

## **The level of exposure of women Rural young esters to media of health awareness in some villages in the Qayara sub- istrict / Ninevah Governorates**

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### **Abstract**

The research aims to determine the level of exposure of rural young women to the media in the field of health awareness in general, to arrange the paragraphs of health awareness according to the degree of exposure of rural young women to the media, and to determine the correlation between the level of exposure of rural young women to the media and some of the following independent variables (social status, daily expenditure of rural youth Number of family members, trend towards mass media, use of modern means of communication) and getting to know the most widely exposed media outlets by rural women in the field of health awareness. For the purpose of obtaining the special data for the research, a questionnaire was adopted consisting of three parts: the first part relates to the personal information of the respondents, while the second part consists of several paragraphs to measure the level of exposure of rural young women to the media, which number (22) items, As for the third part, it consists of a number of media outlets, which number (11) and are the media outlets that are most exposed to them by rural young women. After confirming the apparent validity of the questionnaire, the reliability was extracted using the Alpha-Cronbach method, and the reliability coefficient was (0.90). The research included the rural young in some villages of the Qayyarah district, whose ages range between 11-15 years, and their number is (315) rural youth distributed over three villages, namely (Lazaga village, Al-Zawiya village, Al-Sirt village) and they are students in the middle stage. The data was analyzed using the spss program. . The results showed that about (81%) of the research sample is exposed to the media in the field of health awareness. The paragraph (I follow websites that are concerned with preserving the environment from pollution) ranked first, where it was considered one of the most important paragraphs for the level of exposure of rural young women to the media. Modern means of communication), while there was a negative correlation between the level of exposure of rural young women to the media and (the number of family members), While there was no significant correlation between the level of exposure of rural young women to the media and (the average daily expenditure, and the trend towards the media). The results also showed that the Internet is the most exposed educational medium for the respondents. The two researchers recommended paying attention to educating rural young women who are not enrolled in schools about the importance of health awareness media in various fields.

## مستوى تعرض الناشئات الريفيات لوسائل الاعلام في مجال الوعي الصحي في بعض قرى ناحية القيارة / محافظة نينوى

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### المستخلص

يهدف البحث تحديد مستوى تعرض الناشئات الريفيات لوسائل الاعلام في مجال الوعي الصحي بشكل عام , ترتيب فقرات الوعي الصحي وفقا لدرجة تعرض الناشئات الريفيات لوسائل الاعلام , وتحديد العلاقة الارتباطية بين مستوى تعرض الناشئات الريفيات لوسائل الاعلام وبين بعض المتغيرات المستقلة الاتية (الحالة الاجتماعية المصروف اليومي للناشئة الريفية عدد افراد الاسرة , الاتجاه نحو وسائل الاعلام , استخدام وسائل الاتصال الحديثة) , والتعرف على اكثر الوسائل الاعلامية تعرضا من قبل الناشئات الريفيات في مجال الوعي الصحي . ولغرض الحصول على البيانات الخاصة للبحث اعتمدت استمارة استبيان مؤلفة من ثلاثة اجزاء : الجزء الاول يتعلق بالمعلومات الشخصية للمبحوثات , اما الجزء الثاني تكون من عدة فقرات لقياس مستوى تعرض الناشئات الريفيات لوسائل الاعلام والبالغ عددهم (22) فقرة , اما الجزء الثالث فتكون من عدد من الوسائل الاعلامية والبالغ عددهم (11) وسيلة اعلامية الاكثر تعرضا لهم من قبل الناشئات الريفيات . وبعد التأكد من الصدق الظاهري للاستبيان تم استخراج الثبات بطريقة الفا – كرونباخ وبلغ معامل الثبات (0,90) . شمل البحث الناشئات الريفيات في بعض قرى ناحية القيارة التي تتراوح اعمارهم 11- 15 سنة والبالغ عددهم (315) ناشئة ريفية موزعة على ثلاث قرى وهي (قرية لزاكة , قرية الزاوية , قرية السرت) وهن طالبات في مرحلة المتوسطة . وتم تحليل البيانات باستخدام برنامج spss . و اظهرت النتائج ان حوالي (81%) من عينة البحث يتعرضن لوسائل الاعلام في مجال الوعي الصحي , كما حصلت فقرة (اتابع مواقع الانترنت التي تهتم بالمحافظة على البيئة من التلوث ) على المرتبة الاولى حيث اعتبرت من اهم الفقرات لمستوى تعرض الناشئات الريفيات لوسائل الاعلام , وتشير النتائج الى وجود علاقة ارتباط معنوية بين مستوى تعرض الناشئات الريفيات لوسائل الاعلام وبين (الحالة الاجتماعية , استخدام وسائل الاتصال الحديثة) , بينما ظهرت وجود علاقة ارتباط سالبة بين مستوى تعرض الناشئات الريفيات لوسائل الاعلام وبين (عدد افراد الاسرة ) , في حين ظهرت عدم وجود علاقة ارتباط معنوية بين مستوى تعرض الناشئات الريفيات لوسائل الاعلام وبين (معدل المصروف اليومي , والاتجاه نحو وسائل الاعلام ) . كما ظهرت النتائج ان الانترنت هي الوسيلة التعليمية الاكثر تعرضا لها بالنسبة للمبحوثات . وقد اوصت الباحثتان الاهتمام بتوعية الناشئات الريفيات الغير ملتحقات بالمدارس بأهمية الوسائل الاعلامية الخاصة بالوعي الصحي في مختلف المجالات .

