respondent have always seen “Awareness on COVID-19”. The above graphical interpretation of ad campaigns represents the most frequently appeared outdoor ad campaigns on Health Care. It is represented (as mode) in column 2 of table 3 below

Table 3

<b>Health Care Ad -Campaigns on Outdoor media</b>	<b>Median</b>	<b>Mode</b>	<b>Mean Score</b>
Do not fear Bird Flu	Rarely Seen	Never Seen	2.7
Awareness on Hepatitis -B	Sometimes Seen	Never Seen	2.7
Awareness on HINI	Sometimes Seen	Never Seen	2.7
Breast Feeding till 6 months for infants	Sometimes Seen	Never Seen	2.8
Awareness on T.B.	Sometimes Seen	Always Seen	3.0
Awareness on Diabetes	Sometimes Seen	Always Seen	3.1
Awareness on Malaria	Sometimes Seen	Always Seen	3.1
Awareness on Cancer	Sometimes Seen	Always Seen	3.1
Awareness on Dengue	Sometimes Seen	Always Seen	3.1
Stop Drug ADDICTION	Sometimes Seen	Always Seen	3.2
Awareness on AIDS	Sometimes Seen	Always Seen	3.3
Say No to Tobacco	Often Seen	Always Seen	3.7
Awareness Pulse polio Vaccine	Often Seen	Always Seen	4.0
Awareness on COVID-19	Always Seen	Always Seen	4.3

From the 14 ad campaigns under study, Only 4 ad campaigns ‘Do not fear Bird Flu’ ‘Awareness on Hepatitis –B’ ‘Awareness on HINI’ ‘Breast Feeding till 6 months for infants’ have mean score less than 3 indicating poor visibility of these ad campaigns on road , whereas Awareness Pulse polio Vaccine & Awareness on COVID-19 have maximum visibility on road. Pulse Polio immunisation campaign established by the government of India for Universal Immunization Program which aimed at 100% coverage. Hence, most of the people have seen the ad on pulse polio and Awareness of COVID-19 was undertaken to minimize the spread of the Coronavirus, the Government of Maharashtra, as well as MCGM authorities, have launched a massive campaign to make citizens aware of the precautions to be taken to prevent the spread of the disease and medical help to the concerned patients through all Outdoor media vehicles specially Bus panels, Billboards, Flex ads etc

**4) 'Environment campaigns Often seen on Outdoor Media platform**  
**Graph 4:**



From the Outdoor Advertisement on Environment graph, only 1% have never seen the Ad on “Clean Mumbai, Green Mumbai” and 41.3% have never seen the Ad on “Discouraging Pigeon feed”. The above graphical interpretation of ad campaigns represents the most frequently appeared outdoor ad campaigns on Health Care. It is represented (as mode) in column 2 of table 4 below

