

## Health awareness topics in Iraqi newspapers about the Corona pandemic analytical study-Al-Zaman newspaper as a model

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### ABSTRACT

The responsibility of the media is big in light of the age of crises that the world is experiencing now, as it has become one of the most important and influential actors in managing these crises and disasters, whatever their nature and gravity. The media's failure to play its role may lead to faltering government efforts and the extent of their achievement, and perhaps the crisis of the spread of the Corona virus (COVID-19) was a clear example. Because at a time when the media was one of the most important pillars of managing this crisis in many countries of the world, it was part of the crisis in many other countries. This is when it did not have national responsibility, and fell into the trap of rumors about the crisis and its intimidation, and instead of being a factor of reassurance. For the society, it was unfortunately a cause for fear, panic and terror at times.

That is why many research works and studies have begun to address the process of reducing the pandemic (COVID-19). This is through the use of all available methods, which start from creating a health system with quality specifications in managing services and health care. This happens according to a level commensurate with human rights requirements and the possibility of increasing health awareness by activating the important media role and limiting Pandemic developments and repercussions.

**Keywords:** First keyword, Second keyword, Third keyword, Fourth keyword, Fifth keyword

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### 1. Introduction

Countries are exposed, from one period to another, in different or approximately similar times, to major crises and disasters on a general and comprehensive level. This includes the wars that humanity has experienced and military conflicts over wide geographical ranges, but the most widespread, comprehensive and impactful are epidemics that may not be controlled. In its beginnings, this caused great confusion on the public and private levels. It is no secret what humanity has been exposed to in the last years and is still at risk of the Corona virus epidemic, which disrupted the movement of public and private life, and the emergence of confusion and lack of clarity in dealing with it confrontation, analysis and awareness. Being an important source for revealing the ambiguity and instability associated with the emergence and spread of the epidemic. According to the researcher's observation of the nature and stages of the media's various means of dealing with this major health crisis, we have the main question of the research problem:

What are the topics of health awareness in the Iraqi newspapers regarding the Corona pandemic?

In addition, the importance of the research appears in the following:

Firstly, Scientific-Academic Importance: The researcher's attempt to achieve a modern qualitative addition to the academic media library on health awareness topics in the media and its handling of health crises and disasters, in a way that opens to other researchers to deal with other resources branching from this research.

Secondly, Practical-professional importance: What the research results can provide to the effective media institutions that respond to spreading health awareness in health crises, by reviewing the analysis of the contents of their topics, the nature of their role and ways of dealing with major health crises, and then re-

editing their editorial policy accordingly. This works aims at the following:

1. Getting to know the main aspects of the media contents published by Al-Zaman newspaper in health awareness for the public.
2. Disclosure of the publication site of health awareness topics in Al-Zaman newspaper.
3. Determining the journalistic arts used in Al-Zaman newspaper and related to the health quality of the public.
4. Inquiring about the identity of press sources for health awareness issues in Al-Zaman newspaper.
5. Investigating the elements of highlighting used in special issues of health awareness in Al-Zaman newspaper.

### **1.1. The study sample**

The definition of the research community requires setting limits for the content to be subjected to research, and making a definitional formulation for the research community, with the necessity of specifying a time range for the analysis, as well as for the time period subject to analysis to be significant enough that the phenomenon to be researched appears in the study sample [1].

The research population is all Iraqi newspapers.

Research sample: Al-Zaman newspaper (Iraq edition).

### **1.2. Research areas**

a. Spatial domain: Iraq - Iraq edition of Al-Zaman newspaper.

NS. Time range: duration.(2021/1/1 - 2020/10/1)

b. Subject area: Health awareness topics about the Corona pandemic in the Iraqi Al-Zaman newspaper - Baghdad Edition.

## **2. Methodology and tools**

### **2.1. Research type and method**

This research is descriptive, and the researcher has used the survey-analytical method as “a method for obtaining data and adequate and accurate information about the social and life reality, which affects all administrative, economic, educational, cultural, political and scientific activities, and such data contributes information in the analysis of phenomena” [2].