### Introduction

Health media is one of the forms of specialized media that is concerned with studying issues related to human health and changing wrong health behavioral habits (11). Where ideas and facts about diseases and wrong health behaviors faced by society are communicated, and individuals are directed to how to deal with them by providing instructions and raising their health awareness (1). The content of the health media must include knowledge that affects behavior, defends the health situation, and refutes misconceptions of

health (12). There is no doubt that culture and knowledge have an important role in the development of personality and we live in a time in which information is accelerating around us, and therefore a person must follow up on the information that revolves around him, especially those related to the body, health, and soul, which one is supposed to know about some of them (6). Contributing to instilling health awareness among rural young women is one of the important issues. Health is one of the most important priorities of people, as health awareness among individuals is the cornerstone of their daily behavior patterns that have a

significant impact on their health in general. The media is the main source of information and plays a large and important role in building the individual and his cognitive, emotional, and behavioral formation, through its work to increase his balance of information and experiences that weave his attitudes, opinions, and behaviors, and through his dependence on them, the media has become an influential tool in creating and changing behaviors and practices (4). Health is a human and social requirement that we all strive to achieve as individuals, societies, countries, and sound health is one of the main aims that societies seek to achieve in order to provide comprehensive social development, and it is one of the main criteria set by international organizations and bodies to determine the degree of social well-being for any of the societies (11). Because health education is a tool for promoting health, one of the important factors to help people enjoy it, and the cornerstone of positive change in the behavior of individuals and societies. This was confirmed when the advanced societies started their health steps towards health education due to their feeling that achieving health for all is based on health media before it is based on medical achievement Which increased the need to use the preventive method in health care, especially health education. This means that health education is concerned with changing the views and behavior of individuals and groups to improve the health level: It has three main aims:

- 1) Directing people to acquire health information.
- 2) Urging people to change their health concepts.
- 3) Directing people to follow the correct desired behavior. (10) .

The health education process is one of the tasks that the media are expected to conduct, and therefore it is necessary to focus on these means to spread health education and attract attention to health problems, where they are able to create

awareness and education in the individual and then in society (9). The education process is one of the tasks that the media are expected to conduct, and therefore it is necessary to focus on these means to spread health education and attract attention to health problems, as they are able to raise awareness and educate the individual and then the community (8).

