



Investigation of Semiotics in Public Service Announcement of Radio Health Channel

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Abstract

Semiotics is one of the branches seem that comprehending of It is very helpful in the process of programming the new structures in the mass media programming ; and one of these new formats called public service announcement (PSA) is not an exception among them. The author of this study examines the semiotics of factors and constructive elements of PSA in the radio channel of health. A channel that appears in today's fast world has very important tips in health realm.

Keywords: semiotics, radio, PSA

1. Introduction

Semiotics is one of the branches seems to be very helpful in comprehending the process of programming the new structures in the mass media and is quite instructive that one of these formats is called public service announcement (PSA). The author of this study examines the semiotic factors and constructive elements of PSA in the radio health channel. A channel that appears in today's fast world has important tips in realm of health. It should be noted that in this study semiotics of Saussure and layer semiotics has been developed based on the work, the product of Saussure.

1.1 Terminology and Methodology

First we define important terms and concepts and methods of this study, we aimed to use in advancement of article.

Semiotics

One of the most common definitions of Semiotics is provided by Chandler quoting from Umberto Eco (Chandler, 2009, p. 20):

Saussure proposes a "dual" or two parted pattern to indicate the signs. By focusing on linguistic signs such as words, he suggested signs consisting of a "signifier" and "signified". Contemporary commentator suggests considering signifier is a form which sign takes, and signified is a concept that signs refers to it. But Saussure described this distinction as follows: linguistic sign does not link an object and a name but a concept (signified) and an audio image (signifier). Sound perception is in fact an abstract part of sign and not what we hear as a voice. As it appears for Saussure the signifier and the signified were completely psychological. In opinion of Saussure signs are only as part of a contract system and have a general and abstract meaning. His notion of meaning is purely relative and structural, not referential. It means the relations are prioritized to objects. In other words the meaning of a sign is determined by its relations with other systemic signs and depends on the inherent aspects of signifier or material objects. Saussure didn't see the sign as a real and inherent identity, for him signs are fundamentally referred to each other. "In language system everything is depends on relationships." (Saussure, quoted by Chandler, 1987, p. 47) No signs can be comprehended by it but also in relation to other signs. In this regard Saussure points out the value of the concept of value sign; what Saussure calls the sign in fact is dependent on its relations with other signs within the system. Chandler quotes Saussure (2009, p. 50) that Saussure has insisted the arbitrariness of sign and optional relationship between the signifier and signified. Saussure focuses on linguistic sign, because he knows language to be the most important sign system. Charles Hackett (Ibid.) also noted that the optional key feature of the signs in language through which we can explain high versatility in

Languages. Saussure (ibid) says if the task of words is representing concepts that are absolutely constant, then we need to see strict compliance with all languages, but this has never been observed.

In fact, this feature of language as optional being of the signs helps to justify their interpretation capabilities and the importance of context.

Previous studies demonstrated the effectiveness of PSO in Mass Medias (McKay 2006; Mackay, 2014; Cover, 2016; Compernelle, 2014). McKay (2006) noted the emergence of Critical Discourse Analysis with its emphasis on sociopolitical considerations in association with text analysis. It indicated contemporary debates about the nature of media language itself as it changes in relation to changing industry and social pressures and through the increasing influence of emerging technologies. There is no link between signifier and signified, the signs have got multiple meanings and do not have the same meaning, in scope of a particular language, each signifier refer to many signified; for example semantic puns that they refers each signified by a large number of signifiers or for example synonyms. Graan (2016) analyzed the forms of metasemiotic regimentation that are inherent to any nation-branding project and examines their implications for the organization of publics and governance. Also, Mackay (2014) addressed the following problem: advertising generally – and recent U.S. political campaign ads specifically – use juxtaposition that is simultaneously effective and clichéd.