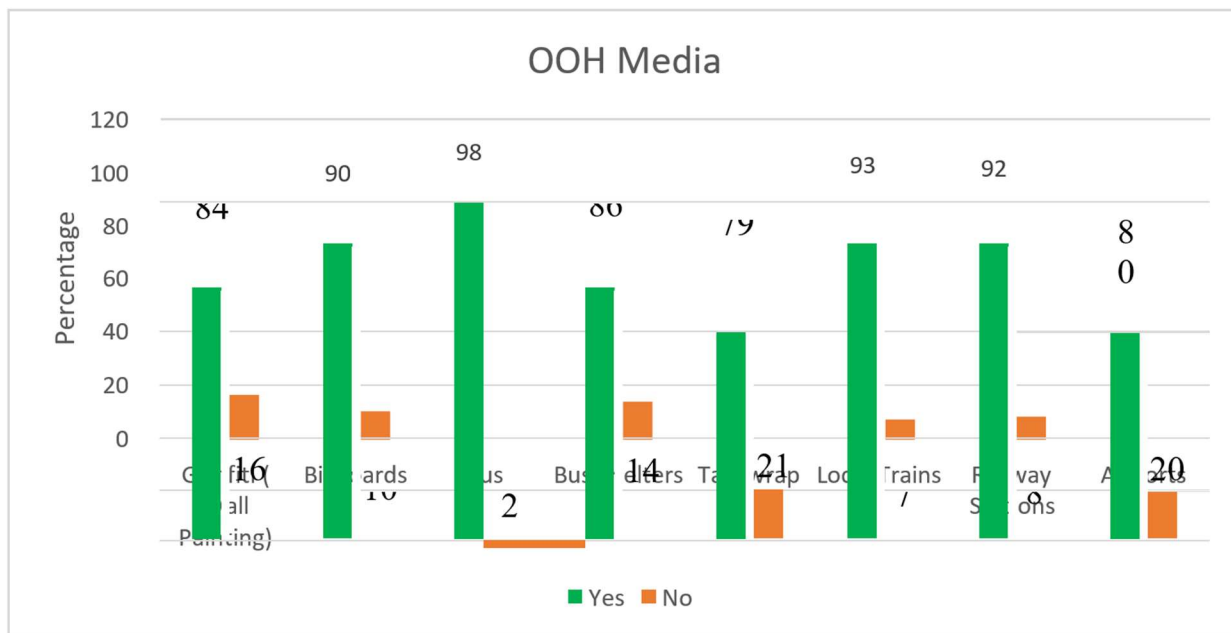
**Table:4**

Outdoor Advertisement on Environment	Median	Mode	Mean
Discouraging Pigeon feed	Rarely Seen	Never Seen	2.5
Stop Air Pollution	Rarely Seen	Never Seen	2.7
Make Compost of Wet Waste	Sometimes Seen	Never Seen	2.8
Me Swachhta Super Star	Sometimes Seen	Never Seen	2.8
Say No to Noise	Sometimes Seen	Always Seen	3.1
Use CNG	Sometimes Seen	Always Seen	3.2
Do Not waste water	Often Seen	Always Seen	3.5
Use Dustbin	Often Seen	Always Seen	3.6
Avoid using plastic carry bags,	Often Seen	Always Seen	3.9
No Honking	Often Seen	Always Seen	4.0

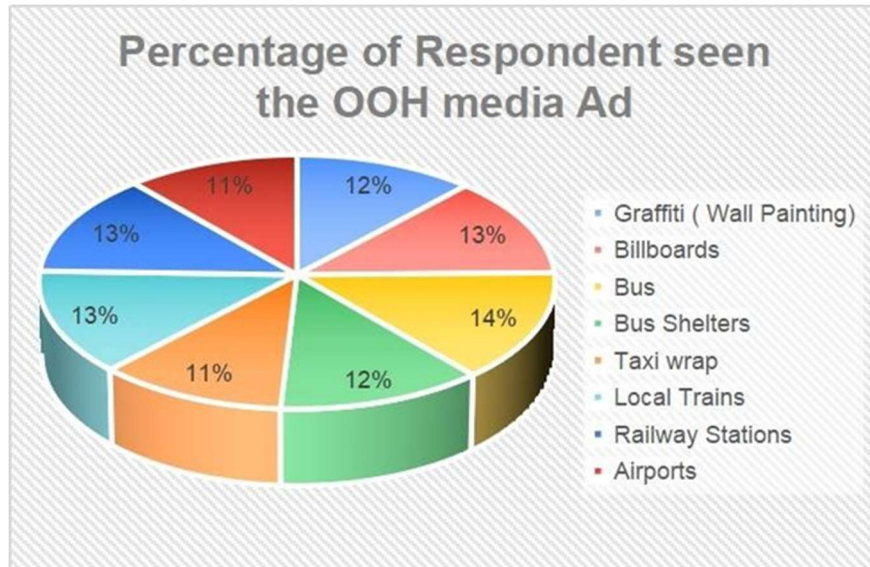
Segregate, Recycle, Compost	Often Seen	Always Seen	4.1
Thuku Naka	Always Seen	Always Seen	4.1
Save trees	Often Seen	Always Seen	4.1
Swachh Bharat Abhiyan	Always Seen	Always Seen	4.3
Clean Mumbai, Green Mumbai	Always Seen	Always Seen	4.4

Discouraging Pigeon feed, Stop Air Pollution, Make Compost of Wet Waste, Me Swachhta Super Star have mean score less than 3 indicating low visibility among people, whereas Segregate, Recycle, Compost, Thuku Naka, Save trees Swachh Bharat Abhiyan Clean Mumbai, Green Mumbai these campaigns have mean score above 4 indicates high visibility among people because of great initiative taken by Central, State Government and MCGM on Environment Protection and Cleanliness. It can be inferred that Environment and cleanliness campaigns have become a major consideration by Government at all the three levels to disseminate awareness on the same.

