

**AMERICAN UNIVERSITY OF CENTRAL ASIA**

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**SOCIAL ADVERTISEMENT AS A STRATEGY TO CHANGE ATTITUDES  
TOWARD ABORTIONS**

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### **Abstract**

This is the description of the Final Project named “Social advertisement as a strategy to change attitudes toward abortions”. Final Project products include three public service announcements (PSA) performed as a part of social marketing campaign directed on changing attitude toward abortions and decreasing of abortion’s number in Kyrgyzstan.

The strategy for PSA production is based on the examples of other countries’ social marketing campaigns directed on sexual behavior issues including advanced and developing countries such as USA, Europe, Ghana, Nepal, etc., also on different studies on social marketing campaigns and researches on social marketing tools’ effectiveness.

In description of Final Project using survey will be examined what exactly social advertisement should be directed on and how it should be designed in order to reach determinate target audience, to change attitudes toward abortions and as a result to reduce the abortions rate in Kyrgyzstan.

Key words: *social marketing, PSA, advertisement, abortion, attitude change.*

### **Introduction**

Kyrgyz government considers reproductive health as one of the important factors which affect national well-being. "The way how youth behave in their sexual activity and what is their choice in the sphere of sexual and reproductive health may significantly affect their life direction in future and demographic, economic and political situation in the country" (Conceptual Note of National Conference "Sexual and reproductive health and the right of youth and adolescents in Kyrgyzstan", 2011).

It can be concluded that Kyrgyz national health in some degree depends on situation concerning abortions. Abortion is one of the causes why reproductive health deteriorates. This procedure could lead to maternity death, post-abortion complications, perforation of womb, infertility, subsequent pregnancies complications. Abortion is going with depression, using of drug and alcohol, aggressive behavior. (Benedict, White, & Cornely, 1985).

Another serious reason to tackle the abortion problem is possible future infertility of women who had an abortion. Infertility reduces birth rate and may cause psychological problems of the woman. "The relative risk of secondary infertility among women with at least one induced abortion and no spontaneous miscarriages was 3-4 times that among non-aborted women" (D. Trichopoulos et al, 1976, p. 645).

Abortion may be a reason for pregnancies ending in spontaneous abortion (miscarriages). Two-three made abortions increase the risk of miscarriages in the first trimester, and also up to 28 weeks of pregnancy (Levin et al., 1980).

One more reason why the problem of abortions should be addressed is because abortion is used as method of birth regulation instead of contraception. Statistics of World Health Organization says: "An estimated 150 million married women want to

stop having children or postpone their next pregnancy, but are not using contraception” (Center for Population, Health and Nutrition, 2001, p. 1).

There is certain strategy exists, which is one of the methods to solve this problem by raising awareness about abortions issue, changing attitude toward abortions from “apathetic” to “aware,” and making the audience to ponder over abortion issue before they will face it in their lives. The Final Project promotes a social idea of saving an unborn child or not allowing unwanted pregnancies to emerge. Promotion of social ideas is a well-known strategy used worldwide and is being developed every day. The name of the strategy which aimed to solve socially significant problems is social marketing.

### **Social marketing definition**

According to Kotler (2002), social marketing is “*influencing target audience to change behavior for the benefit of individuals, groups or society as a whole.*” Social marketing is a very popular strategy to bring about change in the world. It is an attempt to change behavior for social good (Weiss & Tschirhart, 1994). Many important social problems have been solved and continue to be solved by social marketing techniques. Some of them were successful, some of them weren’t designed in a proper way, but today it is widely used in the world.

Effectiveness of social marketing strategies is proved by numerous studies.

The best evidence that social marketing is effective comes from studies of mass communication campaigns. The consensus of published evidence reviews is that social marketing campaigns can change health behavior and behavioral mediators (Evans, 2005).

Social marketing has been proven effective in promoting healthy behaviors and preventing unhealthy behaviors, such as early and unprotected sexual activity (Evans,

2005). Evans states that “social marketing has potential to reduce unintended adolescent pregnancy” (p. 1), which is close to the problem of abortion and decreases the number of abortions at the end.

Basing on these findings it can be concluded that social marketing can be adopted in frameworks of the Final Project as a strategy to change attitudes toward abortions and change abortion-related behavior of the target audience in frameworks of the Final Project. Taking into account successful results of social campaigns in other countries, it is proposed that a similar social marketing product will be effective in its goal of promoting decrease of abortions in Kyrgyzstan. One of the social marketing products which have a potential to bring the change is separate tool known as social advertisement.

### **Social advertisement definition**

Social advertisement is one of the tools of social marketing. There are different names that social advertisement has. In Western countries the term Public Service Announcement (PSA) is used to describe the advertisement which is directed on social behavior change. In post-Soviet countries this kind of media product is named “Social advertisement”. In this Final Project both terms PSA as well as social advertisement is used.

Public service announcement is a type of advertising, usually sponsored by either government or non-government agencies to promote socially desirable causes and activities (Garbett, 1981). PSAs used to change behavior which may include stop smoking, eating right, less drinking, using contraception, getting test in HIV, family planning, usage of seat belt, voting. Generally, it is short video performed in TV advertisement format which have clear message about recommended behavior.