Now, with the introduction of semiotics of Saussure we can describe layer semiotics based on the interpretation of Sojoodi:

1.2 Layer Semiotics

Sojoodi (2009, p. 203) says: "Even assuming that a text is produced only by belonging signs of a unit sign system and can be explained only by relying on its values of that system of signs be is unlikely and continuously other sign systems are involved in the interpretation of text as a form of companion layers. Sojoodi (ibid., P. 204) in the layer semiotic provides a new definition of the text. If different code systems are assumed as similar to Long Saussure system, then the text would not be the result of juxtaposition between the codes but of juxtaposition between layers each of which are based on a selection of its codes that had been achieved in communicative action. Text from point of view of Sojoodi is physical phenomenon, but not conclusive. The text is composed of several layers, each with its own have an objective and contextual coding system.

There is no doubt that depending on the context some layers or even a main layer is more important than the other layers. Or is considered more original and in different experiences text has a constant presence and of course this does not means interpreting and understanding is fixed. So in fact any text layer, exist in relation to the other layers. Text layers interact with each other and in accepting the effects of interaction, are interpreted as a text and as part of a system and can be accomplished the implications; and maybe a physical object in context interact with other layers in text and involve in interpretation and as a result, not be as a layer of text of "be read" and in other situations in any interaction context with other layers, and not be regarded as a part of the text. (Ibid., P. 205). Sojoodi (ibid., P. 206) has brought an example; if we find a piece of handwritten text in the streets maybe due to the geometry of the article we guess that it is a poem, have a look and like or dislike it. Certainly, if this text is printed on paper, other text layer will be involved in the valuation of it. Similarly, if the name of a famous poet is on top of it other layers appear in the text of the valuation and this trend will continue in the same way.

1.3 The hierarchical structure of text and sign system

This topic is one of the most important issues in layer semiotics, as we know the text is a open network from of different text layers which is the result of different codes, but should not be assumed that these layers are simply put together and or in any way it is possible codes be adjacent to each other, It must be said that these layers have both internal and external organizations and are formed on the basis of relationships and a certain order and influence each other. In other words, here, on the one hand we are dealing with relationships within the coding that determine the value system of signs and continually varies by effected the text layer that is produced. On the other hand by interceding relationship follows the interaction between the codes; and the relationships within the text that defines the internal structure of each layer of the text and intersexual relations that reflect the mutual influence on each other text layer. (Sojoodi, 2007).

Then (ibid., P. 212) for better comprehension he mentioned a very simple example of a conversation that it is necessary to clarify the discussion. Examples are as follows:

- A. Where are you going?
- B. To buy a desk.
- C. OK go on and if you could give a single call to me.

"Desk" in the text that was read serves in the context that it is creating factors for verbal textures. However, this process has some degrees. These two people in the dialogue refer to the concept of "desk" sufficiently. It's established completely unmarked about the "table" and there is no ambiguity. However, depending on the need for dialogue and interaction between the juxtaposition and the relations of "A" and "B" may in continuum of context, more textures be revealed and arise. For example, in response to "what kind of table?" one might add, "writing desk" Which in this case we are dealing with a more coded sign, but as we always are facing with intermediate structures sign and unmarked ones, here it must be said the relationship between sign are at the level of the most unmarked "desk" which has been realized to be signed. Similarly, the term of "wooden writing desk" compared to the "desk" is more signed, more leads

to connections in the sign level of "wooden desk". It can be seen on a continuum based on the juxtaposition the word "writing" is signed the desk and by the words "wooden", "desk"; thus expands language text layer. Although in the above conversation companion element always creates an unmarked structural on a different level, for example, "wooden writing desk" is as a macro sign is again the most unmarked "wooden writing desk", but according to previous knowledge we may label its predecessor element. It means that relationship between "writing" and "desk" and "wooden" and "writing desk" is in compliance with the expectations of our former knowledge and the so-called linguistic layers support each other to their expectations of prior knowledge. This process seems to Sojoodi (ibid) can be called joined context; the process whereby the vicinity of linguistic signs adapt with schema, existing in audience's mind. In the moment that communication is established in the layer of "desk", based on the existing schemas in mind there are the realization of dozens of different textures. Imagine the same path with "dining table", "wooden dining tables", "wooden dining tables of eight people" andgoes ahead. Sojoodi believes that the context of a relationship is possible to be established between text layers, or seem not established. Note on this writing:

It's the all of things came and went, a group to underwater, a group to underground, some groups remained at valleys, the others went to plains, and a group is still wandering the cities.

