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**RESEARCH PAPER**

**Self-Efficacy Expectations through Breast Cancer Media Campaigns:  
Content Analysis of Media messages under the Umbrella of Social  
Learning Theory**

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**ABSTRACT**

The current research study recognizes diverse factors related to breast cancer awareness and knowledge campaigns running in Lahore, Pakistan which is based on Bandura's social learning theory. The study aims to allow an understanding about breast cancer into what progressing campaigns and activities demonstrate, moreover giving awareness. The data were collected from the official Facebook pages of Pink Ribbon Pakistan and Shaukat Khanum Memorial Cancer Hospital from the duration of October and November 2019 i.e. pinktober. The article analyzed the signs, images, and implications used in breast cancer awareness campaigns, and methods that were utilized to demonstrate the concentration of the spectators towards this disease. The results of the data consist of writings, visual expressions, and objects, and even though symbolical perspectives and qualitative descriptions were distinguished and investigated. The study concludes that in Pakistan, breast cancer awareness campaigns are giving more attention to raising resources and funds rather than educating individuals about precautionary actions.

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**Introduction**

Globally, cancer is known to be one of the leading causes of death and disability (Bray, Ferlay, Soerjomataram, Siegel, Torre & Jemal, 2018). One among eight women in the world will develop breast cancer in the lifetime (Thackeray, Burton, Giraud-Carrier, Rollins, & Draper, 2013). Pakistan has a highest prevalence of breast cancer than any other Asian country (Begum, 2018). Around 90,000 cases are reported each year and over 40,000 women die due to this disease (WHO, 2019). In Pakistan, Breast Cancer is quite common at a young age contrary to the western countries where it is more common after 60 years (Mahmood, Rana, & Ahmad,

2006). All females irrespective of their ethnic origins are at threat of developing breast cancer at any stage of their life (Grundfeld, Ramirez, Hunter, & Richards, 2002). The most pragmatic solution to early detection lies in breast cancer education of women through a proper communication channel (Shalini&Nayak, 2011; and Mudduwa & Wijesinghe, 2008).

Nowadays, media is a popular platform for disseminating health-related information (Martinson &Hindman, 2004; Van Slooten, Friedman, & Tanner, 2013) and also became a key avenue through which the general public receives health information (Sutton, Oh, Dashevsky, Veeraraghavan, Apte, Thakur & Morris, 2015).

Currently, in Pakistan, numerous efforts are made to improve the treatment of breast cancer. The Federal Government of Pakistan took an initiative in 2014 and established the first dedicated breast cancer care center in Islamabad, another center was established in 2017 at Lady Aitchison Hospital, Lahore. There are some initiatives like a one-stop breast clinic for triple assessment is also in the form of dedicated breast care centers. Moreover, stand-alone breast mammography clinics in the private sector are also rendering their efforts to fight the disease, but here cost is one of the impeding factors (Begum, 2018). The annual report of PACTfull form (2019) stressed the need for a well-planned cancer control infrastructure which should form with government consent. At the same time, the number of private autonomous and semi-autonomous bodies likes; Pink RibbonPakistan, Inmol, Shaukat Khanum Memorial Cancer Hospital, Shazada Begum Cancer Prevention Institution are struggling in creating awareness regarding breast cancer among women. Keeping this fact in mind the present study analyzed all the communication campaigns related to breast cancer for creating awareness regarding this deadly disease.

A review of existing literature concluded that few areas related to breast cancer have been explored including prevalence and risk factors of disease in Pakistan by interpretation of hospital data and exploration of knowledge and attitude of patients regarding breast cancer. Most of the research on breast cancer has explored the effects of this decease (Truesdale-Kennedy, Taggart, &Mcilpatrick, 2011), (Shalini&Nayak, 2011 and Mudduwa&Wijesinghe, 2009), (Asif, Sultana, Akhtar, Rehman, &Rehman, 2014), (Athar, 2018).

The identified gap by reviewing numerous foreign and local studies includes the role of media in communicating to the audience regarding the disease, awareness level of the general public for avoiding the fatal conditions, and most importantly prevention efforts initiated by the government and private sector i.e. analysis of communication campaigns regarding the disease (Khokher, Qureshi, Fatima, Mahmood, &Saleem, 2015), (Truesdale-Kennedy, Taggart, &Mcilpatrick, 2011), (Elmore, 2016), (Ayoub, Siddique, Ebrahim, Mohyeldin & El Sayed, 2017), (Lebo, Quehenberger, Kamolz, &Lumenta, 2015).