For the Final Project TV format of advertisement is used as a tool to raise awareness and affect the attitudes toward abortions, because it is known that television advertisement is the most efficient one. “Television is the source of the most broadly shared images and messages in history” (Gerbner, Gross, Morgan, Signorielly, Shanahan, 2002, p. 43). Socialization and everyday information are provided by television. Also these authors state that television has social function which legitimizes a particular social order (Gerbner, Gross, Morgan, Signorielly, Shanahan, 2002). It is the source from which people get information every day and visual images have a success in impressing viewers’ mind. It is bolstered with many different studies which proved that television has potential to affect human behavior concerning family planning and using of contraception (Barber& Axinn, 2004).

Thus, to effectively implement the idea of the Final Project TV social advertisement was chosen as a format for the project’s products.



## **Situation analysis**

### **Abortions in Kyrgyzstan**

In Kyrgyzstan, abortion is a reason for 10% of all maternity deaths (The Third and Fourth Consolidated Report of the Kyrgyz Republic submitted in 2010 in line with Article 44 of the Convention of the Rights of the Child). The official statistic says every day in Kyrgyzstan near 60 abortions are executed, which makes 20,000 every year (National Statistic Committee of Kyrgyzstan, 2010). However, this is not the real number of abortions: the study conducted by the Alliance for Reproductive Health in Kyrgyzstan (ARZK) showed that only one out of eight abortions made in public health clinics is registered, and private hospitals do not report data on number of abortions conducted. (IPPF, Abortion in Europe and Central Asia, 2010). It means that every year 200,000 abortions are being conducted in Kyrgyzstan (ibid.).

The direct reason for abortion is low level of contraception use. According to National Health Committee, in Kyrgyzstan only 19% of woman use contraception, and “some women know nothing about contraception, said UNFPA representative in Kyrgyzstan Gulnara Kadyrkulova (Central Asia News, 2008).

Poor knowledge of contraception methods leads to unwanted pregnancies, which, in turn, cause more abortions. In Kyrgyzstan because of stereotypes there was never established a tradition to discuss any issues concerning sex. The topic of sex and reproductive health is under taboo. There is a deficit of specialized literature on family planning. These are the reasons why the number of abortions in Kyrgyzstan remains high (The Third and Fourth Consolidated Report of the Kyrgyz Republic submitted in 2010 in line with Article 44 of the Convention of the Rights of the Child).

Thus, there is an obvious need to raise the topic of abortion and ways to avoid it in ‘child-parents’ relationship, to make society admit the existence of this problem by

reminding about abortion through media - not convincing society to refuse abortion as an option, but to make them aware about negative sides of abortion.

Supporters of abortions argue that women are compelled to have an abortion according to their medical and social reasons. However, according to the statistics of the Ministry of Health of Kyrgyzstan, if to exclude miscarriages, only 20% of abortions are made because of medical and social reasons, and 80 % of abortions are artificial, which means they are made according to a woman's wish and her own reasons and her own attitude to this issue (Ministry of Health statistics from 2007 till 2010.)

Apathetic attitude toward abortions and lack of education in the sphere of family planning and abortion's consequences are one of the reasons why every year near 200,000 women have an abortion in Kyrgyzstan (IPPF, Abortion in Europe and Central Asia,2010).

### **Usage of social advertisement in Kyrgyzstan**

Social advertisement or PSA is a relatively new practice in Kyrgyzstan. The new wave of social advertisement in Kyrgyzstan emerged approximately after April events in Bishkek in 2010, after June events in Osh in 2010. It was reasoned by abrupt need of social advertisement to balance unstable situation in Kyrgyzstan. And in result of increased demand new professional social advertisement agencies appeared which today produce PSAs of good quality, competing to each other. Before in Kyrgyzstan there were several social campaigns carried out by NPOs, touching upon such problems as tobacco smoking and drunk driving, but because low demand its quality at that time was poor.

The most famous Kyrgyz social advertisement which was produced before that was created by Aktan Abdykalykov in 1996. The name of this series is "Yrys aldy - ynytymak", which means "Friendship is a basis for happiness". It was sponsored by Soros

Foundation-Kyrgyzstan and its duration was 2 minutes. This series won two awards: Grand-Prix of international advertisement festival in Moscow and Bronze Lion of international advertisement festival in Cannes. It was translated on the central channels in Kyrgyzstan. After this there were no any noticeable PSAs until recently.

Today in Kyrgyzstan there are several companies which produce social advertisement. The leading company on the market is Antares Creative Group. After 1,5 years of work they have in their archive approximately 20 PSAs, which were produced for IFES (“I decide by myself” campaign), Soros Foundation (Series of PSAs “I will make my country better”), and UNDP (series promoting interethnic tolerance and peace).