Obviously this is a text about the objects. The text is produced only at the linguistic layer. Inner layers within the text are associated with each other and companion linguistic signs are in conform to our expectations. "It's all things came and went" disposes a historical sense, about things that have come and gone throughout history and then has been vanished. The phrases of "a group to underwater, a group to underground, some groups remained at valleys ". As if on completion of the first sentence is written, especially the word "went ". Lexical and semantic links are in the text and the text is internally coherent. It seems to be basic written about objects that are buried here and there in history or eventually wandering in cities. Sojoodi continues to review the other text layer in this text. This part is a piece in a book entitled, "the collection of poems of Iraj Ziaee" (1996, Ss38-39). Promptly this text layers alter our basic attitude. However, this text which is written merely about objects and maybe seems to be elementary, are not read, but this layer (book and its cover) causes we read it as a poem, with all the codes of contemporary poetry or poetry in general, poetic codes, codes of intellectual and so on offers. But there are other text layers in fact; tries to impose it on the whole book to determine limit and type of reading of it. The purpose of this text is to provide the introduction of the poet with title of "Notes on Poetry of Objects" and in where the reader has been familiarized with the theory of poetry, objects or in other words with codes of subsidiary (versus the codes of poetry) so-called poetry of "objects". It can be seen how the other layers may oblige us in the text that text layers in which are at the level of referrals, engaging context making, to be read in other levels and by resorting to different codes (Ibid., P. 219)

Since the texts examined in this study are from Media of Audio Radio and since in terms of velocity and acceleration radio media is impressive, it is good here we have a quick look on the relationship between the signs and the media.

1.4 The relationship between signs and Media

The term media has been applied in different ways by different theorists and is included broad categories such as speech and writing, publishing and street distributing and broadcasting by using specific technical forms through mass media (Radio, television, magazines, books, videos, and sound recording) or interpersonal media interface phone, letter, fax, e-mail, video chat, cyber chat systems. Some theorists have classified media through the engaged channels of communication (visual, auditory, tactile, etc.) Marcel Danes in the book "the media semiotics" (2010, p. 66) says about media semiotics "media semiotics is dealing with these questions: 1. what does anything mean or what does it represent? 2. How does it stabilize meaning? 3. Why does it have the meaning?"

Chandler (2009, p. 29) notes that semiotic is a way of analysis of the text. Other approaches are including rhetorical analysis, discourse analysis and content analysis. He (ibid) states that in the field of media and communication studies, text analysis is considered as a serious contender for semiotics as a method of content analysis. While at present semiotics is very dependent on cultural studies, content analysis is expanded very well in the mainstream tradition of sociological research. In content analysis sometimes quantitative method has been used for text analysis, but semiotics wants to analyze texts in the whole of structured warrants and is in search of hidden and implied meaning. Semiotics is rarely quantitative and often denies such claims. Just a repetition in component of a text indicates it is more important than the rest of the parts. With this description now we are to define the type of material and data which has been examined in this study.

1.5 Public service announcement (PSA)

What is public service announcement (PSA), the subject matter of the present study?

Safaeian (2012, pp. 3-11) argues, public service announcement is a type of advertisement which is produced for broadcasting on TV, radio or other media. While the aim of standard advertising is putting a product on sale; but in the PSA aims are "communal services". In this type of advertisement by increasing audience awareness of an issue, therefore the general tendency toward that issue increases and consequently affects their conduct.

The definition of the Federal Communications Commission¹ said that the PSA refers to any advertisings to promote the programs at no charge such as federal or local government activities or services (For example, employment advertisement, the sale of bonds, etc.) or a program, activity or service of non-profit organizations (road safety, the Red Cross, blood donations, etc.). In fact, Advertisements of communal services, or PSA are, text messages has been

¹ The formal definition and accurate by the Federal Communications Commission (FCC) in the United States are provided.

prepared in form of a print or on film, videotape, DVD, CD, audio tape, or as a computer file and has been delivered to radio and television stations. However, radio stations (especially social and public stations, such as radio or radio-college and National Public Radio) sometimes prefer to have texts that speakers could read them live on the air. An actor can easily read these texts. These messages can be offered well-detailed with music, stories and visual display or audio effects.