### Research problem

The education process is one of the tasks that the media are expected to conduct. Therefore, it is necessary to focus on the means to spread health education and the level of exposure of young women to it and to attract attention to the health problems they face, as it is able to create awareness and education in the individual and then in the community. The task of the media outlet includes providing community members with sound health information first, and then employing persuasive methods in order for individuals to change their attitudes and behaviors to adopt new behavioral patterns that are consistent with the sound health information provided to them. Despite a large number of media, whether audio, print or visual as media sources for health awareness, the researchers felt the lack or absence of studies that deal with the important aspect of human life, especially those facing young women as an active and vital member of society and the extent to which they benefit from those media that still suffer from health problems may be due to many reasons, the most important of which is their lack of proper health awareness to benefit from the media, how they are exposed to it and the possibility of applying it in their reality and in many areas of their lives. from this point of view, this research comes to know through it the role of the media in health awareness of young rural women through a set of questions related to this important field and A study related to this field in the College of Agriculture and Forestry and any rural area in Nineveh province.

### research aims

- 1) Determining the level of exposure of rural young women to the media in the field of health awareness in general.
- 2) Arranging the health awareness paragraphs according to the degree of exposure of rural young women to the media.
- 3) Determining the correlation between the level of exposure of rural young women to the media and some of the following independent variables (social status, average daily expenses, number of family members, trend towards media, use of modern means of communication).
- 4) Identifying the most exposed media outlets by rural women in the field of health awareness.

### research importance

The importance of this research lies in the level of exposure of young women in rural society to the media, and perhaps the first question that arises when this topic is raised is why this research on health awareness among rural people? The answer to this question requires first standing on the importance of health awareness as it is a set of knowledge and beliefs that individuals form about health issues and issues faced by rural young in the rural community, and one of the important factors for enjoying good health and represents the cornerstone of positive change in the behavior of individuals and societies. As for the reason for the interest in the research, there are diseases and a lack of health awareness for rural young women and some wrong behavioral practices practiced by young women. Also, the rural youth still suffer from a low level of health and nutritional awareness, which is reflected in their health first and then on the health of their children in the future and the whole family. The importance of the mass media to which rural young are exposed in the field of health awareness in the countryside comes from many widespread customs and traditions that affect

the health of rural people when they are used incorrectly. This research can be summed up in results that help to develop a set of recommendations and proposals that can contribute to increasing the optimal and correct use of media for rural young in the field of health awareness. The results of this research can be used to develop health policies that will improve the dissemination of health culture in the rural community.

### Materials and methods

The research included young rural women in some villages of Al-Qayyarah district of Nineveh province, whose ages range from 11-15 years and who are enrolled in the classrooms of (315) rural youth distributed on four villages, namely: (The village of Lazaga, the village of Al-Zawiya, the village of Al-Sirt), and a simple random sample of the size of ((150 rural young) was chosen, representing (50%) of the total number of young women. A three-part questionnaire was prepared, the first part included a set of personal information For the respondents represented by (social status, average daily expenses, number of family members, trend towards mass media, use of modern means of communication), As for the second part, it consisted of several paragraphs to measure the level of exposure of rural young women to the media, which numbered (22) paragraphs, while the third part consisted of a number of (11) media outlets that were most exposed to them by rural young women. After confirming the apparent validity of the questionnaire by presenting it to a group of experts, and in order to determine the stability and validity of the scale items, the Alpha-Cronbach method was used, and the reliability coefficient was (0.90). This indicates that the stability of the scale is high, and a triple scale was used, and the answer alternatives were (always exposed, sometimes exposed, not exposed) and numerical symbols were given to them (1,2,3) respectively, and the third part was the answer alternatives It is (exposed to the

media, not to the media) and numerical codes were given to them (1,2) respectively, as for the statistical means, the spss program was used to analyze the data for the research.

#### Previous studies

##### 1- Study (Al-Ameen, 2001)

This study aimed to activate the media in the field of health awareness, and it reached many points, the most important of which are the justifications for activating the role of the media, especially the audio and visual, in raising the health of the community and the reality of the health media programs. Its focus is on communicating information and not on changing behavior, which is the ultimate aim of the health education process. This study recommended focusing on means of changing behavior and training media professionals in the field of health education. (2)

