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The Journal is part of Al-Arabia Public Relations Agency's publications, specialized in education, scientific consultancy and training.

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Effects of Corona Virus Television Campaigns on Egyptians' Adopting of Health Behaviors

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Abstract

The television awareness campaigns participate in audience awareness in different social and health issues. Therefore, the objective of this study is applying the health belief model (HBM) to understand corona virus protective behaviors that recommended by implementations of television social marketing campaigns in Egypt. The importance of this topic lies in the possibility to raise people's awareness about following the precautionary measures to confront the Corona virus risks. Methodologically, a mixed method approach, including a content analysis and survey, was used to collect empirical data, which was applied in Egypt as an important case of TV corona virus awareness campaigns. The content analysis was conducted on six awareness campaigns (included eight advertised messages) that were broadcasted between May 2020 to July 2020 on Egyptian TV channels, while the questionnaire was administered to 200 Egyptians aged 18 and above years old. The results showed that all of the television corona virus awareness campaigns applied the protective method in presenting these campaigns. All of the awareness campaigns used both of emotional and logical persuasive appeals to persuade audience about the risks of the Corona virus. Many of respondents did not interest in watching the television corona-virus awareness campaigns. Significantly, there is a relationship between watching corona virus awareness campaigns and adopting the protective health behaviors.

Keywords: Television Awareness campaigns, Health Belief Model (HBM)- Health behaviors.