**5) Recall or Notice of advertisements on Civic issues in different Outdoor Media Platforms**  
**Graph 5**

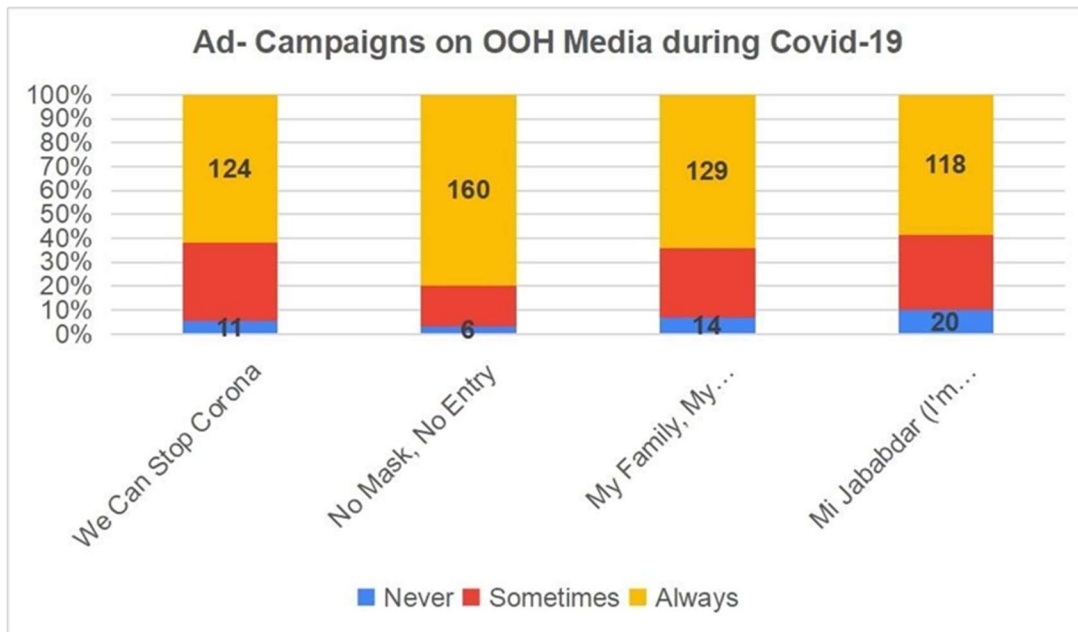


The bar graph indicates that the People of Mumbai have noticed advertisement on Civic issues Majorly on Buses followed by Local Trains, Railway Stations advertisements and then billboards. This gives us a new insight the BUS advertising is more noticed by people than other outdoor advertising. This indicates that transit advertising both Bus and Train are the more popular outdoor advertising medium than billboards in Mumbai.



This graph indicates that all the OOH media Ad is equally seen by the respondent.

6) Frequency of visibility on road in Mumbai of COVID-19 ads on Outdoor Media  
Graph 6



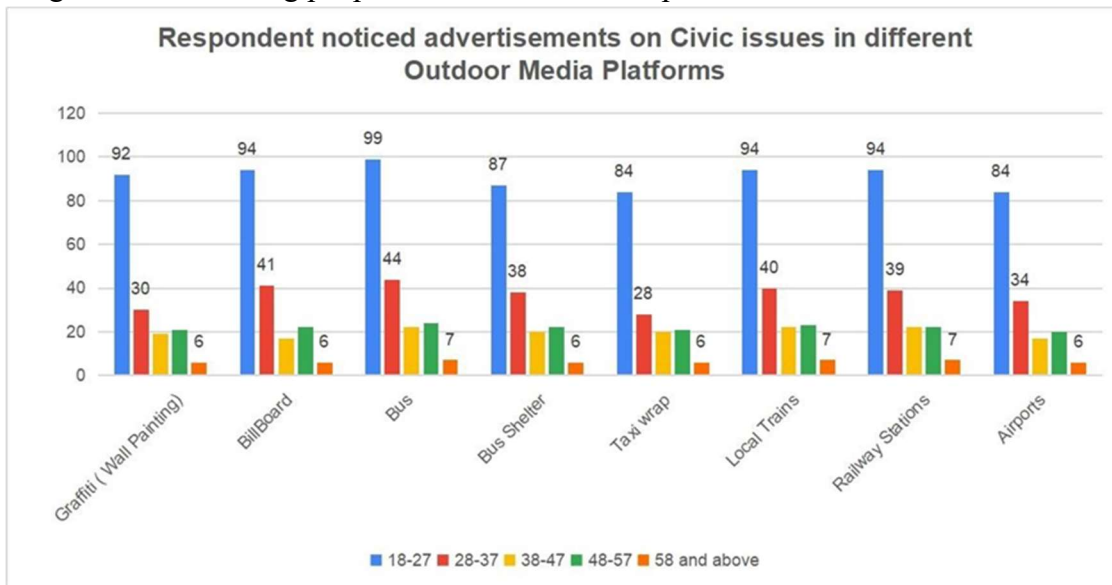
From this graph we can observe that, most of them have always seen all the Ad Campaigns on OOH Media during Covid-19

