The effectiveness of designing advertising methods in spreading a health awareness culture in light of the pandemics that threaten the health of society

Assist. Prof. Dr. Reham Mohamed Fahim Elgindy
Advertising Department Faculty of Applied Arts Benha University
r.elgindy@fapa.bu.edu.eg

Introduction:

The current developments in information technology have changed the form of means of communication, publishing, and printed means, in particular, until the boundaries between means of communication have blurred and have made the publishing process more accurate, quality, fast, easy and less expensive, and it is distinguished by the freedom of access to information and the participation of the masses in spreading the culture of awareness and increasing the effectiveness of public opinion. The development in communication and information technology has led to a reconsideration of the development of advertising campaigns, their traditional functions and the services they provide to the sectors of society and how they keep pace with the requirements of the times.

There are many risks threatening global health in the twenty-first century, and the world has become better health today, but humanity still faces major problems. Global health has witnessed a tangible improvement in the last century, with the elimination of the most deadly diseases such as smallpox and polio, or it has been contained. Many of the world's population now have access to clean water and a better level of sanitation services. Medicines are able to cure or improve many health conditions that caused disability or lead to their lives only a few decades ago. However, human health continues to be exposed to grave dangers, as shown by the recent outbreak of viruses.

Research problem:

The research problem is represented in the speed of spreading the culture of health awareness in light of the pandemics that threaten society and the effectiveness of designing advertising media and demonstrating the effectiveness of designing advertising media in spreading the culture of health awareness in light of the pandemics that threaten the health of society. It monitors the effectiveness of designing advertising media that threaten the health of society.

The importance of the research:

The advertising media designs were distinguished by the rapid access to the public, the reciprocal relationship between companies and the responsibility of the members of the recipient community, and it increased the responsibility of companies in their role in educating the community to take certain measures or adopt specific policies aimed at protecting members of society.

Research objectives:

persuade the public to change behavior by means of advertising and the necessity to take certain measures or adopt specific policies; When the government adopts fateful policies and decisions, it should convince the public of these policies or decisions and clarify its position, so pavement in taking such decisions will help avoid the element of shock among the public.

Research hypotheses:

The research assumes that the advertising media has an important and effective role in spreading the culture of health awareness.

Research methodology:

It follows the descriptive and analytical research on the role of the effectiveness of advertising media design in light of the pandemics that threaten the health of society.

A wave of awareness campaigns swept all countries of the world, urging citizens to stay at their homes in order to preserve their safety and those around them, as a precaution against the Corona virus that has spread in most parts of the world, and the World Health Organization has classified the spread of the Corona virus as a global epidemic, and the President of the Health Organization, Tedros Adhanom Ghebreyesus, said The number of cases outside China has increased 13 times over the past two weeks (March 11, 2020), and he called on governments to change the course of the disease by taking urgent and resolute measures, noting that a number of countries have shown that the virus can be suppressed and controlled.

The World Health Organization announced on the eleventh of March 2020 that the Corona virus could be classified as a pandemic

 It may become a pandemic, warning of an outbreak of the disease, and the announcement by the Health Organization of the difference between an epidemic and a pandemic and an outbreak of the disease, and an outbreak is a sudden increase in the number of disease cases, and an outbreak of the disease may occur in a community or geographical area,

Types of advertising means for security awareness in the face of crises:

Types of awareness raising in the face of crises:

Source: Diagnosis - Planning - Implementation - Creating Media and Advertising Plans, the media attract public opinion, and it is noted that the means of space devoted to crises are used. They become responsible for providing information, explaining events and building social harmony, and alleviating tension and anxiety in natural crises. A state of follow-up and anticipation, and he is in dire need of guidance, and in those natural conditions it is the most appropriate and easiest to transmit information and instructions, your rank, his workshop, his workshop, his workshop, his workshop and his rank Warning signs in the home in all ways from the available road signs in the letter warning. Growth trend towards other economic growth. And the Saudi mbc network again to announce the feeling of wanting to appear simultaneously to appear in the slogan in the logo to instill the idea of social distancing and fondi. The spread of the new Corona virus.

And according to the same advertising thought, many international companies changed the design of their logo to educate citizens against the Corona virus, as McDonald's separated the letter "m" to divide into two parts, and on the same approach the Olympic Games changed its famous logo, which consists of five circles connected to each other. Each circle on its own, and in the same range, the MasterCard company whose logo consists of two circles connected to each other, one in orange and the other in red, in the new design separating each circle on its own, as well as the logo of Microsoft's operating system and laptop Windows has been changed from a large square and inside it Four little squares, into four little squares separated from each other and the Google search platform has changed shape to appear apart to spread awareness about Covid-19 to guide prevention advice "Stay home, save lives."