### **2.2. The study tool**

Research tools are intended to “collect sufficient, adequate and comprehensive information on all aspects of the research topic and its problem” [3]. The collection of information in scientific research proceeds in two directions [3].

1. Gathering information related to the theoretical and documentary aspect of the research, and this depends on an adequate review of the required sources, such as books, articles, periodicals, reports and other documents, which deal with the subject of the research in a theoretical and adequate manner.
2. 2- Collecting information related to the field or experimental aspect, and the collection of information in this aspect is either dependent on the questionnaire, interview or observation.

The researcher used a number of research tools, which are as follows:

- A. Observation: It is the effective tool for collecting data in research that studies the actual behavior of individuals and societies [4].

- B. NS. Content analysis tool: the process of isolating specific intellectual properties and searching for their sources, repetitions and circumstances, and their correlation with other facts that revolve around the issue under analysis, so that they express the qualities of regularity and regularity[5].

### 2.3. Testing the validity and reliability

#### a. Honesty

Apparent honesty is one of the most important aspect in any research, which is associated with judging the researcher's sense and observations in the appropriateness of this or that tool for scientific research procedures, as well as what is characterized by apparent honesty from expert arbitration procedures during the methodological procedures of research.[6] The final analysis form was presented to the experts for arbitration<sup>1</sup>, and their comments and amendments were taken, and the percentage of agreement on the form's axes and paragraphs was (92.98%), which is a good percentage to verify the validity of the form.

Table 1. Table showing apparent honesty

Percentage	Invalid items	Valid items	Total number of items
% 92.98	4	53	57

#### b. Stability

Stability is intended to be the possibility of obtaining the same results, while re-conducting the analysis process for the same vocabulary by matching the same conditions and situations, as several methods are used to stabilize the analysis, the most prominent of which is the method of consistency over time. It is to be reached by the researcher himself or other researchers to the same results that were reached previously, when applying the same categories and units of analysis to the content to be re-analyzed, with the analysis performed at different times[ 7]. The researcher re-conducted the analysis after a month since the first analysis, and the results showed consistency between the two analyzes by (93%), which is a significant stability rate.

### 3. Theoretical framework

For media and health awareness, the world today lives in a state of complexity in all fields, a complexity that often results in many crises, and given the many crises, their diversity and their escalation of severity, political, economic, cultural or societal, the importance of the role played by the media in accompanying crises, both in terms of their role in its events or contribute to its aggravation among those who celebrate it, and those who strongly criticize it, while the truth lies between this and that [8]. The media plays a major role in attracting the attention of the public in directing its attention to certain issues and in determining the topics that occupy public opinion, and any problem that the media is not exposed to cannot find its way to rapid spread among the public. The speed of spread and its great ability to arouse the interest of the public are published and become known to the public. Also, unless the media publishes it, the public does not know anything about it, hence the importance and seriousness of the role played by the media in this regard emerge [9] Newspapers play an important role in forming public opinion, as they provide the masses with the necessary news, publish articles, and reflect the opinions of others[8] as follows:

- a. It reaches a large audience of different groups
- b. Published periodically on a daily basis
- c. Covering a large geographic area inside the country
- d. This is a low-cost policy if measured by the extent of its spread.

<sup>1</sup> \* Names of the expert arbitrators for the form:

- a. Prof. Salem Mohammed Aboud (University of Baghdad, College of Administration and Economics, Department of Cost Accounting)
- b. Prof. Dr. Shukria Kokiz Al-Sarraj (University of Baghdad, College of Mass Communication, Department of Journalism)
- c. lecturer. Dr. Mohammed Ismail Hassan (Imam Jaafar Al-Sadiq University, College of Literature)

The press is characterized by a large spread, as it reaches most groups, especially the educated and educated. It is known that the written word influences the formation of people's opinions and behavior. This is because the pivotal goal of journalism is to disseminate information and correct news of interest to workers in the awareness field, which is of interest to large sectors of society [10]. The media's contribution to instilling health awareness among people is one of the important issues, because health is one of the most important elements that constitute a priority for all members of society, with the high level of health awareness among individuals, and that health awareness is the cornerstone of daily behavioral patterns that greatly affect the health status of individuals[11].