In the present research, it soon became clear that how breast cancer initiatives are promoted today is unprecedented, not only in the context of cancer but in the context of disease in general. It also became clear that these means are gendered – and this is not surprising given that breast cancer is a woman’s disease. Most of the studies have already analyzed breast cancer campaigns through the lens of feminism. The current study has therefore looked for the underlying meanings and contexts of breast cancer awareness campaigns with the perspective of social learning, to see how the symbols used in the campaigns and contextualized for creating awareness in a society like Pakistan where already existed values are hard enough to change. To cover the breadth and multitude of ongoing breast cancer campaigns, the data material encompasses color, artifacts, visual expressions, and activities. The analysis shows how certain discourses of life are entangled in different truth regimes. These are saturated with relations of power that are structured in complex ways. The specific findings are discussed in light of the Social learning theory. Which says knowledge is an understanding or awareness of a specific event/activity, which is derived through a person’s education, experience, learning from modeling or observation (Forrest, Sowden, Rubin, White & Adams, 2017; Devlin & Dillard, 2016). In breast cancer, if a female has the awareness of the high survival rate of breast cancer if she is diagnosed at the early stage, or the importance of breast cancer early diagnosis, her knowledge and attitude will align with the outcome expectancy (behavioral factors), which she perceives that breast screening could save her life (Pope, Zeng, Zhang, Lee, & Gao, 2018; Stacey, 2016). As such, both personal and behavioral factors will increase the female’s self-efficacy as she believes that she is capable of performing breast screening behavior (Gall & Bilodeau, 2018; Lee & Shekter, 2018; Mazloomi-Mahmoodabad, Khodayarian, Morowatisharifabad, Lamyian, & Tavangar, 2018; Muzaffar, et. al. 2019).

### **Theoretical Framework**

The current study deals with Social Learning Theory which integrated behavioral and cognitive theories of learning in order to provide a comprehensive model that could account for the wide range of learning experiences that occur in the real world. As initially outlined by Bandura and Walters in 1963 and further detailed in 1977, key tenets of the theory say learning is a cognitive process that occurs in a specific social context by observing certain behavior. Here lies the role of media in health communication where actual outcomes are represented symbolically to stimulate the cognitive process of the target audience.

### **Material and Methods**

The data for this article consists of a selection of means currently used to promote breast cancer initiatives in Lahore, Pakistan. This collection of data is intended to reflect how widely and diversely breast cancer awareness is promoted today. The two largest organizations, Pink Ribbon Pakistan and ShaukatKhanum Memorial Cancer hospital operate nationally.

Data collection took place over a one-year period (2019) consists of activities performed specifically to celebrate October as Pinktober (i.e. breast cancer awareness month), the systematic search for data includes direct observations of “real-life” events and Internet-based observations of “October events” of the year 2019.

In the printed materials everything was examined concerning breast cancer initiatives i.e. products sold on awareness events, free giveaways, branding to different stores and buses. Messages shared in pop-up windows while surfing breast cancer-related websites. Internet material also includes celebrity endorsement and video advertisements. Also studied were “kick-off” arrangements in connection with the annual breast cancer awareness month, October, such as pink parades, pink lighting of buildings, and pink tea. Information about these activities stems from different sources, including direct observations and first-hand narratives of events, literature, and the Internet.

## **Results and Discussion**

### **Analysis**

#### **Breast cancer as brand (focus on raising funds rather than cure and preventive measures)**

A variety of events around the world are organized in October, including walks and runs, and the pink illumination of landmark buildings. In Pakistan, the National Cricket team promotes breast cancer awareness by incorporating pink ribbon and pink caps on the field in October.

Various walks, symposiums, and numerous events were to raise money and awareness for breast cancer programs. As a fundraiser event, a motor-bike rally was organized in Lahore in October 2019.

#### **Promoting pink culture (women are delicate)**

The most visually striking aspect of situations where breast cancer has been themed is the color pink. One can buy lace underwear, outer clothing, shoes, bathroom articles, tableware, decorative objects, and gardening tools, all in shades of pink.

#### **Breaking stereotypes (now we discuss it openly and talk about it)**

The marketing of breast cancer awareness allows people to incorporate support for awareness into their personal identity or lifestyle. Socially aware, pro-woman individuals, businesses, politicians, and organizations use pink ribbons and other trappings of breast cancer awareness to signal their support for women, health, and mainstream medicine.