According to Marina Kim, creative director of Antares Creative Group, (personal communication, March 16, 2012) social advertisement in Kyrgyzstan is notable and growing trend and people don’t refuse it. Moreover, there are PSA contest has been conducted in regions, where citizens presented their own unprofessional social advertisement videos. “Most of them were shot by cell-phone camera, but youth is really encouraged to produce their own PSA”, being a judger at the contest Marina Kim shared the information. It can be concluded that even though the effectiveness of social advertisement in Kyrgyzstan has not been measured properly yet, the fact that it is widely discussible allows to state that today social advertisement in Kyrgyzstan is in high demand.

The well-trodden channels that have been used for spreading PSAs in Kyrgyzstan are TV channels, and then internet video-portals as namba.kg and blive.kg.

### **PSAs against abortions in Kyrgyzstan**

Only four PSAs against abortion produced in Kyrgyzstan were found. One of them was broadcast some period of time on KTR channel (no proper information was

found about exact year of broadcasting). The doctor who is conducting abortion and her patient, pregnant woman under abortion process were shown. After abortion is over, woman began to call for her aborted son, and the culmination of the PSA when the doctor says censoriously: “There is no your son, abortion was conducted successfully”. The other three PSAs are located on namba.kg media portal. They all are produced by KG7 Video Studio, who is 4<sup>th</sup> year on the social advertisement market and produces PSA directed on city’s cleanness, tobacco smoking, alcohol drinking, family values, save driving, and other socially significant problems.

The first PSA is about the process of abortion procedure demonstrated on doll. Doctor’s arms in medical gloves tear off parts of the doll’s body. The name of PSA is “60 abortions”, meaning daily amount of conducted abortions in Kyrgyzstan.

Another PSA is called “Having an abortion you kill new life”. PSA describes life situation when boyfriend rejects a baby and woman is compelled to have an abortion, whereupon she regrets about what she has done.

“This is God’s heritage: children. An award from Him: baby in a womb” – the slogan of the third PSA. In the video idyllic picture of happy father, pregnant mother and little son is pictured and little boy’s voice thank his parents they gave him to live.

### **Literature review**

Every year millions of dollars are spent in the world to change people's attitudes toward health, politicians, and products. The main goal is to affect people's behavior and to make them eat special food, fasten seat belts, buy specific products and vote for certain politician (Petty, Priester, & Brinol, 2009).

There were not found any studies investigating the influence of social advertisement on attitudes toward abortion and decreasing the number of abortions. Researches that are close to the current topic are based on researching mass media influence on family planning, fertility and contraception use. According to The International Planned Parenthood Federation (IPPF) Charter on Sexual and Reproductive Rights (1995), abortion is included in the category of problems concerned with reproductive health, using of contraception and family planning. In Charter's described Rights all these problems are in the same row and are obeyed to the same laws. Some of researches described beyond consider women behavior concerning prevention of unwanted pregnancies. The influence of social advertisement on prevention of unwanted pregnancy indirectly influence the number of abortions. Also mass media impact on sexual behavior may become the reason of increasing or decreasing of abortion numbers by increasing or decreasing of number of unwanted pregnancies. One more field where mass media may play role in decreasing the number of abortions is contraceptive use. Through mass media education programs intended to change contraceptive behavior the use of contraception may be popularized, which will decrease the possibility of unwanted pregnancy and subsequent abortion.

There are a lot of researches done concerning mass media influence on family planning, fertility, contraceptive behavior. In the Final Project these studies are taken into consideration in which media were used to change attitude toward methods of birth

control, family planning issues, sexual behavior, and methods of contraception. The results of studies are implied to be applicable to social advertisement strategy in changing attitudes toward abortion and raising awareness.

For example the study “The Impact of Mass Media Family Planning Promotion on Contraceptive Behavior of Women in Ghana” is about influence of mass media on married women behavior concerning birth control behavior and contraception use. Authors states that media campaigns can promote new ideas that in turn may influence or cause people to act in new ways (Olaleye & Bankole, 1994). In this article authors give the answer to the question whether respondents' exposure to family planning information in mass media and attitudes toward media promotion of family planning are related to adoption of contraceptive behavior (Olaleye & Bankole, 1994). The result of this research shows that media messages have a strong impact on using contraception.

Authors use data from the Ghana Demographic and Health Survey, which consists of approximately 5,000 women and 1,000 husbands of these women. Also they collected the information about media campaigns directed on family planning and promotion of contraceptive brands. Then they created two media variables and use multinomial logit model. The attitude to contraception of those women who heard and saw media messages on radio and TV, and of those who didn't was compared. Also the attitude to the promotion of family planning in mass media was investigated.

The results showed that women who had heard or seen advert on contraceptive brands, and women who favor broadcast of family planning messages in the media, are significantly more likely to adopt birth control behavior than women who had not heard or seen and women who do not favor broadcast of such media messages, respectively (Olaleye & Bankole, 1994.) But authors noted that the content and the continuity of ex-

posure to information are important in influencing or reinforcing changes in behavior (Olaleye & Bankole, 1994).

In the article “New Ideas and Fertility limitation: The Role of Mass Media” authors investigated the mass media as a social change that shapes individual behavior via ideational mechanisms in Nepal (Barber & Axinn, 2004). The results showed that mass media play role in childbearing behavior.

