

# Journal



# of P R e s e a r c h

## Middle East

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### Abstracts of Arabic Researches:

- ***Dr. Maysa Hamdy Zaki* - Mansoura University**  
The Role of Promotional Campaigns for National Projects in Enhancing Egypt's Internal Reputation 17
- ***Dr. Mena Mohamed Moawad* - Aldar University**  
The Reality of Uses of Social Networks in Teaching Media Courses Under the Corona Pandemic: A Field Study on Faculty Members in Arab Universities 18
- ***Dr. Noha Adel Mohamed Haredy* - Menofia University**  
Effects of Corona Virus Television Campaigns on Egyptians' Adopting of Health Behaviors 19
- ***Dr. Enas Mansour Kamel Sharaf* - Kafer El Sheikh University**  
University Youth's Follow-up to News and Sports Events in Electronic Newspapers and its Relationship to their Moral Values 20
- ***Dr. Hanan Moussa Abdelal* - Assiut University**  
The Role of Government Information Campaigns in Shaping the Health Awareness of the Egyptian Public During the Corona Pandemic: A Field Study 21
- ***Dr. Dina Mohamed Assaf* - Port Said University**  
Adolescents' Attitudes towards the Use of Educational Platforms (within Media-Richness Theory) 23

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## The Role of Government Information Campaigns in Shaping the Health Awareness of the Egyptian Public During the Corona Pandemic: A Field Study

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### Abstract

The study tries to highlight the role of government media campaigns in shaping the health awareness of the Egyptian public in times of crisis, as the Corona pandemic crisis is applied. The role of these campaigns is to provide the public with health information about Corona's disease, to know the extent to which the public depends on these campaigns in providing the correct death of the disease, as well as to identify the motives and reasons for the exposure of the Egyptian public to these campaigns and the extent to which they contribute to the development of health awareness towards the disease.

Hence, it is possible to identify the problem of the study in monitoring and analyzing the role played by the media campaigns launched by the Egyptian government during the corona pandemic period in shaping the health awareness of the Egyptian public towards this disease, as well as identifying the degree of their dependence on these campaigns in introducing them to the disease and how to prevent it and ways of treatment.

This study belongs to descriptive research, as it depends on the survey method, but for the sample of the study is a random sample other than the system and the size of the sample (300) singles, and is a suitable size for the study of heterogeneous masses in their demographic characteristics, and was applied electronically due to the outbreak of CORONA virus and the difficulty of applying it face-to-face, and the sample of the study included different professional disciplines, educational levels and different age groups and the form was applied during January and February 2021

This study relied on media dependency theory, where the theory of accreditation is one of the most important theories that shape public relations with the media, where everyone has objectives and their achievement requires access to sources controlled by the media.

The current study has found a range of general indicators and results related to the topic it has examined, the most prominent of which are:

- 1 .The vast majority of the Egyptian public sample of the study is keen to follow the health media campaigns launched by the Egyptian government during the period of the Corona pandemic permanently, and the most healthy media

campaigns remembered by the members of the sample was the campaign "Stay at home."

- 2 .The researchers believe that the health media campaigns launched by the Egyptian government during the Corona pandemic have succeeded in raising health awareness during the period of this disease.
- 3 .With regard to the cognitive, emotional and behavioral effects of campaigns on researchers, the results showed that the most important cognitive effects of campaigns on researchers are that these campaigns corrected many misconceptions about dealing with Corona disease and how to isolate at home, and the most important effects of conscience it is important for the researchers that the campaigns made the members of the sample more keen to spread the information, while the most important behavioral effects on the researchers were that the campaigns made the members of the sample urged in specialized sources and follow up clinical research done to reach the secrets of this disease.
4. Nearly 94% of the researchers believe that the media campaigns launched by the Egyptian government during the pandemic period were successful and able to form their health awareness in a big way so that they can deal with this pandemic properly.

**Keywords:** Government Information Campaigns, The Health Awareness – Corona Pandemic.