The term she-ro, derived from hero, is used in discussions of breast cancer to refer to women who have been diagnosed with breast cancer, and sometimes to those who have survived breast cancer. The term describes an "idealized" patient who combines assertiveness, optimism, femininity, and sexuality, despite the effects of treatment, and as a "paragon [who] uses a diagnosis of breast cancer as a catalyst for a personal transformation" (Zuger 2010).

### **Consequences**

The effort of maintaining the role of a she-ro can be stressful. The role encourages women with breast cancer to care for others rather than themselves. Some of them find this comforting, but it may lead to them feeling reluctant or unable to ask for the help they need or want, and this can lead to a bitterness that their friends and family did not offer these services unbidden (Sulik 2010, pp. 279–301). The success of their efforts to look and act normally may paradoxically increase their dissatisfaction, as their apparent ability to handle it all discourages people from offering help (pp. 283, 286). The breast cancer culture celebrates women who display the attitude deemed correct, which implies that their continued survival is due to this positive attitude and fighting spirit. While cheerfulness, hope, and good social support can be advantageous to health outcomes, it cannot determine survival rates (pp. 243–244).

### **Breaking Stereotypes**

Exactly what information is gleaned from observation is influenced by the type of model, as well as a series of cognitive and behavioral processes, including:

- Social Progress
- Educated empowered patients

### **Social Progress**

Breast cancer has been known to educated women and caregivers throughout history, but modesty and horror at the consequences of a largely untreatable disease made it a taboo subject. The breast cancer movement, which developed in the 1980s and 1990s out of 20th-century feminist movements and the women's health movement, has mostly removed those taboos through its modern advocacy and awareness campaigns (Sulik 2010, p. 4).

### **Educated, Empowered Patients**

At the beginning and middle of the 20th century, breast cancer was usually discussed in hushed tones, as if it were shameful. As an example, The New York Times refused to publish an advertisement for a breast cancer support group in the early 1950s, stating that it would not print either the word breast or the word cancer (Mukherjee 2010, pp. 26–27). Later, however, several celebrities publicly disclosed

their health challenges, and the resulting publicity reduced the stigma which was described by Olson & Tarbox (2004; pp. 124–144). The breast cancer movement has resulted in the widespread acceptance of second opinions, the development of less invasive surgical procedures, the spread of support groups, and other advances in patient care (pp. 121, 171–220).

### **Educated and Empowered Patients**

**Attention** – to learn, observers must attend to the modeled behavior. Experimental studies (Postman & Sassenrath, 1961) have found that awareness of what is being learned and the mechanisms of reinforcement greatly boost learning outcomes. In this way, social factors contribute to attention – the prestige of different models affects the relevance and functional value of observation and therefore modulates attention.

**Motivation** – The decision to reproduce (or refrain from reproducing) an observed behavior is dependent on the motivations and expectations of the observer, including anticipated consequences and internal standards. Bandura's description of motivation is also fundamentally based on environmental and thus social factors since motivational factors are driven by the functional value of different behaviors in a given environment.

### **Implications (Creating social change with media)**

Entertainment-education in the form of a telenovela or soap opera can help viewers learn socially desired behaviors positively from models portrayed in these programs (Benight & Bandura, 2004). The telenovela format allows the creators to incorporate elements that can bring the desired response. These elements may include music, actors, melodrama, props, or costumes. Entertainment education is symbolic modeling and has a formula with three sets of characters with the cultural value that is to be examined is determined ahead of time:

- Characters that support a value (positive role models)
- Characters who reject the value (negative role models)
- Characters that have doubts or undecided about the value (Singhal, Rogers & Brown, 1993).

### **Applications for Social Change**

Through observational learning a model can bring forth new ways of thinking and behaving (Singhal & Obregon, 1999). With a modeled emotional experience, the observer shows an affinity towards people, places, and objects (Benight & Bandura, 2004). They dislike what the models do not like and like what the models care about (Singhal & Obregon, 1999). Television helps contribute to how

viewers see their social reality. "Media representations gain influence because people's social constructions of reality depend heavily on what they see, hear and read rather than what they experience directly". Any effort to change beliefs must be directed towards the socio-cultural norms and practices at the social system level. Before a drama is developed, extensive research is done through focus groups that represent the different sectors within a culture. Participants are asked what problems in society concern them most and what obstacles they face, giving creators of the drama culturally relevant information to incorporate into the show (Benight & Bandura, 2004).