As previously mentioned in the definition of PAS the purpose of producing PAS is to create awareness in the audience. And its creators expect to force an audience to work in one of the following three areas:

Preventing distributing of a behavior from the beginning (smoking)

Stop a particular behavior (smoking cessation)

Encourage them to accept a new behavior (exercising)

But we should remember that behavior change is not a simple process. Accordingly, the producer of the PSA should have enough awareness and knowledge of the issue, in such a way that it can convince its audience that the problem or issue raised in PSA is his subject matter and only he can solve it. Then the audience is expected to change his false belief. The experience has shown that the requirement of a change in behavior is the acquisition of knowledge and awareness, and only in this way it can be expected that a false belief be modified. Studies have shown that as PSA aims to increase awareness of the audience it is able to prepare the audience to accept the presented issue (including the three areas mentioned). Thus, for example, focusing on increasing public awareness of health can be the first step.

Knowing that what is the problem? It is important to convince them in relation to their health.

Pay attention to health information that will be presented.

Enable people who as the target audience are to change their behavior.

Provoking public opinion, policy-makers on the topic

Encouraging knowing and learning more about the subject

Sensitize people to the messages that encounter

Evidences indicate that through the mass media and indirectly it can be reached to the target audience and this group has the greatest potential to change behavior. The media can illustrate the problem and impact on public opinion, highlight the issue in the minds of legislators and thereby contribute to the field of health policy. In addition, it can promote health-based practices as well as involve in preventing and prohibiting actions that endanger public health. In addition, by using types of social groups, opinion leaders, friend groups and educated people ... can be effective in changing behavior of target audiences.

2. Research Methodology

In the present study among the PSA which were prepared at health radio channel for broadcasting several PSA were selected with random sampling as examples, after writing the texts and other words of their text layers as a contract, different semiotic layers is discussed in detail. All the different layers can be layered in the semiotics as the creator of a multimedia text in interaction with each other and can be investigated in the system of the network, the production and reception of the text.

The data is generated from the 20 PSA s which is broadcasted in health channel have been randomly selected for sampling. For ease of analysis and understanding the data researcher in the study of layers of semiotic texts has utilized the following pattern.

Paralinguistic layer which contains all the elements of linguistic and non-linguistic factors. Including songs and tone, stretch and even sound intensity on linguistic factors, and echo fade in and fade out in the case of non-linguistic factors.	Non-linguistic layers particular in radio texts, including music, sound effects and meaningful silence.	Linguistic layers and creating textually factors on the surface layer of the text languages, including cohesion and its subsidiaries, including repetition, removal, referral and links.....
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The speaker's words are inside the quotation marks for ease of detection.

PSA Number 1

Healthy Heart Cardio Graph sound effect

Narrator: (a fairly normal tone) "this is the rhythm of the symphony of life."

Hearing the continuation of the heart pulse that was existed before the following sentence of speaker.

"Sometimes an unwanted sound disturbs the harmonious rhythm."

Sound effects of hookah

"Hookah each year stops two million and seven hundred thousand heart palpitations."

Honk of cardio graph in state of emergency

Hookah is a warning to heart

Uniform whistling sound of device indicates a heart that is disabled

slow piano Pulse and, of course thought provoking

Linguistic Layers

It is in this text that is an anti-advertising hookah, is including emotional and motivating and different statistical sentences about hookah it can be definitely said that because of the perceived continuity at this level linguistic factors and symptoms for textually has been used properly. In other words, lexical and semantic links are in the text and the text is internally coherent.