The countries of the world imposed a ban to prevent the public from gathering and mixing in parallel with the advertising awareness means all over the world, even if students communicate with their universities and schools on digital platforms and the working routine of the consumer and the advertiser has changed and has become in electronic form due to the efforts of governments in implementing precautionary measures, and some may differentiate between (the security event) And (the security crisis), the first means that it is the first step that leads to a security crisis in most cases, as it is every event, action or matter whose planning or implementation leads to a threat to the general security of society and thus requires the necessity to confront it, as for the security crisis in that situation that worsens In it the security event, and its component actions escalate to the level of crisis in which matters are intertwined, and the situation is complicated to the extent that it calls for the necessity of the efforts of many security and non-security agencies to be able to confront it with wisdom and experience, as happened during the ban period due to the covid 19 pandemic that threatened the health of Citizens in Egypt, and the ability to contain the resulting damages and prevent them from worsening, with the hope of reaching the desired goal, which is represented by the least amount of losses in the most severe For possible effort and cost.

 As for the means of advertising, they must take into account the spread of confidence in the souls of citizens from the danger of rumors and gatherings, and guide them and direct the public to what they should do when they face an imminent danger or injury to a community member, and seek to reassure the public, and invite them to participate in rescue efforts or support efforts to face crises and disasters. And even after the end of the crisis or disaster, the media can discuss, evaluate and analyze what happened, to reveal the pros and cons and identify lessons learned.

This can only be achieved by publishing an appropriate advertisement that guarantees knowledge of it for all types of public, where the general deterrence element is achieved. The media also aims to convey the facts that are required to be published with more accuracy, diligence and objectivity to the citizens, and some believe that the security media is "the honest publication of the security facts and constants, opinions and trends related to them, aimed at spreading feelings of peace and tranquility in the hearts of the public by enlightening them with knowledge and security science, and consolidating their conviction. With the dimensions of their security responsibilities.

 The term security media is a newly established term that denotes the internal security of the state and society more than others (such as economic security, environmental security, and food security), and contributes to the service of community security and stability, based on the intellectual and cultural stock of the nation.

he importance of advertising campaigns in facing crises and pandemics that threaten society:

The role of advertising media in facing health crises:

Egypt implemented a media and advertising campaign, which gradually escalated through various means to raise awareness of the necessary prevention methods to confront the Corona virus. The hashtag (# Protect Yourself_ Protect Your Homeland) dominated the screens of the various Egyptian channels, and this was the official slogan of the campaign launched by the Egyptian government, linking the activation of self-prevention methods and ensuring the

stability of the country, and was accompanied by advertising spots to raise awareness on television.

The "Egyptian Ministry of Health" used various platforms such as "Facebook, Twitter and Instagram," to raise awareness. However, its activities were the official documented page on Facebook, with an estimated 40 million Egyptians using it, through which it broadcasted short videos and attractive pictures related to the design content. Its advertising media with disinfection and sterilization materials, as well as combating rumors related to disease outbreaks, including, for example, that pets help transmit the virus, which was denied by the Ministry of Health's decisions based on the "lack of data" confirming those allegations, as well as responding by designing advertising media to false information Regarding sterilization tools or guidance for proper tools.

It was remarkable in the Egyptian campaign for advertising media that all awareness leaflets included the shortened phone number assigned by the «Health» to receive calls from citizens suspected of being infected or any of their relatives, to provide support and medically direct or reassure the caller about symptoms similar to influenza and related to the role of strong immunity in resistance «New Corona».

The matter was not without the participation of Egyptian artists and singers in advertising media, and they became involved in advertising campaigns in turn, and this participation is positive to reach all members of society. Example (Figure 7) for Vodafone Ramadan 2020 announcement # our honor_millions, as well as advertising posts to urge citizens to take precautions such as (Stay home) .

Results:
1. Advertising media of all kinds have an effective role in spreading a culture of health awareness in light of the Covid-19 pandemic.
2. The effectiveness of designing advertising media related to the problems or elements that predict the occurrence of the crisis.
3. Developing a communication strategy in facing pandemics for the society.
4. Educating the public and following-up on methods of facing the crisis, its repercussions, and the roles and functions required of it to contribute to containing the effects of the crisis.
5. The role of awareness posters in maintaining the safety of individuals.

Recommendations:
1. Direct contact between the community and its leadership with advertising media channels and their ease of understanding.
2. Continuous development of advertising methods in planning to prevent crises in society.
3. Social participation of advertising companies has a positive impact on society.