Authors argue that mass media may affect receivers’ behavior by educating or correcting wrong information. “Mass media personalities may have profound effects on consumers and consumer will seek to minimize a divergence between their own attitudes and attitudes of media personalities” (Barber & Axinn, 2004 p. 1183).

In this study mass media is being investigated as a tool for birth control and as changer of women’s behavior concerning family planning and using contraceptives. The authors empirically proved that media exposure has an important influence on consumers’ attitudes and behaviors about childbearing and contraceptive use.

The topic of current Final Project touches on sexual behavior of people, because it is connected to abortion. Ladin L’Engly, Jane D. Brown, and Kristin Kenneavy proved that media also has influence on social behavior. Their study “The mass media are an important context for adolescent’s sexual behavior” compares influence of mass media on “adolescent’s sexual intentions and behaviors to other socialization contexts, including family, religion, school, and peers” (L’Engly, Brown & Kenneavy, 2006, p. 186). The result of the study showed that there is strong relationship between media and adolescent’s sexual behavior. “Adolescents who are more exposed to more sexual content in the media, and who perceive greater support from the media for teen sexual behavior , report greater intentions to engage in sexual intercourse and more sexual activ-

ity (L'Engly, Brown and Kenneavy, 2006, p. 191). Here media is called “strong sexual socializer for teens”.



**Goals and objectives, strategies and tactics.**

The ultimate goal of the Final Project is to contribute to decrease abortions rates in Kyrgyzstan. Project's other goals are: 1) to raise awareness about abortion problem; 2) to save reproductive health of youth and to keep health of the future generations; 3) to warn males and females of target audience about possible abortion's consequences and how these consequences may affect their well-being. It is expected that males and females who'll watch PSAs will behave more carefully in sexual relationship to prevent unwanted pregnancy, which indirectly will decrease the number of abortions.

Project objective: To produce a series of social advertisement products that will change attitudes toward abortion of young males and females and make them ponder over the issue of abortions, implying that they would refuse abortion or would not allow unwanted pregnancy to happen.

Action plan:

1. Definition of target audience
2. Attitude research (through a survey)
3. Production of three PSA videos

### **Implementation**

Various approaches were used in creating the PSA products of the Final Project. Some of them were adopted from text-books, some were taught at the university, some were invented during the process.

In the article “Communication campaigns: theory, design, implementation, and evaluation” authors propose the tactics to carry out social communication campaign. As soon as Final Project is not full social campaign but consists of one of its components, only several of proposed tactics were used.

The first one contains the next components: “review the realities” and “identifying target audience”; “conducting formative research to design messages”; determine “philosophical foundation of the campaign” (Rice & Atkin, 2002, p. 430).

Today the biggest amount of abortion falls on age group of 20-24 years old woman. According to Statistics of Kyrgyz Ministry of Health near 27% of woman who have an abortion annually are aged from 20 to 24 years. And this percentage is higher than in the other age categories.

Practicing gynecologists from Family Planning Center “Marriage and Family” (National Center of maternity and childhood protection) inform that the biggest number of woman who come to have an abortion are unmarried women aged from 20 to 23 years old. Also they mention that in many cases they come together with their boy-friends, who also participate in taking the decision about having an abortion. Campaign efforts should be directed on the segments that need change more than others and to design messages according to their preferences, using of media and abilities (Rice& Atkin, 2002). That’s why the fundamental target audience for Final Project is students (female and male) aged from 20 to 23 of different nations and social statuses. Although

the eventual target group is women, because it is woman who takes final decision to have an abortion or not, and it is woman who goes to have it, if she decided to.

After target audience is identified it is time to specify the target behavior and the reasons why does it occur (Rica &Atkin, 2002).

For this purpose a survey was conducted as an attempt to identify current attitudes toward abortions and reason for certain attitude.

“Formative evaluation is the collection of information that helps to shape the campaign” (Coffman, 2002, p.13).

36 respondents participated in survey. Survey was designed on SurveyMonkey.com platform and was conducted via internet. 26 females and 10 males were surveyed. They all are unmarried, don't have children and never had abortions.

Results of the survey were used to determine the attitude that should be changed and they are one of the orienteer in designing PSA messages.

Besides evaluation results additional information was used to design messages.

To change behavior the understanding of people's behavior reasons is necessary (Fishbeinet al, 2001).

Reasons for abortions, which has been called by unmarried women aged 20-23, who come to interrupt their pregnancy in Bishkek Family Planning Center “Marriage and Family” (National Center of Maternity and Childhood Protection) were provided by practicing gynecologist-endocrinologist, doctor of higher category Anara Ordokova (Personal communication February 15, 2012).

These are the reasons for abortion which have been indicated by pregnant woman more often than others: they don't want children right now; they state they'll have time to do it later; they don't have necessary material support; they are afraid of their parents and society's opinion; their boyfriends don't want a baby.