Table:5

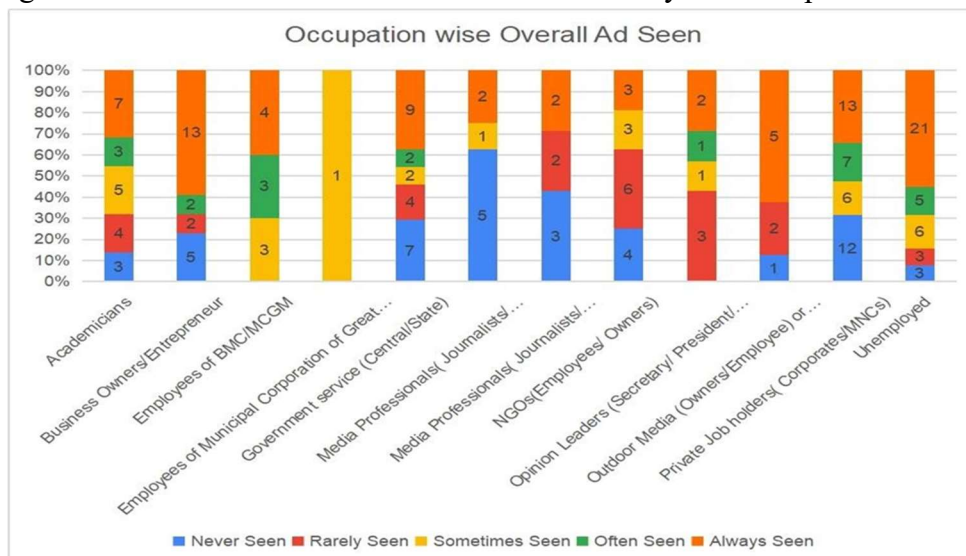
Ad- Campaigns on OOHMedia during Covid-19	Median	Mode	MeanScore
Mi Jababdar (I'm Responsible)	Always	Always	2.5
We Can Stop Corona	Always	Always	2.6

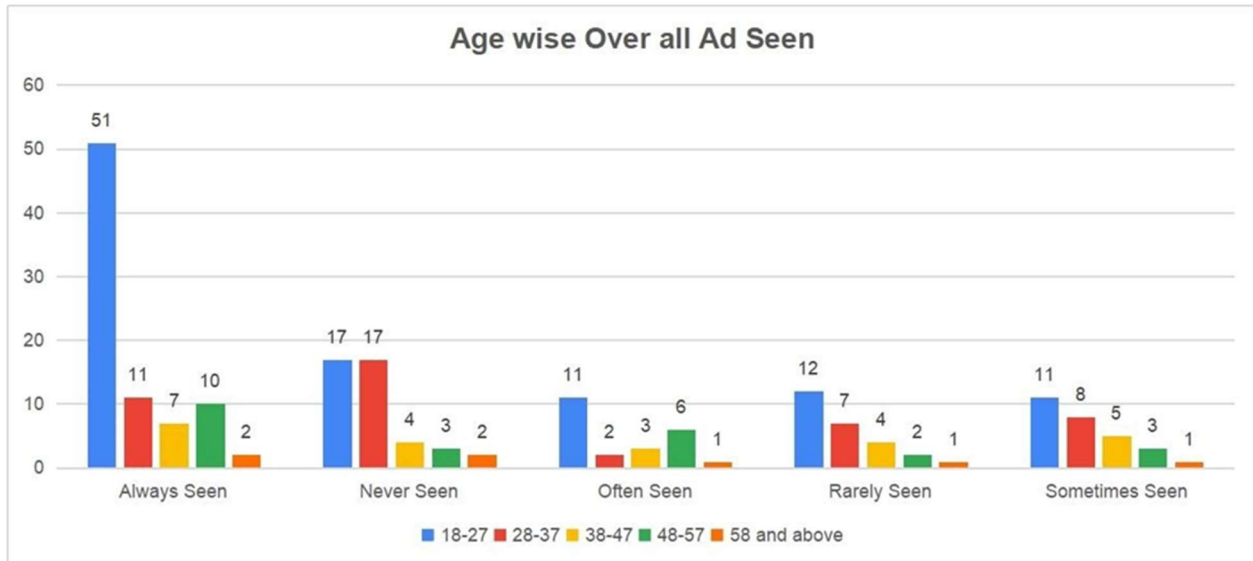
My Family, My Responsibility	Always	Always	2.6
No Mask, No Entry	Always	Always	2.8