##### 2- Study (Barian, 2004)

The study aimed to identify the extent of Saudi women's follow-up to the media and the degree of benefit from them, and the sources of health education for them using the survey method. The study concluded that there is a difference in the sources of health education for Saudi women, and that kitchen news is the most followed material, followed by technical news, then various programs. While health news ranked fifth. The study showed the multiplicity of values acquired by Saudi women, and the presence of a strong link between the sources of health awareness and the increase in health awareness in them, in addition to a positive trend about the role of the media in education and health awareness. As well as the existence of a relationship between the main study variables and the sources of health education. (3)

##### 3- Study (Al-Zayoud 2013)

The study aimed to know the level of evaluation of the role of health media in raising the level of health education for Jordanian women. The results showed the existence of an average level to assess the role of health media in raising the level of health education for rural Jordanian women. The results also showed the absence of individual differences with statistical significance in the level of the role of health media in raising the level of health education due to the variables (age, work). (7)

##### 4- Study (El-Desouky 2015)

An analytical field study on a sample of radio and television health programs to demonstrate sound health practices in the Egyptian countryside. The study revealed a positive relationship between listening and watching and between knowledge and adoption of sound health practices. Television has a role in knowing the diseases that afflict rural areas, while radio is the main source for knowing the damages and symptoms of these diseases. (5)

#### Results and discussion

##### **First: Determining the level of exposure of rural young women to the media in the field of health awareness in general.**

To achieve this aims, the range and length of the category were extracted. The highest value obtained by the respondents, which expresses the degree of their exposure to the media in the field of health awareness, reached (66), and the lowest numerical value obtained by the respondents was (38). As shown in Table (1).

**Table (1) shows the level of exposure of the respondents to the media**

<b>exposure level</b>	<b>number</b>	<b>percentage</b>
<b>(38-47) Few</b>	<b>27</b>	<b>18</b>
<b>(48-57) Medium</b>	<b>76</b>	<b>50,7</b>
<b>( 57 - 66 ) many</b>	<b>47</b>	<b>31,4</b>
<b>Total</b>	<b>150</b>	<b>100</b>

It is clear from the results presented in Table (1) that the average exposure of rural young to the media in the field of health awareness, in general, is an average that tends to rise. The health programs that they are keen to follow up in order to raise the level of health knowledge and raise their awareness of the importance of following up health programs to provide them with the skills to deal with any emergency

circumstance or face some diseases. This will prompt them to pay attention to exposure to the media regarding their health awareness.

Second: Arranging the health awareness paragraphs according to the degree of exposure of rural young women to the media. To achieve this aim, the arithmetic mean was extracted for each paragraph of the scale, as shown in Table (2).

**Table (2) shows the order of the paragraphs that present rural young women to the media**

<b>No .</b>	<b>paragraphs</b>	<b>Arithmetic average</b>	<b>order</b>
<b>1</b>	<b>The social media I follow the most about health topics</b>	<b>2,463</b>	<b>18</b>
<b>2</b>	<b>The TV channels I watch talk about general environmental issues</b>	<b>1,801</b>	<b>22</b>
<b>3</b>	<b>Pay attention to notice the posters that guide me to take care of my physical health</b>	<b>3,324</b>	<b>2</b>
<b>4</b>	<b>The local radios that I hear deal with the topics of maintaining the health and fitness of the body</b>	<b>2,503</b>	<b>16</b>
<b>5</b>	<b>Follow up on health programs that care about the health of the individual</b>	<b>2,715</b>	<b>14</b>
<b>6</b>	<b>Pay attention to health brochures that deal with healthy nutrition topics</b>	<b>2,980</b>	<b>6,5</b>
<b>7</b>	<b>The posters I see urge me to clean the environment</b>	<b>2,781</b>	<b>11</b>
<b>8</b>	<b>Follow satellite TV channels that talk about medicinal herbal treatment</b>	<b>2,132</b>	<b>20</b>