## **Discussion**

The research article examines the breast cancer awareness campaign and defines the various techniques which were used to draw the attention of the general audience towards breast cancer disease. There are different health campaigns, seminars, plays, and walks conduct which is used to communicate or bring attention to give awareness about breast cancer. According to the research in 2018 and 2019, cancer is one of the most leading diseases of death among the general public.

## **Radio Channel and Celebrates Video supporting Pink Ribbon**

Pink ribbon celebrates #Pinktober every year that focuses on breast cancer awareness through City FM 89; same as Sonia Qaiser manager at Pink Ribbon conduct a radio show on FM 91 with Maya for the breast cancer awareness with the hashtag of 91cares. The interview and video were shared by Pink Ribbon on social media by Catwalk Cares, who share the breast cancer awareness videos which were shot by Shaniera Akram, Zara Tareen, Maria Wasti, Dr. Amir's expert Care doctor, and Mishi Khan. In those videos, they delivered the message and show the support to Pink Ribbon for breast cancer awareness.

## **Role of Hospitals in the awareness of Breast Cancer**

CEO of Pink Ribbon, Omer Aftab put thank you note on the social media for NORI Hospital for the Pink illumination to support Pink Ribbon and the main cause of Breast Cancer Awareness. In 2019, Evercare hospital glows its hospital building with pink color lighting to support Pink Ribbon for their Breast Cancer Awareness. They conduct the walk to raise awareness campaigns for society for breast cancer awareness. The biggest support to Pink Ribbon was ShaukatKhanum Memorial Cancer Hospital and Research Centre, the consultant doctors of SKMCH&RC talked about the treatment of breast cancer and give important notes to fight against breast cancer.

## **Celebrates endorsements in the support of Breast Cancer**

Pink Ribbon thank MoeedPirzada and Omair Rana for endorsing Pink Ribbon and Breast Cancer Awareness Campaign through 93 News HD Plus. Sabir Shakir the host of channel ARY News also works for the endorsement of Pink

Ribbon and Breast Cancer Awareness Campaign. CEO of Pink Ribbon Campaign Omer Aftab, explaining the importance of early detection of breast cancer on Indus News which was part of the awareness campaign. The newscaster Absa Komal, Hifza Chaudary, Muhammad Junaid, Ubashir Hashmi, Wajih Sani, and Ahser Alam of Geo News Urdu also endorse the pink ribbon and cause of breast cancer which show their support and concern for the breast cancer awareness campaign

### **Print Media role in the awareness of Breast cancer**

According to the BBC Urdu, the month of October is especially for the Breast Cancer Awareness and in Islamabad all the buildings having pink petals that show their support for the Breast Cancer Awareness. A special Interview was conducted by Khalid Malik with Omer Aftab (CEO of Pink Ribbon). An article on breast cancer was written by Alefia Hussain which was published in The News newspaper and it's all about the awareness of breast cancer. BBC News makes a report of breast cancer and they explained that early detection of breast cancer was hampered by cultural taboos in Pakistan.

### **President support Pink Ribbon Breast Cancer Awareness Campaign**

The politician also works for the Breast Cancer Awareness, during the Royal visit of Prince William the president of Pakistan Arif Alvi pinned the Pink Ribbon on the arm of the Prince to show his support to the Breast Cancer Awareness Campaigns. Pink Ribbon organized an event in 2019 for breast cancer awareness which was attended by the president of Pakistan and show his support for the working of Pink Ribbon and appreciate their hard work.

### **Online Application supporting Pink Ribbon**

Daraz Online shopping is one of the most popular online shopping brands which is used for shopping around the world and consist of millions of product in one place. Daraz joins hands with Pink ribbon for breast cancer awareness and shows that the quality of the woman's life is important for the society. CheetayPk is an online food ordering application that was used worldwide. They conduct a campaign in which they gave a voucher code-named "PINK", this code is used to donate a specific amount to Pink Ribbon who was suffering from the breast cancer disease woman. Similarly, Careem is an online application for booking rides to travel. The company uses promo codes to give discounts to the customers. Careem gives a promo code of Pink Ribbon which is used to give the awareness about breast cancer and that code was applicable for the university students of Karachi and Lahore.

### **Illuminating building with Pink Lights to give awareness regarding Breast Cancer**

Mazar-e-Quaid Karachi and assembly of Khyber Pakhtunkhwa illuminated with pink color lighting which shows their support for Pink Ribbon Pakistan. The



International School of Choueifat Lahore beautifies the pink color lights which show their support to the Pink Ribbon for their Breast cancer awareness campaign. Ufone tower was lit up with the pink lights for the support of Breast Cancer and Pink Ribbon. Amreli Steels, Arfa Software Technology, and Fatima Jinnah Medical College buildings turn into pink to show their support for creating awareness regarding breast cancer.