Non-linguistic Layers

The text begins with an ambience sound effect or the same. A sound which is familiar to almost everyone. Then the first non-linguistic layer is formed. In the midst of this layer, another layer is added to the text that correctly defamiliarizes everyone. The sentence "This is the rhythm of the symphony of life". Short distance between the speaker and the next word of the speech fills with a few strokes of piano which has no role but creating distance and then immediately hear the speaker in the next layer "Sometimes you can hear the beat of unwanted sound makes the heart beats uneven and at the same time you hear the sound effects of burble hookah and sounds of smoke out". Then another layer is added to the speaker's word that "hookah stops every year two million seven hundred heart palpitations." At this point another layer of sound effects of Cardiac devices is added and confirms irregular heart beat and then again the final word of the speaker "hookah is a warning to heart" and at the end another sound layer affects the device that makes continuous beep. Looking at the full text layers created in the process it is understood that the course of starting from a Healthy Heart to Disabled Heart is a logical process that has taken place in different layers with correct codes. In other words, using the text element of repeat and referral mechanisms, language factors often repeat and decode nonverbal messages of that layer.

Paralinguistic Layers

What is particularly notable in this PSA in my opinion is that the causes and symptoms of paralinguistic are not involved in creating textually of it. Among the paralinguistic factors that could form a separate layer in connection with the other layers, it can mentioned to intonation and even tune and rhythm of the speaker's voice while reading texts that in different states can be effective in creating emotion and continuity of macro sense.

The other notable point here is that the author kept suspended the subject matter of the rejection of hookah until the first reference to it. It means subject layer is formed a bit later. Earlier in this layer an important issue, which is the health is formed and gradually gives way to layer of the main theme.

PSA Number 2

Light Electronic music

Female narrator: "Along with the most beautiful smile of baby (laughs effects of the newborn) save his health grace."

"Do you know by the storage of cord blood stem cells, the possibility of treating blood diseases increase?"

"Leukemia, hepatitis, and Thalassemia are the most common blood diseases."

"Pregnant women (ECO) by referring to blood bank can save embryo stem cell cord of your dearest baby."

"Internet address (Internet connection effects) www.rsct.ir

Umbilical cord is artery romance (ECO), through life (ECO) and the support of family health"

"Royan Institute (strong echo)"

"Telephone (sound effects of dialing) 26129001 or 3"

This text is a public advertisement service which is coded on many levels.

Linguistic layer

The speaker's words are that by adopting textually factors such as repeat and referral to the subject is trying to show the importance of storing stem cells. Also creates coherent lexical and semantic links in the text.

Non-linguistic layer

In the radio this layer is included of sound effects and music which in the text plays fainter role than to effect and even sometimes it seems that the effect on the role of a repeat and referral has an important role in creating a sense of continuity in mind.

Paralinguistic layer

That is the same factors of coding on Linguistic factors, in the context of speech of radio, including the tone and intensity of the sound and intonation and sound gender. In my opinion use of the voice of a woman as a symbol of fertility and motherhood is a step toward effective communication and more cohesion. In this text except for the last part that speaker with little emphasis has read the word embryo, in other parts, for example, when reading the combination word of "pregnant women" an echo is heard that is one way of highlighting in the radio. This echo has been employed in other parts that were important for producer. Therefore referrals network and textual repetitions also

in several layers of this part has created a coordination mechanism which helps to understand the importance of saving umbilical cord.

PSA number 3

A piece of pulse

Male narrator: "In recent years, psychologists have paid special attention to the impact of spirituality on soul and psyche. Dr. Rush is one of the founders of the science of psychology says religion is as important for the education and health of the human psyche as he requires air to breathe, Mazaheri, a psychologist, speaks about the positive effects of prayer and trust":

Mazaheri: "human being without spirituality is alone and it has been proven that some religious practices such as pilgrimages and trust in God can create positive attitudes and inner peace in one's life expectancy. A survey was conducted in 1999 that depression and anxiety is less in people who pray constantly than others.

And a study which has been done a few years ago at University of Wisconsin of America indicated that patients who have suffered breast cancer by praying successively their body resistance in relation to this disease has been strengthened, in fact, we are calling God by praying and we're waiting to hear the answer. "

We hear a part of the prayer with reciting God's names

Linguistic Layers

In this text, which is for the promotion of religious and moral behavior and its impact on the health of body and spirit, has been used different integrating factors of language like other common texts in radio and despite the different voices we hear, the same elements acts as the semiotics layer and the Persian audience understands it as a continuous text.