9	<b>The social media I follow the most about health topics</b>	<b>2,768</b>	<b>12,5</b>
10	<b>Browse sites that talk about cleaning and tidying the house</b>	<b>3,165</b>	<b>3</b>
11	<b>Follow up on websites that are concerned with protecting the environment from pollution</b>	<b>3,516</b>	<b>1</b>
12	<b>The most posters I see urge the harm and danger of smoking</b>	<b>2,344</b>	<b>19</b>
13	<b>Always strive to read magazines that are concerned with body health and hygiene</b>	<b>3,072</b>	<b>4</b>
14	<b>Follow through the Facebook pages, the topics of healthy sports for the body</b>	<b>2,529</b>	<b>15</b>
15	<b>Always strive to follow health programs to maintain the ideal body weight</b>	<b>3,007</b>	<b>5</b>
16	<b>Always make sure to follow social media sites that deal with the benefits of vegetables</b>	<b>2,821</b>	<b>9,5</b>
17	<b>The ads and posters I see talk about personal hygiene</b>	<b>2,013</b>	<b>21</b>
18	<b>Follow the Facebook pages that deal with the harmful effects of fat on the body</b>	<b>2,476</b>	<b>17</b>
19	<b>Pay attention to watching bulletins that deal with the seriousness of human bad eating habits</b>	<b>2,900</b>	<b>8</b>
20	<b>Watching posters that preserve the cleanliness of the environment in which we live</b>	<b>2,980</b>	<b>6,5</b>
21	<b>Pay attention to school brochures that urge me to rationalize the use of water</b>	<b>2,768</b>	<b>12,5</b>
22	<b>Follow all health programs concerned with the prevention of infectious diseases</b>	<b>2,821</b>	<b>9,5</b>

It is clear from the results presented in Table (2) that the paragraph (I follow Internet sites that are concerned with preserving the environment from pollution) ranked first with an average of (5,516), and the reason for this is that recently and due to the circumstances that the governorate has gone through, many have appeared. One of the symptoms of environmental pollution in those areas, which caused pollution in water, air, and soil. Many of

the causes of pollution and diseases are not only related to the human body, but many of them are closely related to the environment in which the individual lives, so the desire of young women to search through Internet sites has increased to reduce environmental pollution or preserve the environment within the resources available to them. While the paragraph (TV channels that I watch talk about general environmental issues) ranked last with a mean of (3,801). The reason

for this is the lack of environmental topics presented by the channels and the lack of young women watching television channels on general environmental issues, as well as their preoccupation with studies or housework, or browsing through the Internet for sites related to the environment more than television programs, as well as the multiplicity of media that can compensate for watching television.

Third: Determining the correlation between the level of exposure of rural young women to the

media and some of the following independent variables (social status, average daily expenses, number of family members, trend towards mass media, use of modern means of communication).

To achieve this aim, Pearson's correlation coefficient was used for quantitative variables and Spearman's correlation coefficient for qualitative variables, as shown in Table (3).

**Table (3) shows the correlation between the level of exposure of rural young women to the media and some variables**

Function level	Spearman's correlation coefficient	percentage	number	variables
<b>1 -Social status</b>				
<b>significant</b>	<b>0,383 *</b>	<b>98,7</b>	<b>148</b>	<b>single</b>
		<b>1,3</b>	<b>2</b>	<b>married</b>
		<b>0</b>	<b>0</b>	<b>divorced</b>
		<b>0</b>	<b>0</b>	<b>widow</b>
		<b>100</b>	<b>150</b>	<b>Total</b>
Function level	Pearson correlation coefficient	percentage	number	Variables
<b>2-Average daily expense</b>				
<b>Non-Significant</b>	<b>0,020</b>	<b>10,6</b>	<b>16</b>	<b>Less than 1000 dinars</b>
		<b>82,7</b>	<b>124</b>	<b>1000-3000</b>
		<b>6,7</b>	<b>10</b>	<b>more than 3000</b>
		<b>100</b>	<b>150</b>	<b>Total</b>
Function level	Pearson correlation coefficient	percentage	number	variables



3 -The number of family members						
significant	0,289 * -	10		15		(3-5) Person
		16		24		(6-8) Person
		74		111		(9 - 11) Person
		100		150		Total
Function level	Pearson correlation coefficient	percentage		number		variables
4- The trend towards the media						
significant	0,054	4,7		7		(10 -14) negative
		57,3		86		(15 - 19) Neutral
		38		57		(20 - 24) positive
		100		150		Total
Function level	Spearman's correlation coefficient	not use		use		
		%	numbe r	%	numbe r	
5- Use of modern means of communication						
significant	0,335 * *	4	6	96	144	mobile
		41,3	62	58,7	88	calculator
		43,3	65	56,7	85	Internet
		56	84	44	66	Social networking sites (Viber, WhatsApp, Skype .... etc.)

