

An Empirical Analysis of Persuasive Communication in Government Campaign Advertisements: The Case of Shala Praveshotsav

Dhruva Joshi^{*}

Faculty of Management, GLS University

Tejal Jani

Faculty of Business Administration, GLS University

Abstract: This paper focuses on persuasive communication within the context of government advertising and specifically the case of Shala Praveshotsav campaign and its placement in theoretical and practical contexts of persuasion in the public sector. Based on the available frameworks, including the Elaboration Likelihood Model, AIDA, COM-B, Fogg Behavioral Model and the principles of influence identified by Cialdini, the document examines how emotional, rational, and social appeals are combined strategically to effect change in terms of awareness, attitudes, and behaviours concerning enrolment in government campaigns. The article points out how the idea of government advertising has developed since the one-way mass communication mode to multi-channel, community-based and digitally assisted communication, with a rather strong focus on the message framing, credibility, symbolism, and call-to-action elements. Shala Praveshotsav is mentioned as an example that proves the effectiveness of mass media in conjunction with interpersonal and community outreach with the goal of making school enrolment a social norm. The paper highlights that the persuasive government communication is most effective when motivation, ability, and timely triggers are synchronized, and emotional narratives are backed by credible information and facilitation which is practical, and enhancing the awareness-to-action processes in education campaign.

Keywords: Persuasive Communication, Government Advertising, Shala Praveshotsav, Education Campaigns, Behaviour Change Communication, Media Strategies, School Enrolment

^{*} Research Scholar. Email: dhruvajoshi21@gmail.com