Non-linguistic Layers

In this context, different non-linguistic factors are not much used especially the nonverbal factors involved in the formation of Layers of radio (music and effects). With the exception of an advertisement at the beginning with a very short pulse, perhaps was used in order to confirm the beginning of program and at the end of a short part of the religious melodies to emphasize experts' opinions that is in coherent relationship with the macro subject of program.

Paralinguistic Layers

Including paralinguistic factors that author realized, is the use of a male voice with a familiar tone of education programs, which of course is inevitable. Because the language and vocabulary building in this layer beside other layers in the mind of the speaker creates a pleasant continuity. Other paralinguistic factors seem not to be mentioned in it.

PSA Number 4

Single beep sound mixed with music

Male narrator: "golden seconds"

Female narrator: "Who knew that eight-year-old Mohammad Mehdi while walking in the school and feeding up eating will suddenly get stuck throat and due to lack of on time assistance today will not be between us anymore."

Man: "That was the first recess."

Woman: "When a bite stuck the throat, esophagus will be closed and the water that goes into the esophagus will go into the lungs (fade)²"

Woman: "Why should it happen? Why not all teachers and school managers receive these instructions. If a paramedic or one of those who had seen the first aid courses were there this kid wouldn't pass away."

Female narrator: "Dr. Ihsan one of the hardworking pediatricians"

Doctor: "The best thing you can do, lie the person to a side and by fingers got the piece out if it's if not we can use El locked method that is the best maneuver it runs differently for various ages."

Woman: "If this maneuver was done they could save the child."

Doctor: "catch the person from the back and cite a pressure to both sides of his wishbone chest that the piece stuck out of his mouth and breathing goes easier."

Female narrator: "learn and take these golden seconds seriously."

Electronic music is throughout the text, at background of following words and at words of different people.

Linguistic Layers

Like previous texts this layer contains the text of a speech of different people who have different textual factors that will ultimately create a continuous text. Other tip is the narrative form that, each of the audiences may make a conjunction with similar events out of context. And a new intertextuality layer will be formed; it can be a factor for follow-up and more attention. The effect of the suspension is well-utilized in linguistic layer of codes. This text begins with this compound word "golden seconds"; listeners via hearing this combination are certainly waiting for an important issue in

² Gradual exiting the hearing of the sound for the audience that sometimes replaced with music and other words, and sometimes with silence

the period ahead to be mention, an important and bitter event. The relations between sign layers in the PSA is very important.

Non-linguistic layers

As mentioned throughout the text it is used an electronic music mode. Of course, the color of music helps in color macro of text, in applying this kind of music the time of fade in and fade out should be given various subsections. Although it seems that the use of a single music during a public service announcement that is not too long can be one of the causes of textually and in fact, it is a sign of the close relationship of the various parts of it. In other words, non-verbal and coordinate layer which in this pas is in the Layers of music is used as a platform to connect all parts of a narrative and referral features of music is faded in this part.

Paralinguistic layers

In this text, unlike the above texts that were produced mainly in the studio the documented reports of people have utilized and this has led to the emergence of paralinguistic layer in this text. Since each of the reported cases expresses sentences in a tone as a sign of a hurry of questions and protest. But still the official language speakers intentionally or inadvertently have never used this element.

PSA Number 5

The little girl: "children do not forget the health Radio, Listen and stay healthy."

The little girl: "children obey your parents and always wash your hands with soap and water....."

The little girl: "Of course, keep in mind to wash them with liquid soap"

The little girl: "Do not take little kids with yourself into the hospitals."

The little girl: "don't take children to polluted centers."

The little girl, "after getting out of the subway and bus wash your hands."

The little girl: "You must use tissues when sneezing and coughing."

The little girl: "If you have any questions about illnesses health radio has a lot of doctor, call and ask any questions you wanted to know."

