

Principles of Successful Social Communication Campaigns in Pakistan's Perspective

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The influence of the mass media on the audiences to adopt the behavior being proposed has been the subject of research for a long time. However, it is believed that the media have increased their effects in the recent years. This article examines the conditions under which social communication campaigns on mass media, particularly health campaigns, can achieve the greatest impact on the public. It is based on scientific research literature in the disciplines of mass communication, social psychology, public health, and experiences from the fields. It seeks to see the communication effects process within the broad spectrum of social and political system rather than individual campaign. So, an attempt has been made to explore the ways and means increasing the level of success of the social communication campaigns launched through mass media.

In this age of information explosion, the media of mass communication have become far more important than ever before. It is through the books, journals, newspapers, radio, and television, that almost every piece of crucially needed information is disseminated in the society. In the developing countries like Pakistan, the mass media are required to run certain campaigns for the development and social welfare of the general masses. Its significance increases when the people are not so rich and mostly rural. They have little access to the sources of information and consequently, have little knowledge about scientific advances and innovative methods commonly used in the elite class and urban culture. Generally speaking, such campaigns are meant to improve the general health conditions of the public particularly preventive health cures.

What Social Communication Campaign Means?

All the mass media, particularly the Third World, disseminate messages to influence the attitudes of the people towards certain objects. For example, as recognition of the existence of iodine deficiency syndrome has grown in Pakistan, millions of rupees have been spent to