### **Pink Ribbon and Masala TV support**

Pink Ribbon was thankful for Masala TV channel who raises their voice in the support of Pink Ribbon Breast Cancer Awareness Campaign in their different shows named as Dawat with the chief Abida Baloch, same as the chief of program food dairies ZarnakSidhwa support the working of Pink ribbon for the breast cancer awareness. Chief of program LazzatSaminaJalil is also among the supporters of the Pink Ribbon breast cancer awareness campaign.

### **Pink Ribbon and Universities awareness campaigns**

Pink Ribbon Day was celebrated in LUMS and LSE in collaboration with Alkaram Studio by the LUMS Community Service Society. GC University Lahore celebrated the Pink Ribbon awareness walk with the partnership of Master Molty Foam. University of the Punjab, Iqra University Karachi and Bahria University Karachi rejoices the Pink Ribbon campaign with the teamwork of MAK Alkaram studio for the awareness of breast cancer. GIFT University promotes its campaign for Building the first breast cancer hospital with the support of Pink Ribbon same as Superior University conducted an event for breast cancer awareness where they promote and encourage the people for the panel discussion. DOW International Medical College Karachi and the department of the University of Health Sciences Lahore collaborate with HEC and Pink ribbon organized an event in which they collected the donation of 30k and dedicated that amount to the breast cancer hospital. The University of Malakand organized the Breast Cancer Awareness walk and seminar which was conducted by the VC of UOM. The main goal of that seminar was to guide the community about the prevention and treatment of breast cancer. The UOM and Pink Ribbon celebrated breast cancer awareness day. CILT (Centre of Integration in Learning and Teaching) organized the dinner with the collaboration of Pink Ribbon in the honor of visiting team of Great Britain and Ireland, UK surgeons of Breast cancer as a thank you gesture for their hard work and efforts.

Government Girls College Township Lahore, Jinnah University for Women, Lahore College for Women University, University of Home economics, Shaheed Benazir Bhutto Women University Peshawar, Government Degree College Khanpur, Government Degree College for Women Mustafbad Lahore, and NFC Institute of Engineering support Pink Ribbon and provide awareness about breast cancer among the students and faculty of the university. Information Technology University, Government College for Women Baghbanpura, Shalimar College Lahore event

hosted by them on Pink Ribbon and Breast Cancer Awareness which was attended by the huge number of students and faculty members.

### **Popular places in Lahore supporting Pink Ribbon Awareness Campaign**

Gulberg Galleria conducted an event for the support of the Pink Ribbon and breast cancer awareness campaign. They have entry tickets, few discounts on the product of the different brands and they make sure that the entire amount collected from that event was given for the charity to Pink Ribbon that they can support more women who are fighting with breast cancer disease. Gaddafi Stadium also stands with Pink Ribbon for the Breast Cancer Awareness campaigns. The events were conducted by PCB and Jubilee Life they wear pink ribbon badges for the awareness of breast cancer.

### **Brands supporting Pink Ribbon and Breast Cancer Awareness**

Arbisoft celebrates Pink Ribbon week in 2019 with their staff members to bring awareness among them and raise the fund for those women who are fighting with breast cancer disease. Dawlance lit up their head office with pink lights in the support of the breast cancer campaign. The session was attended by their family members also and connected all the branches at one place through video link. The CEO of Dawlance Umar Ahsan Khan also shares his views about the working of Pink ribbon and their breast cancer awareness campaigns.

### **Conclusion**

Pink ribbon is an international symbol of breast cancer awareness. Pink ribbons and the pink color are general, identify the wearer or promoter with the breast cancer brand and express support for women with breast cancer. Pink ribbons are most commonly seen during National Breast Cancer Awareness Month.

The discussion section of this research article describe the different brands, companies, banks, celebrates and universities support for Pink ribbon for their Breast Cancer Awareness. As the above mention that the president of Pakistan ArifAlvi also supported and appreciated the efforts of Omer Aftab the CEO of Pink Ribbon. Pink Ribbon joined hand with the different brands, companies and endorsing celebrates to give awareness about the breast cancer. Pink color shows the support to the Pink ribbon who is working for the awareness of Breast Cancer. Omer Aftab the CEO of Pink ribbon joined hand with different brands and grab the attention of huge amount of audience to give awareness about the breast cancer.

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