It can be seen that the underlying condition of their abortion-adopting behavior is their unbalanced attitude toward consequences of abortion and consequences of keeping the baby. Their current social status, current relationships with their parents and boyfriend, opinion of society are more important for them than their baby, whom they are ready to exclude from their life for the sake of reputation, relationships with boyfriend etc. They don't realize possible consequences as infertility, death, difficulties with next pregnancies. Here correction of unbalanced attitude, raising the awareness about possible results of their action, getting deeper into the problem is necessary, which may be afforded by social advertisement.

Before designing the messages authors of the article "Communication campaigns: theory, design, implementation, and evaluation" propose to choose philosophical foundation of the campaign and to identify goals of the message: "creating awareness, instructing/educating or persuading" (Rice & Atkin, 2002, p. 430).

The idea behind this Project is that the media through social advertisement may change the opinion and choice at least of some women and that it is possible to save at least some pregnancies, which don't fall on social and medical conditions, and which can be prolonged in theory. This project is not directed against abortions and does not carry any negative attitude toward women who had or will have an abortion. It does not question the right of every woman to have an abortion. This project is an attempt to create such a media product that would affect a decision at least of some women to refuse an abortion in their life; also, to help them in making an informed choice. No negative or blaming messages directed at women will be included in PSAs, which will be created as part of the Final Project.

## **Producing PSAs**

### **Advertising appeals**

The next step that was taken is choosing appropriate techniques to create operative messages. For high effectiveness of affecting people's opinion and attitude advertising appeals are used. First they appeared in commercial marketing and then Philip Kotler applied it in social marketing (Lukic 2009).

According to Kotler (1997) advertising appeal is the theme of the advertisement. To be effective, advertisement has to have leading power. This power is appeal.

There are several existing appeals which have been used in advertising, commercial and social. Kotler (1997) divided appeals on three types: emotional, rational and moral

He classifies rational appeals as appeals that "engage the audience's self-interest" (Kotler & Scheff, 1997, p. 310).

Another definition for rational appeal states that it focuses not on the emotional argument in the message, but on rational (Lukic, 2009).

Emotional appeal is defined as "an attempt to stir up some emotions - negative or positive" (Kotler & Scheff, 1997, p. 310), including fear, guilt, joy. It's type of non-rational persuasion. Emotional appeal is often used in social marketing campaigns in order to shape public's desired behavior (Lukic, 2009).

The third appeal mentioned by Kotler is moral appeal, which is "directed to the audience's sense of what is right and proper" (Kotler & Scheff, 1997, p. 311).

If to consider which of the appeals is the most effective for the current topic, there were too little studies comparing which appeal is more effective: fear or positive (Donovan et al, 2003), and no studies comparing effectiveness of rational and emotional appeals (Lukic, 2009).

The idea of producing three PSAs is based on three advertising appeals. In PSAs all three different appeals were used to prevent viewers to become very familiar with one device, and to bombard them with different techniques. In terms of the project's theme, using of various appeals, not the only one, for shaping the same attitude and behavior is considered as the most efficient strategy for the Final Project.

One of the appeals used is emotional. Emotional intelligence is necessary for estimation of the self and others emotions, ability to express an emotion, to adapt and regulate emotions in order to maintain and improve living (Mayer, DiPaolo & Salovey, 1990). From this statement it can be concluded that the information containing emotional appeal can be perceived and processed by emotional intelligence mechanism and by this means to direct behavior in an effective way.

That's why emotional appeal can be effective in changing attitude and behavior, what is important for current Project.

Edell and Burke (1987) defined three factors of emotions: upbeat feelings, negative feelings, and warm feelings.

One of the appeals used in the Project is based exactly on negative feelings – fear appeal.

According to Lukic (2009), fear appeal is one of the emotional appeals, on a number with guilt appeal and positive appeal.

Fear is “an unpleasant emotional state characterized by anticipation of pain or great distress...” (Merriam-Webster, Third New International Dictionary Unabridged, 2002)

Fear motivates individual to adopt recommended behavior by threatening individual's well-being and making him to act (Williams, 2012).

In the case of abortion recommended behavior is refusing an abortion and keeping the baby and fear appeal can perform in, for example, calling the fear to be infertile.

Fear appeal is widely used in many social and commercial marketing strategies (Williams, 2012). There is an evidence that individuals “better remember and more frequently recall ads that portray fear than they do warm or upbeat ads or ads with no emotional content” (Snipes, LaTour, & Bliss, 1999, p. 273).

That’s why fear appeal was used in producing three PSAs mixed with other techniques.

Fear appeal is very popular in emotion in persuasion using. Despite the fact that effectiveness of fear appeal wasn’t proved definitely, it has certain benefits were confirmed by majority of studies (Lukic, 2009). Hastings (2004) summarized them as following:

Fear appeals can raise awareness of an issue and bring it to the forefront of people’s thoughts; fear appeals can make people re-evaluate and change their attitudes; fear may be successful in stimulating an intention to change behavior sometimes in the future; in some cases immediate behavior change takes place shortly after exposure to a fear communication (p. 970).

All these statements define fear appeal as appropriate for creating PSAs in order to reach assigned goals of the Final Project.