No Mask. No Entry was the most famous Outdoor ad campaign during COVID-19 Pandemic. In order to curb further spread of COVID-19 MCGM promoted 'No Mask, No entry'. This campaign was highly visible on BEST buses, malls, societies offices. This campaign played a major role to spreading awareness among people to abide COVID-19 protocol.



All the advertisements on civic issues are noticed majorly by the youth population from of age group 18 -27 years. This indicates good penetration of the civic awareness ads among the youth population in Mumbai, which indicates a good sign of better civic awareness among youth. Civic awareness empowers youth to be well-informed, active citizens' engaged in policy- making and democratic governance. Awareness on Civic issues makes the youth a responsible citizen.





**HYPOTHESIS TESTING**

The purpose of this analysis is to know whether there is significant difference among different civic issues depicted on outdoor media.

The null and alternative hypothesis is formulated as follows:

H0: There is no significant difference among different civic issues depicted on outdoor media.

H1: There is significant difference among different civic issues depicted on outdoor media.

Table 6. Kruskal Wallis Test with categories of Advertisement as grouping variable.

**Test Statistics<sup>a,b</sup>**

	Median_Score
Chi-Square	7.795
df	3
Asymp. Sig.	.050

a. Kruskal Wallis Test

b. Grouping Variable: Advertisement

The Kruskal Wallis test results are shown in Table 1. The asymptotic significance values is 0.05. As the significance value is equal to 0.05, therefore, it is concluded that there is no significant difference among different civic issues depicted on outdoor media.

It means that the respondent in the sample all have same perceptions on the categories of advertisement.

**Correlation:**

The purpose of this analysis is to know whether there is correlation between the different categories of advertisement.



The null and alternative hypothesis is formulated as follows:

H0: There is no correlation between the different categories of advertisement. H1: There is correlation between the different categories of advertisement.

**Table 7. Correlation between the different category of Advertisement.**

			Road_Safety_Ad	Women_Child_Ad	Health_Care_Ad	Outdoor_Ad
Spearman's rho	Road_Safety_Ad	Correlation Coefficient	1.000	.308	.576*	.416
		Sig. (2-tailed)	.	.305	.031	.123
		N	19	13	14	15
	Women_Child_Ad	Correlation Coefficient	.308	1.000	.373	.152
		Sig. (2-tailed)	.305	.	.210	.621
		N	13	13	13	13
	Health_Care_Ad	Correlation Coefficient	.576*	.373	1.000	.257
		Sig. (2-tailed)	.031	.210	.	.375
		N	14	13	14	14
	Outdoor_Ad	Correlation Coefficient	.416	.152	.257	1.000
		Sig. (2-tailed)	.123	.621	.375	.
		N	15	13	14	15

\*. Correlation is significant at the 0.05 level (2-tailed).

The correlation results are shown in Table 2. The asymptotic significance values between Road Safety, Women and Child, Health Care, Outdoor Ad is 0.305, 0.031, and 0.123 respectively. The asymptotic significance values between Women and Child, Health Care, Outdoor Ad is 0.210, 0.621 respectively. The asymptotic significance values between Health Care and Outdoor Ad is 0.375. Except between Road Safety and Health Care Ad all the significance value is greater than 0.05, therefore, it is concluded that there is no significant correlation between these categories of advertisement. There is significant correlation between Road Safety and Health Care with a correlation coefficient 0.576.

**CONCLUSION**

The study’s findings looked at the effectiveness of outdoor media advertising for civic concerns. According to the findings of the study, Outdoor Media advertising is ascribed to the development of creative, brief, readable messages with basic visual structures that allow reading patterns from left to right or top to bottom. Outdoor media is important in educating, informing and enforcing “good and desired behaviour “among its population. The civic consciousness of the residents of a town or city reflects the personality of that place, following an extensive literature analysis, frequency tabulation, and on-site photography, four major categories were developed for the current study: Road Safety, women & Child Development, Health Care and environment & cleanliness.

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