As what are scholars say and as it is mentioned at PSA part any public advertising has been made to promote a social issue in the shortest and most effective form. Besides, as we cannot take this text among the public ads, but as it is among the list of public service ads and as it has got some goals of the ads in this channel therefore, we consider it in text analysis and semiotics to see whether in terms of semiotics according to targets of Social Services Ads it can be dropped from the list of PSA or not? In other words to see whether the semiotics plays a role in the definition of radio programs or not?

Linguistic Layers

In this text in different parts, different languages Layers are formed that all just due to macro issues of health advice are joined together. Of course, the first sentence that child has expressed and represents the health channel is not in same continuum with the next sentences. This means that in terms of semiotics of language when a child invites other children to hear the radio health, linguistic and paralinguistic Layers (intonation and sound of child) creates further expectation in us to hear a station logo of the health channel, by highlighting the fact that radio works as well as in the area of children's health. But then we hear the child gives to other children health advices. This means that the disconnection between the different layers of text that has created at the beginning with the listener further expectations. In the analysis of sign layer we look for relationships between the layers in which work together in order to create a coherent text and intertextuality.

Non-linguistic Layers

In the case of non-linguistic Layers and regardless of Linguistic weakness in Layers perhaps the use of pulses with the rhythms and colors of children could be the best choice.

Paralinguistic Layers

Child's voice regardless to weak linguistic Layers is a great choice.

3. Results & Conclusion

Results of this study demonstrated the PSA of radio health channel is effective which are in good agreement with the Park et al., (2014) research. Bohner and Wanke (2002) noted that because of limited time and resources, people cannot focus on the details of every message contained in ads, thus peripheral cues can affect viewer's attitudes. Although this study did not show an effect of peripheral cue (famous endorser), celebrities, based on the match-up theory, can be effective when there is a fit between them and the issue that they are supporting (Agrawal & Kamakura, 1995; Till & Busler, 2000). Thus, as indicated before, famous celebrities whose images are matched with the image of the Special Olympics (e.g., Eunice Kennedy Shriver) may have an effect on prospective volunteer's attitudes and their intentions to volunteer for Special Olympics. The present studies research is as follows:

- A. In the analyzes performed on three categories of factors of forming the semiotic layers of texts public service announcement we recognized that they offer in relation to each other an appropriate concept for radio broadcasting.

B. Such as other texts semiotic layers operates in radio but the signs are commensurate with its media and it can be said Linguistic, nonverbal and paralinguistic Layers in the text of public service ads at the field of health operates the same. In fact in my opinion and based on what is recoverable in the above text analysis, referred factors are related as a network of intertwined factors and it seems that as the more layers communicate with each other the listener will get more coherent message.

C. It seems that the role of music in the form of public service ads rarely have a evoking affect and generally, at least in advertisements of the public health channel that examined, is used as interval music and sound coloring. Of course, this issue can be examined more accurately and in a wider range of public advertisement channels to measure radio.

D. In the scope of the data of this study we encounter a significant to point; the strength of effects and ambient sounds such as music and silence against other nonverbal factor, in which they can be reviewed and evaluated at public service ads.

E. In more public advertisements of this study wherever the voices of the people was used it seems as if paralinguistic factors have more prominent role in the creation of continuity and thus textually. This issue can be examined in a wider range.

F. Codes, symbols and linguistic, non-linguistic and paralinguistic Layers and decoding method in radio texts is a functional layer of macro theme, format, media, representation type (live or produced), broadcasting time and its audience. In other words, you can follow the structuralisms such as Chomsky's universal grammar to offer semiotic layer model for radio programs where six layers of the original theme, format, media type, application, time, and its audience are mentioned which in each of the three main Layers there are sub-Linguistic, non-verbal and paralinguistic layers in interaction with each other and various codes that in this study there is not an opportunity to review them. Each of the following layers in axis of collocation come together and influences each other. In this study, to fit the short format and simple messaging features it is used linear and simpler codes that can be compared with other forms of radio programming.

G. It seems that the most important signs of PSA are in sub-layer of the language, which the author calls it controller-layer. That is, the other are formed based on the codes and messages of these layers.

Finally, a schematic of the relationship network in a PSA of radio health is illustrated from the outcome of this research.

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