One more appeal that is in category of emotional appeals is positive. According to Edell and Burke (1987) it arouses feeling of warmth what make experience warm emotions. “Positive emotional appeal covers humor, love, happiness, etc.” (Lin, 2011, p. 8447). Additional information about positive appeals will be provided in description of PSA where positive appeal will be used.

To gain successful adoption of recommended attitude also guilt appeal is used in one of the three PSAs. Guilt appeal as well as fear appeal is negative emotion-based.

Ruth and Faber (1988) demonstrated that consumers exposed to guilt appeals in ads have a higher intention to comply with suggested behaviors than other consumers. As it was indicated in philosophical foundation of the project, no woman will be blamed in PSAs. Guilt appeal is directed on male, who is the second personage responsible for abortion. The essence of guilt appeal will be described more thoroughly on the stage of using in production of definite PSA.

After techniques are estimated and adopted, the main messages are ready to be designed.

First local objectives of PSA were defined. PSA should be designed in such a way so that it will prevent the situation when a woman after watching it says: "I don't care, my situation differs". That's why abstracted life situations are prioritized to employ in PSAs - something that everybody felt already or is aware how it can make feel. Although it is not ordinary situations, not something people are accustomed to, and something they have heard many times. "Audience might be annoyed at the attempt to explain the obvious" (Kotler & Scheff, 1997, p. 311). That's why the message doesn't consist on of banal "Don't have an abortion!" but makes feel deep insight why it is better to refuse an abortion, makes feel these reasons, allowing viewers to apply displayed situations to themselves.

Next step is to apply selected concepts into production of PSAs.

### **PSA № 1. "Little legs".**

*The plot includes beautiful displaying of mother and little daughter are running in direction of each other to embrace. All moves are slowed down. They are in natural place and have fresh green grass under their feet. Running feet of mother and daughter are mostly shown. Then happy embrace happens. Viewer see beautiful and attractive picture of maternity. This idyllic picture at the end is destroyed by the inscription,*



*which plays the role of the main messenger: “Legs are the first what is cut during an abortion”.*

The mother is young Russian woman; daughter is her real daughter of 3 years old. For shooting the time of sunset is chosen, because during that period the shadows are soft and colors are magic, which creates the feeling of calmness, appeasement, and quiet happiness. It is implemented to make viewers feel positive emotions, in other words, positive appeal is employed.

To attract the consumer positive appeals are applied in commercial marketing “to entertain and engage audiences for example to purchase a product by making the product as attractive as possible” (Lukic, 2009, p.31).

In case of social marketing the wanted behavior can be this product. In the frameworks of the Final Project the wanted behavior is to keep the baby. And emotional positive appeal calling maternal instinct is used to create attractive image of the maternity. Another message of the PSA: you’ll be happy with your baby if you will keep and refuse an abortion. It shows positive outcome of attitude and behavior which are being shaped. It promotes the experience of having baby (the moment when happy mother and daughter are hugging). The viewer is implied to feel the happiness of maternity – as result of keeping the baby. Ideal picture which calls good feelings and positive emotions is portrayed and then possible happiness is destroyed by abortion – the text appears: “Legs are the first what is cut during an abortion” occurs on the monitor which appeals to fear of the female, fear that she can do it to her baby instead of being happy. In this case positive appeal was used to make fear appeal more effective by sharp contrast.

This PSA is built on the simplicity of the plot, but this primality carries much sense. According to the analysis of pro-life (meaning against abortion) media cam-

paings made by Ferree (1998), belief about the sanctity of human life was the central issue that have been emphasized by social marketing pro-life campaigns. As a result pro-life campaigns were more successful than pro-abortion campaigns.

In the PSA the importance and sanctity of human life will be emphasized by reminding that embryo is human being and may feel pain caused by abortion. It is not only the mother who feels pain, but also a baby.

This direction of the message designing is confirmed by the results of the survey. 75,0% think embryo is a human being from the beginning of developing, 58,3% think that embryo feels pain when being aborted , 71,0 % consider abortion as a sin, 75% consider abortion as a murder *but* at the same time 58,3% think that abortion is woman's business, 38,9% consider wish to build career as a justified reason for abortion and 41,7% consider low material status as a reason for abortion. It means that respondents are ready to accept an abortion being aware that abortion will kill human being and even if for them it is a sin. The conclusion can be drawn that respondents' understanding of abortion in the real life situation is not the same as in their mind when they just think about what abortion is generally. The importance of embryo decreases when it faces difficulties in the life. That's why one of the task of the PSA is to reinforce the understanding that embryo is alive and shape the attitude that abortion is still a killing of a baby regardless all social and material difficulties.

The PSAs objective is to bring into correlation these contradictive judgments and to make them meet in target audience's minds by reminding about some stages of abortion procedure, for example that embryo (who is considered by majority target audience as human being) is being cut by several parts during an abortion.

Another way of abortion framing by pro-life movement organizations is an issue of morality and sanctity of human life (Ferree, 1998), or family values (Diamond, 1995).

Here moral appeal comes into effect. As it was mentioned before, moral appeals “are directed to the audience’s sense of what is right and proper” (Kotler & Scheff, 1997, p. 311). In this case values are being invoked. And if to memorize that majority of respondent consider embryo as human being and abortion as a sin, it can be formulated in the main message: “It is not right to cut legs to the human being”.

