



Faculty of Arts
Media Department

**Egyptian Youth's Receiving Habits for Advertising
Campaigns Promoting Government Policies
During the Period from 2014-2018
"An Applied Study"**

**A Thesis submitted in partial fulfillment of the requirements for
Ph.D. degree in Media
(Public Relations and Advertising)**

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SUMMARY OF THE STUDY

Introduction:

Advertising campaigns are among the most successful media messages received by the viewer or public, and are expressed in the social and cultural environment of the public, as they involve an accurate analysis of attitudes and circumstances concerning the target person, and they carry in themselves signs of all matters concerning the human person and of different psychological, social, material, value and even civilization aspects.

The receipt of campaign items is an interactive process that occurs as a result of the viewer's exposure to campaign items and media, so the esthetic experience of viewing is only a sensational psychological state generated by the recipient from the start to the end of the receiving process, and from this point of view. Today, the messages of advertising campaigns have become a great space on the map of various media programs, which has called on the Egyptian government to use and produce some campaigns that illustrate some of its policies and measures to implement them, in order to achieve some short- and long-term goals.

Study problem:

In view of the economic, political and social challenges facing the Egyptian State, the Egyptian Government has sought to resolve many of the problems it faces and deplete its resources by formulating development policies, plans and programs aimed at solving those problems, and to bring them to fruition. The government often uses all means to achieve its own, including through advertising campaigns. Advertising campaigns are the most effective media form in providing information, creating community awareness, disseminating updated ideas, and presenting government-specific policies and plans, and they are a link between government and citizens, thus strengthening trust among them and achieving government objectives.

Based on the foregoing, we can summarize the essence of the problem of our subject in the following question:

What are the Egyptian youth's receiving habits for advertising campaigns promoting government policies?

Importance of Study:

The importance of the study is derived from the following:

- 1- Provide some indicators of the economic, social and political orientation of advertising campaigns promoting government policies, and their role as a source for promoting government actions and objectives.
- 2- Learn about the obstacles to receiving and communicating with young people with advertising campaigns (if any), so that they have to plan and produce advertising campaigns to take them.
- 3- The spread of state-directed advertising campaigns and government policies, a phenomenon that has spread widely in the last few years, has raised great importance for studying the content of the most famous and effective campaigns on youth, their effects on the success of these policies, and the achievement of the goals and measures taken by the government.
- 4- The importance of the study stems from the importance of the stage in which the Egyptian state lives, because the government carries out special measures and policies that are in keeping with the current developments, and the internal and external challenges facing Egypt, economic, social and political.

Study objectives:

- 1- Consider how young people receive advertising campaigns promoting government policies, and how well they have met their needs from various advertising items, information and materials.
- 2- Evaluate youth's relationship with advertising campaigns, specifically their relationship to advertising campaigns promoting government policies.
- 3- Evaluate and analyze the habits of young people receiving advertising campaigns, in terms of exposure size and patterns, subjects and content that are most interested in recipients, the impact of watching and the recognition of youth trends.

- 4- Examine the impact of demographic variables on young people on the reception nature of advertising campaigns promoting government policies.

Type and methodology of the study:

The study is based on a two -part survey methodology where the content of the television advertising campaigns in question has been surveyed (100 million Health Campaign - the added Tax Campaign - Egypt's gift campaign to the world: The new Suez Canal), and the public was surveyed in a sample survey using the questionnaire form to learn about the Egyptian youth's receiving habits of advertising campaigns promoting government policies, which is one of the most important and common methods used in media studies and especially in descriptive research.

Data Collection Tools:

The current study data has been collected through two tools:

- Content Analysis form: This is to analyze the contents of campaigns (100 million Health - added Tax - Egypt's Gift to the World: The New Suez Canal), during the study period.
- The study examines the Egyptian youth's receiving habits for advertising campaigns promoting government policies, and the researcher saw the application of the questionnaire paper in Cairo and Alexandria governorates.

Study Sample:

First: Sample analytical study:

The researcher will study and analyze three television advertising campaigns broadcast in 2014/2018:

- 1- Campaign 100 million health.
- 2- Tax-added campaign.
- 3- Egypt's gift campaign to the world: The new Suez Canal

Second: Field study sample:

A sample of 400 individual mayors in Cairo and Alexandria, a non-probable example of the study being aimed at monitoring the Egyptian youth's

reception habits for advertising campaigns promoting government policies on vocabulary campaigns have already been seen.

Top Study Results:

- 1- The results of the analytical study referred to the method of addressing the issue of campaigns promoting government policies, where the (straight-through) method represented the entire sample in all campaigns, with the sample population of 27 and 100% of the sample study.
- 2- The results of the analytical study pointed to the impact of the content used in advertising campaigns promoting government policies, which came in the first order with (17) and 63% repetitions, followed in the second order by (correcting the wrong action) with (5) and 18.5% repetitions. The third is the (critical) method with (3) iterations and 11.1%.
- 3- The results of the field study indicated that the sample of the study focused on "following up and watching the supportive and somewhat pro-government advertising campaigns," as the results according to the gender variant indicated that the phrase "always" had an average of (65) and the term "sometimes" had an average of (115.5). The word "rarely" is on average (19.5). The variable level of education has always received an average (34.4), sometimes an average (41.8), and a rare expression, a mean (3.8), whereas a social-level variable the phrase "always" has an average (43.3) and sometimes an average (77). The term "rarely" is on average (13), indicating the sample's trend of following up and watching advertising campaigns that support and are somewhat pro-government policies.
- 4- There is a statistically significant difference between the average grades of variable-level education categories (cannot read or write, can read and write, middle qualification, university qualification, postgraduate studies) in the Egyptian youth receive habits for advertising campaigns promoting government policies in favor of postgraduate studies."

There are no statistically significant differences between average scores of variable-level social categories (less than 2000, equivalent to 2,000, over 2000) in Egyptian youth receive habits for advertising campaigns promoting government policies.