References:
1-(مجلة منظمة الصحة العالمية:https://www.who.int/bulletin/volumes/87/9/09-070565/ar/).
-Megalet Monazamet Elsaha Elaalmea.
-Elgbawe،ibrahem fawaz.(elealam we elray elaam athna elazamat)dar tlasem lldrasat wa eltargma wa elnasher sant2010 sad 25-27
-Habboub, Halima, "The Role of TV Media Campaigns in Health Awareness" Department: Humanities, College of Humanities and Social Sciences, Al-Arabi Bin Mahidi University - Umm Al-Bawaki - MA 2015

-sunduq alnaqd alduwlii, majalat altmwyl waltanmiat dismbr2014.

-shueban, hamdi muhamad " al'iielam al'amniu wa'iidarat al'azamat walkawarith ",alqahirat, maktabat alnahdat almisria (2005): s 211 -213.

-alabshyhi, muhamad yusif "bna' alaitisal alshakhsii waljumaهyri fi al'iielam al'amni"alqahirat, matabie alshurta (2009):s672.

- easiri, eabd alrahmin muhamad "aleaml al'iielamiu al'amnii alearabi" t 'ukadimiat nayif alearabiat lileulum al'amnit(200):s21.

- abu jalal, 'iismaeil sulayman "al'iidhaeat wadawruha fi alwaey al'amnaa" al'urduni ,dar'asamat lilnishrualituzie (2012) s 11

- sulayman, sharifat rahmat allah "dwr alaitisal w alealaqat aleamat fi alhukumat al'iiliktrunia "drrasat halatan ealaa 'imart dabaa , markaz al'iimarat lildarasat walbihwth al'iistratijiat altabeat al'uwlaa(2009):s 30

- shudud, majid , 'iidarat al'azamat wal'iidarat bial'azmati, dimashq /mkawy , hasan eimad al'iielam wamuealajat al'azamat aldaar almisriat allubnania (ynayr 2005m) t1 : s 92 .

10[https://www.arabmediasociety.com-دور-](https://www.arabmediasociety.com) مصطفى،هويدا(دورالإعلام قبل وأثناء وبعد الأزمات)
[الإعلام-قبل-وأثناء-وبعد-الأزمات/](https://www.arabmediasociety.com)

11-	https://www.scientificamerican.com/arabic/articles/news/distance-learning-versus-covid19/

[12-https://www.scientificamerican.com/arabic/articles/news/distance-learning-versus-covid19/](https://www.scientificamerican.com/arabic/articles/news/distance-learning-versus-covid19/)

[13https://www.aleqt.com/2020/06/10/article_1847156.html](https://www.aleqt.com/2020/06/10/article_1847156.html) -د.عامر بن محمد الحسينى : 10 يونيو 2020

[14-https://economictimes.indiatimes.com/magazines/panache/stay-home-save-lives-google-shares-tips-to-prevent-spread-of-covid-19-through-a-colourful-quirky-doodle/articleshow/74965281.cms](https://economictimes.indiatimes.com/magazines/panache/stay-home-save-lives-google-shares-tips-to-prevent-spread-of-covid-19-through-a-colourful-quirky-doodle/articleshow/74965281.cms)

https://news.dunkindonuts.com/blog/dunkin-updates-coronavirus-covid19

[15-https://janoubia.com/2020/03/26/%D8%A3%D9%88%D9%84-%D9%86%D8%B4%D8%B1%D8%A9-%D8%A3%D8%AE%D8%A8%D8%A7%D8%B1-%D8%B9%D8%B1%D8%A8%D9%8A%D8%A9-%D8%A8%D8%A7%D9%84%D9%83%D9%85%D8%A7%D9%85%D8%A9-mbc-%D9%81%D8%B9%D9%84%D8%AA%D9%87%D8%A7/](https://janoubia.com/2020/03/26/)

-16
[https://aawsat.com/home/article/2218841/%D8%AD%D9%85%D9%84%D8%A7%D8%AA-%D8%A5%D9%84%D9%83%D8%AA%D8%B1%D9%88%D9%86%D9%8A%D8%A9-%D8%AA%D8%B1%D8%A7%D9%81%D9%82-%D8%A7%D9%84%D8%AC%D9%87%D9%88%D8%AF-%D8%A7%D9%84%D8%B9%D8%B1%D8%A8%D9%8A%D8%A9-%D9%84%D9%85%D9%83%D8%A7%D9%81%D8%AD%D8%A9-%C2%AB%D9%83%D9%88%D9%81%D9%8A%D8%AF-%D9%80-19%C2%BB](https://aawsat.com/home/article/2218841/)

- smail, amany Farouk Ramadan. "AL gwaneb AL Fania w AL mo'alagat AL graphikia le tasmem AL sewar AL motatab'a le AL qisas AL mosawra AL raqamia". Magalet AL Emara w AL Fenoun w AL Elom AL Insania AL adad AL sabee ashr (2019): MN p 1 to 5