**PSA № 2. “You won’t forget it”.**

*The plot includes portraying many different women of different ages and nationalities in various life situations, but all of them are pictured as depressed; unhappy; desperate; close to death: all of them are memorizing the abortion they had earlier in their life, and viewer can clearly see that they are in deep suffer. The displaying of different negative emotions is accompanying by music which helps to experience emotions of irreparable tragedy – Ave Maria remade by Aaron Zigman. This music contributes in attempt to make viewers feel the suffering that the women in the video feel. At the end of the PSA the text emerged on the display: “Abortion can’t be forgotten”.*

For this video mostly dark color are used, heavy shadows on the faces, even night time. Women who are acting represent all age groups of women, beginning from approximately 20 years old and finishing by 60. The main difficulty during producing the video was to make these actresses to play real pain, because to have an effect it should look as natural as possible.

The second PSA is based on factual data concerning psychological health.

Mostly it is based on post-abortion syndrome, which includes psychological disorder, depression caused by abortion. Wilson, professor of psychiatry estimated that

“40 to 60% of the emotional reactions are negative. Fifty-five percent of women who have abortions have guilt, 31% have regrets and 33% have sleep disturbances” (p.2).

Some sources state that post-abortion syndrome is a myth, but there are factual researches, which confirm the opposite. According to Wilson, 46% women participated in researching post-abortive psychological consequences “had feelings of self-hatred, 49% used drugs and 39% either began or increased the use of alcohol. Sixty percent reported suicidal ideas and 28 % attempted suicide” (Wilson, p. 3).

Also, researchers at the Elliot Institute for Social Science Research report the following statistic about women who had abortions:

90% suffer damage in their self-esteem; 50% begin or increase alcohol and drugs; 60% report suicidal ideation; 28% actually attempt suicide; 20% suffer full blown post-traumatic stress disorder; 50% report some symptoms of PTSD (posttraumatic stress disorder); 52% felt pressured by others to have the abortion(Burke, 1994).

As a result of using such a negative fact about post-abortive women’ psychological condition, the second PSA is based only on bad emotions. Fear appeal here is primary technique.

According to survey’s results 58,3% of respondents think that social and medical reasons (such as having many children, disability of children or husband, being imprisoned, pregnancy resulted by raping, embryo pathology, threat to the life of a mother) are not necessary conditions for woman to have an abortion in late stages. Even if she doesn’t feel any of these conditions, but just thinks that she will not be able to provide material support to her baby, it’s normal that she has an abortion.

From these results the next task can be drawn – to shape the attitude which will show that reasons, which seem to be unsolvable, are nothing in comparing with psychological and life conditional consequences of abortion.

As in previous PSA, the text plays crucial role here. While watching the video, viewer won't know exactly what causes so strong suffering of displayed women. And after watching up to 20 different women who is going under strong negative-emotional anxiety, viewer will be full of negative emotions transmitted by the video, and the words on the screen will make him to understand that abortion is cause of it, and suffering and abortion will come in direct correlation. Here fear appeal turns on. It is implied the women will be scared of experiencing the same pain and viewing of this video will shape cautious attitude toward abortion and will motivate her in future to refuse an abortion or to use contraception very carefully.

**PSA № 3. “It is you who is guilty”.**

*There are middle aged wife and husband sitting in the room against each other. They don't look at each other, they think about repeated negative pregnancy test, which woman just conducted and put it together with numerous negative tests she has done before. Then conversation is being developed between them on the topic why the woman cannot become pregnant for so long time. Her husband behave as he is not satisfied but this fact, and woman finally says what she could not dare to say before to her loved man - “It is you who is guilty”, meaning that dozen years ago when they were not married he compelled her to have an abortion, and that is why she is infertile now. Their conversation grows into hysterical quarrel, viewers see that she is alcohol abused and out of balance, that their togetherness is ruined, and life of the woman is ruined because of man.*

There are two people who are responsible for pregnancy and possible abortion. Males also take part in female's decision to have an abortion or not to have.

According to practicing gynecologist-endocrinologist Anara Ordokova "There were cases when we told all the truth about abortion to the young couple who came to have it, and boy refused it, taking away, and promising to marry her" (Personal communication February 15, 2012). The PSA is named "It is you who is guilty."

10 males participated in evaluation, all of them are single and never was married, never faced an abortion in their life. According to results of the survey 70% of males consider abortion is acceptable, 40,0% consider law material status as justified reason for abortion, 50,0% consider wish to build career as a justified reason for abortion and 50% don't blame those men , who allow their women to have an abortion.

Results show that there is an obvious need to correct males' attitude toward abortion in order to stop them consider it as normal and acceptable in most of the cases and to make them feel responsibility for their actions connected to impregnation and taking decision about possible abortion of their girlfriend.

It is concluded that there should be PSA directed on males. Its task is to remind boy about his responsibility him to be aware of possible consequences of his possible careless sexual behavior and thoughtless decision about abortion in case of his girlfriend's pregnancy.