The media is the main source of information and plays a vital role in the cognitive, emotional and behavioral formation of the individual by increasing the balance of information and experiences that shape attitudes, opinions and behavior later, through the individual's dependence on the media. It has become an influential tool in creating and changing behaviors and practices [11]. The culture of health awareness has become inseparable from the variables surrounding us. Health awareness makes us safe from facing the unknown, as well as with modern health technologies that have enhanced the chances of access to health awareness indications of things and conscious use of them without fear or apprehension, in the later absence of awareness. Health is a real problem that makes us fall into mistakes that may cause us physical or psychological harms [10].

Health awareness is defined as the process that aims to teach people healthy habits and new healthy behavior. It also aims to help them to reject wrong health ideas and trends and replace them with healthy behavior using mass communication means[12].

### **3.1. Health education**

It is the process in which educational and communication tools are used to impart knowledge to people, individuals and societies in order to prevent and treat diseases, so that they can use this knowledge to develop their health and the health of their families and communities[13]. The relationship between health awareness and the media is determined by two levels[14].

1. The cooperative level: It remains to employ the media, especially television and the press, in order to develop health awareness and the definition of preventive health information programs.
2. Career level: Building a communication media policy that respects the community's belief and culture through the dissemination of honest and accurate information and full awareness of health issues, as well as the dissemination of sound health values among members of the community.

Therefore, the dimensions of awareness increases to include the individual dimension, the social dimension, and the human dimension[15]. The individual dimension is individual related to the summary of the concepts of the individual and the mental and intellectual components, and then his consciousness patterns of life, existence and the world. This is reflected in individual behavior, forms of movement, work and relationships. The social dimension in terms of a system is the awareness of the small and large group in the social space and the nature of this awareness in producing patterns of social relations and their development. Consequently their societal reflection in practice and behavior in addition to territories, whether the near ocean or the far cosmic appear.

### **3.2. The importance of health awareness**

The importance of human health awareness can be explained in normal circumstances, especially in light of the emergence of disasters and pandemics, according to the following [16].

1. Enabling individuals to look scientifically at health phenomena and their interpretation, and make them able to study the causes of diseases to help them in interpreting health phenomena. This makes them able to study about the causes of diseases and their effects and how to prevent them.
2. Health awareness is a knowledge asset from which the person benefits and employs it when needed, when making correct decisions, or when faced with health problems.
3. Health awareness creates appreciation and confidence in the world and scientists specializing in the field of health.

4. Health awareness generates a desire to explore as well as instilling a love of discovery.

#### 4. Result and discussion

##### 4.1. Analytical study of Al-Zaman newspaper

First: Categories of Communication Subject (What was said?)

The results of the content analysis of the journalistic arts of health awareness topics in Al-Zaman newspaper amounted to (5) journalistic arts. They were distributed to (117) news stories, (36) press reports, (7) press articles, (5) press interviews, and (3) Press columns. It begins with issue (6774) of Al-Zaman newspaper issued on 10/1/2020 and ends with issue (6852) on 12/31/2020. It identifies (4) main aspects and (19) sub-categories to represent, in their entirety. The most important contents contained health awareness topics at a rate of (991) recurrences, as the informational aspect ranked first with a recurrence of (579) and a percentage of (58.42%). However, the psychological aspect came in the second place as it collected (210) recurrences and a percentage of (21, 20%). The preventive side ranked third with (202) recurrences and a percentage of (20.38%). Yet, the cooperative side did not score any (0) recurrences, with a percentage of (0%) as shown in the table below:

Table 2. the relative distribution of the main aspects of press awareness topics

	Side	Repetition	Percentages	Rank
1	Informatics	579	58,42	First
2	Psychological	210	21,20	Second
3	Preventive	202	20,38	Third
4	Cooperative	0	0	Fourth
Total		991	100	

The following is a review and interpretation of the results obtained by the sub-categories of the informational aspect in Al-Zaman newspaper, which amount to (7) sub-categories, as they obtained a frequency of (579), as follows:

Table 3. The relative distribution of the sub-categories of the information aspect

