



Public Relations & Advertising Campaigns

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Egyptian Public Relations Association

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Giza - Dokki - Ben Elsarayat - 1 Mohamed Alzoghpy Street

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Arab Republic of Egypt

Menofia - Shibeh El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157

Fax: +20482310073

Tel: +2237620818

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ceo@apr.agencyEmail: - jprr@epra.org.eg

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Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

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The Egyptian Public's Attitudes towards Advertising Awareness Campaigns on Satellite Channels and their Impact on his Behavior towards the Corona Virus: Empirical Study

Dr. Marzouk Abdelhakam AL-adly

marzouk.aladly@yahoo.com

*Associate Professor of Public Relations & Advertising,
College of Arts,
Sohag university*

Abstract

The research aimed to identify the Egyptian public's attitudes towards advertising awareness campaigns on satellite channels and their impact on his behaviour towards the Corona virus. From the city of Sohag, the results showed that the respondents' follow-up to Egyptian satellite channels is moderate, and they must constantly improve and develop themselves in order to succeed in attracting more viewers and followers, and arousing their interest and desires to continue to follow them.

And thus, the ability to influence better and more, and the results showed that the number of satellite channels that the research community follows is few compared to the number of satellite channels on Nilesat, which requires them to improve the quality of their content, programs and topics in order to succeed in attracting viewers.

The results showed that the most important factor influencing the attention of the research sample to the advertising awareness campaigns is the validity and credibility of the information, and thus support its positive trends towards these campaigns, and the results revealed that the most important reasons for the research sample's exposure to advertising awareness campaigns in Egyptian satellite channels is knowledge of the damages of the Corona virus, the channel's reputation and credibility, and that the degree of remembering the contents of advertising awareness campaigns related to the emerging corona virus is medium, which requires those in charge of these campaigns take into account the simplification and shortness and focus on the important points only.

Attention to the formulation of campaign advertising slogans in a striking, attractive, and expressive manner of the main campaign theme, as well as designing the campaign in an easy and interesting manner with studied scientific repetition, so that the degree of remembrance of the campaigns can be increased by the respondents, and the results indicated that the respondents' attitudes towards advertising awareness campaigns on Egyptian satellite channels Positive to a moderate degree, and the reasons for the lack of high turnout or the presence of high positive trends towards these campaigns by those in charge of these campaigns, and a process of improvement and refining more commensurate with the needs of the respondents must be carried out.

Keywords: Trends, Advertising Awareness Campaigns, Satellite Channels, Corona Virus.