( \*) Significant at the level of 0.05 ( \* \*) Significant at the level of 0.01

2- Average daily expenditure: It is clear from the table that there is no significant correlation between the level of exposure of rural young women to the media in the field of health

awareness and the average daily expenditure, where the correlation coefficient is (0.020).

3- Number of family members: It is clear that there is a negative significant correlation between the level of exposure of rural young

women to the media in the field of health awareness and the number of family members, where the correlation coefficient was about ( $-0.289^{**}$ ) at a morale level of 0.05. The reason for this is that the greater the number of family members, the weaker the exposure of young women to the media and the contentment with other means, such as only taking information about that area from those exposed to the media.

4- Attitude towards the media: It is clear that there is no significant correlation between the level of exposure of rural young women to the media in the field of health awareness and the trend towards the media, where the correlation coefficient is about (0.054). It is clear from the

table that most of the respondents were neutral towards exposure to the media and this indicates that they may be exposed to the media or others to develop and educate themselves in the field of health awareness. It is clear from the compensated results in Table (4) that the media most used by the respondents is (the Internet), which ranked first with an average of about (3,960). The reason for this is the development in the media and the invasion of technology, especially the mobile device, and the tendency of many young women to these means. . . etc. As for (radio) it ranked last with an average of about (2), which is the least used media by rural girls in those villages.

**Table (4) shows the identification of the most exposed media outlets by rural young women in the field of health awareness**

No.	media	order	Arithmetic average
1-	TV	4	2,403
2-	the radio	11	1,288
3-	Internet	1	2,960
4-	posters	3	2,483
5-	stickers	2	2,549
6-	flyers	5	2,390
7-	newspapers	8,5	1,715
8-	magazines	8,5	1,715
9-	light ads	9	1,622
10-	Field visits	6	2,298
11-	personal interviews	10	1,516

## Conclusions

1- After presenting and analyzing the results obtained in this research, it became clear to us that the media have a role in spreading health awareness, where the media consider it the most

important source of raising awareness for young women in order to preserve their health in all respects, especially after it was found that the level of their exposure was average, tending to rise.

2- The respondents' awareness of the problem of pollution and the increase in diseases that are caused by wars and water and air pollution, which led to an increase in the awareness of young women about the degree of interest in Internet sites about environmental awareness to preserve the environment from pollution or reduce it.

3- The social status of rural young women, the number of family members, and their tendency to use the media effectively contribute to the use of these means to increase their awareness in the health field, where the results of the research showed an inverse relationship between the number of family members and the exposure of rural young women to the media. This led to the existence of a link between the media and the increase of health awareness among young women, and this increases the role assigned to the media in the field of health awareness and makes its role extremely important and the necessity of its advancement.

4- One of the most prominent conclusions is the difference in the media sources that are most exposed to among rural young women, whether in terms of their type or degree of follow-up, as well as the multiplicity of media that young women want to acquire information from, especially the Internet, which in turn is reflected in the diversity of areas of awareness achieved when they use them to develop their health awareness.

### **Recommendations and Suggestions**

1- Conducting educational courses for rural young women in those villages in order to pay attention to education as education develops health awareness for them.

2- Paying attention to educating young women who are not enrolled in schools about the importance of health awareness media in various fields.

3- Part of education adopts health awareness methods and practices within the educational curricula or allocates specific hours for it in courses in various fields, with a focus on the practical and applied aspects of health methods.

4- Conducting the same study with the same aim on the rural young in those villages to make a comparison between the use of the media by males and females in the field of health awareness.

5- Conducting more studies for the same variables with the addition of variables related to social awareness in important aspects related to women and family planning.

6- Conducting the same study, but for young people in the city, and making a comparison between them and rural young women to find out the extent to which the media are affected in the field of health awareness for them.

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