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

Mobile: +201141514157

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Role of the Communication Activities Directed at Children with Disabilities in Raising Awareness of the Coronavirus "Covid-19": A Case Study of the Special Needs Care Center at Ain Shams University

Dr. Marwa Abdel-Latif Mohamed

marwamoemen5m@gmail.com

Assistant Professor of Mass Communication & Children Culture,
Faculty of Post Graduate of Children Studies,
Ain Shams University

Abstract

The study aimed to uncover role of the communication activities at centers for children with disabilities in health awareness and taking precautionary measures during the (Covid-19) pandemic, while identifying the most important sources for obtaining information on precautionary measures to confront the emerging virus.

It is one of the descriptive studies in which the researcher relied on the case study of one of the most important integrative service medical centers to serve children with disabilities, which is the center for the Care of Children with Special Needs affiliated to the College of Graduate Studies for Childhood at Ain Shams University using a field survey method. Applying to an intentional sample of (100) respondents from the parents of the children visiting the center, and (60) subjects from the workers, therapists and who follow the children of the center. An interview questionnaire was used to collect data.

The results concluded:

- The variation in the degree of interest of parents and workers at the center, the study sample, to follow-up contact activities with it to find out information to prevent Corona virus.
- The reasons for the dependence of the parents of the study sample on the communication activities of the center to prevent the virus differ from the reasons for the specialists and workers in the center using some communication activities to educate the visitors to it.
- The results confirmed the agreement between the respondents (parents - specialists and workers at the center) regarding sources of obtaining information on precautionary measures to confront the virus, which shows its importance during the pandemic.
- The positive trends of the study sample towards evaluating the communication activities of the center during the pandemic.
- The existence of a positive relationship between the degree of dependence of the parents of the study sample on the communicative activities of the center, and the effects of dependence on these activities (cognitive - behavioral - affective), which indicates the verification of one of the important aspects of the

approach to relying on the media, which the study adopted as a theoretical framework.

Keywords: Communication Activities – Children with Disabilities – Awareness – Corona Pandemic "Covid 19".