For this purpose guilt appeal is used to send the message to males that they can be guilty of future infertility of their girlfriend; of abortion she had; of the fact she's come through physical and psychological pain and that she is broken because of it.

Huhmann and Botherton (1997) explain various tactics one can use to arouse guilt.

They describe different verbal tactics which can be used in order to arouse guilt. The verbal tactics are relevant for this Final Project's products and can be one of the following: *a statement of fact, a statement of action, a suggestion or a question*. In this PSA *a statement of action* is considered as the most appropriate one. This tactic points to the direct guilt of the person, giving him a statement that certain thing happened because *he* has done certain action (Huhmann & Botherton, 1997).

In the PSA boy's guilt will be aroused stating that he is guilty in infertility of his wife, because he compelled her to have an abortion earlier.

The women's and man's sufferings caused by abortion will be pictured, the meaningless and pain of childless marriage and ruined life will be displayed, wife's psychological disorder will be shown. And it will be clearly stated that all these hopelessness, impossibility to change the situation are results of his action, are results of abortion for which he is responsible.

This PSA is based on the motivation of problem avoidance. There should be clear messaging that by refusing an abortion he will avoid dangerous consequences as infertility, which causes unhappiness in the life. The PSA should awake in him the wish to avoid the feeling of guilt and refuse in his mind an abortion of his whenever pregnant girl-friend. Also it is implied that after watching the video he will be scared of being guilty, because according to Lukic (2009) fear appeal is "scare tactic" which depicts what can happen if you'll not adopt recommended behavior.

Fear and guilt together may produce long double effect which will be able to stay in boy's mind and cause recommended behavior.

This PSA also contains rational appeal. Lukic (2009) states that "practitioners have learned that most people make decisions based on emotions, but they also want rational arguments to support their decisions (p.22). And this appeal is directed on fe-

males too. Coming back to the survey results, 72,2% know that infertility is the result of abortion, but still accept an abortion in their lives (51,4%). Most girls who come to have an abortion think that they'll have time in future to have a baby, and now it is not appropriate time (Anara Ordokova, personal communication February 15, 2012). They don't realize the whole seriousness of infertility and don't project this possible situation on themselves. The rational message of the PSA "it is irrational to have an abortion now to have big problems in future life. It is irrational to deprive yourself of the possibility to have children and happy family". In terms of this intention it will be shown how infertility can affect the life of a woman and her husband, what are the terrible consequences, how unhappy they can be without children just because they decided to have an abortion earlier.

Also for girls fear appeal is placed in PSA which will call a fear to be infertile and to be alone, being not able to save her relationships with the husband.

According to Reardon (2011) for many post-abortion women it is very difficult to create long relationships with a male partner because of depression, low self-esteem, substance abuse and other problem related to abortions.

There is shown that abortion leads her to result, according to which she cannot build strong and happy relationships with her husband, her family is destroyed and her life too, because of abortion.

### **Technical details of production process**

For shooting Canon D7 camera with 18 megapixels resolution was used. This camera enables to shoot full HD-video (1920 x 1080p). The editing of the video was carried out in Apple MacBook using Premier Pro editing program.

Designing of PSAs scenarios, shooting, editing, and selection of actors is performed by the author of the Final Project description.



The actors for all PSAs and print advertisements are not professional and worked on a voluntary basis. Places for shooting were chosen according to the necessary environment and furniture to create special mood. The shooting of one PSA lasted from one to three days. There were difficulties with memory space, because work material (unedited video) was of high quality and required much memory space.

### **Outcomes**

As a result of the Final Project three PSAs were developed and produced, with duration corresponding to usual format of PSA: 30-60 seconds. Further, they can be broadcasted by TV channels of Kyrgyzstan in programs related to youth lifestyle, or between programs targeted for youth to reach determinate target audience. It is expected that PSAs may cover the young generation which is at risk, and their attitudes and perception of abortion will be modify according to goals of PSAs and expected outcomes.

### **Expected outcomes of PSAs**

The anticipated result of “Little legs” PSA is that woman (if she being pregnant will be in process of making decision about an abortion) will project experienced feeling into her life: will correlate displayed baby to her own, shown legs to the legs of her own baby and will not want to cut them. Another expected outcome – males and females being aware of some part of abortions’ hard reality will behave carefully in their sexual relationship, not to admit unwanted pregnancy and experiencing of an abortion procedure. It can promote using of contraception to prevent unwanted pregnancy, which can cause an abortion.

“You will not forget it” video may make target audience to change attitude toward the reasons they consider appropriate and serious for abortion, but the question will be aroused in their mind: “are you ready to the consequences of this decision?”

Expected outcome is that fear will make them to change attitude toward reasons they consider as justified for abortion (according to the survey it is career building, low material condition, age) and to feel that abortion is not something that has not consequences.

After watching “It is you who is guilty!” the target audience is implied to realize the whole seriousness of infertility and other potential consequences of abortion, which can shape their life in future. Males will begin to feel their responsibility more, and will weigh up their decision more thoroughly.

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