

Journal



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Journal of Public Relations Research Middle East

It is a scientific journal that publishes specialized research papers in Public Relations, Mass Media and Communication after peer refereeing these papers by a number of specialized Professors.

The journal is affiliated to the Egyptian Public Relations Association, the first Egyptian specialized scientific association in public relations.

- The journal is accredited, Classified internationally for its printed and electronic version from the Academy of Scientific Research and Technology in Cairo And classified by the Committee of Scientific Promotion Specialization media - Supreme Council of Universities.
- The first academic refereed & specialized Journal in the Arab world & the Middle East, as well as the First Arab Scientific journal in that specialty (the media) got the Arab Impact Factor coefficient effect = 1.34 with 100% in 2017 report from the American Foundation NSP " Natural sciences Publishing," sponsored by Association of Arab universities.
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The treatment of Media for Health and Environmental Issues Through Media Campaigns in the Specialized Satellite Channels for Pre-school Child

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Abstract

All the media in general and the satellite channels in particular have been discussing and presenting various issues through their programs, including the media campaigns because of their important role in the development process, in order to address the public, and their ability to raise them and encourage them to accept new ideas and methods. Early childhood is the first seed of a person's personality and is evident in the future of a child's life. Early childhood was therefore regarded as the critical formative period of human life, so researchers found the need to study the media treatment of health and environmental issues by pregnancy and this is what gives this study a special importance, as the researchers dealt with the topic from a new angle.

The problem of the study “the main question”:

Hence the problem of the study in the main question: "What is the media treatment of health and environmental issues in the media campaigns provided by the specialized satellite channels of the pre-school child?".

Objectives of the study:

The study aims at addressing the health and environmental issues in the media campaigns provided by the specialized satellite channels for pre-school children through:

- (1) Monitoring the most important health and environmental issues addressed by the media campaigns under study.
- (2) Identifying the objectives pursued by the media campaign messages under study.

Type of study and methodology:

This study belongs to descriptive studies, and the researches seek to know the media treatment of health and environmental issues in the media campaigns presented by the specialized satellite channels of the pre-school, and this study was based on the sample survey methodology analytical unit.

Study Sample:

Scanning the content of (19) Media campaigns broadcasting through (the channels of AL-HAYAT, First Egyptian Satellite Channel, Al-Mehwar channel), during the period from 1/7/2017 until 30/9/2017.

Data collection tools: Verification Form of the "prepared by the researchers"

This study was based on content analysis to describe the explicit content of campaigns and the global system of health and environmental issues, see to answer questions.

Results of the study:

This study reached a number of results, the most important of which are:-

1-The various health issues discussed by the media campaigns included each campaign to address more than one issue. The issues (negative smoking and its negative effects on child health) were presented. Introduction to the health issues of the pre-school child in the information campaigns. The total number of scenes that dealt with this issue (4) scene at a rate of (13.8%), followed by the second order (excess weight and lack of physical activity and excessive sleep and its impact on the health of the child, the risk of eating meals from unhealthy places because it harms the device Immune system of the body) by (3) scenes by (10.3%) each.

2-The main environmental issues discussed by the media campaigns were the study sample (water pollution, drinking tanks, how to clean and disinfect them with chlorine solution to become free of bacteria and viruses causing serious diseases) by 25%. The total number of scenes on this issue (3) of the total number of scenes related to other environmental issues discussed by the media campaigns, followed by the second category (misuse of pesticides by poisonous pesticides (increase or decrease) to eliminate insects and pests that harm crops and extent Oterha on children's health Mahaitian place - careful disposal of pesticide containers after use properly and wearing a fitting clothes during the spraying), by (2) scene by (16.7%)