	Type	Repetition	Percentages	Rank
1	Providing cases of recovery and injury	283	48,87	First
2	Finding and taking a vaccine	92	15,88	Second
3	Shed light on the causes of its spread	58	10,01	Third
4	Disease symptoms statement	57	9,84	Fourth
5	Mention the well-known personalities who have been affected by the pandemic	53	9,15	Fifth
6	Pay attention to nutrition, personal hygiene and exercise	20	3,45	Sixth
7	Addressing an alternative treatment	16	2,80	Seven
Total		the total	100	

##### 1. Providing cases of recovery and injury

This sub-category ranked first among the categories of the informational aspect, as it obtained (283) recurrences and a percentage of (%48.87)

##### 2. Finding and taking the vaccine

This category ranked second with (92) recurrences and a percentage (15.88%).

##### 3. Shedding light on the reasons for its spread

This category came in third place with (58) recurrences and a percentage (10.01%) in order to provide readers with information on how the pandemic spreads to avoid those habits and matters that lead to the spread of the pandemic more widely.

##### 4. Explanation of the symptoms of the disease

This category ranked fourth after collecting (57) recurrences and a percentage of (9.84%) to show that the role of the media in developing awareness. This came as a result of showing the symptoms of the disease so that

readers have a complete perception of the reasons for its spread and adherence to correct health habits to avoid infection with this virus.

5. Mention the well-known personalities who were infected with the pandemic

This category ranked fifth and got (53) recurrences and a percentage of (9.15%). This result explains the reality of the virus that most people deny and that it affects all age groups and showed that there are those with strong bodies that did not suffer from chronic diseases, but they did not resist the virus, which called for more caution and caution from the citizens, and adherence to the instructions of the health authorities.

6. Pay attention to nutrition, personal hygiene and exercise

This category ranked sixth with a frequency of (20) and a percentage (3.45%) to confirm the importance of sports and nutrition in providing the body with energy that makes it resist the virus, avoiding incorrect eating habits and maintaining personal hygiene to prevent infection.

7. Addressing an alternative treatment

This category ranked seventh for a grouping of 16 recurrences and a percentage of (2.80%). This matter was not among the priorities presented by the newspaper through the contents of its journalistic arts.

This aspect ranked second among the main aspects that dealt with health awareness topics in Al-Zaman newspaper. It obtained (210) recurrences and a percentage of (21.20%) for (5) sub-categories to show the extent of the impact of the pandemic on the psyche of the individual and the subsequent actions Health and announcing the cases of infection and recovery and the accompanying rumors due to the incomplete preliminary results on the factors of its spread and the discovery of treatment for it.

Table 4. The relative distribution of the psychological subcategories

no	Category	repetition	percentage	Rank
1	The reader is able to move from the state of the unconscious to the state of consciousness (explanation, analysis, criticism of the existence of the pandemic)	70	33,33	First
2	The effect of isolation, quarantine and the obligation to wear masks on the psychological state	51	24,30	Second
3	Addressing rumors by overcoming the contradictions and contradictions resulting from the lack of information and its ambiguity	33	15,71	Third
4	Psychological reassurance after taking the vaccine	30	14,28	Fourth
5	Fear and anxiety about taking the vaccine	26	12,38	Fifth
Total		the total	100	

1. The reader is able to move from the state of the unconscious to the state of consciousness (explanation, analysis, criticism of the existence of the pandemic)

This category ranked first after obtaining (70) recurrences and a percentage of (%33.33)

2. The effect of isolation, stone and the obligation to wear masks on the psychological state

This category came in second place after it collected (51) recurrences and a percentage of 24.30% to show that isolation and confinement affect the psychological state, especially those with low incomes. It also affects mental health, according to medical reports and evidence of suicide and violence within the family. Depression and anxiety among many citizens can also be caused.

3. Addressing rumors by overcoming the contradictions and contradictions resulting from the lack of information and its ambiguity

This category ranked third after collecting (33) recurrences and a percentage of (15.71%) to show that the method of publishing data and instructions transparently, accurately and objectively by relying on delegates and correspondents to obtain information, this matter made people adhere to the stone and take preventive measures despite the lack of evidence some of it.

4. Psychological reassurance after taking the vaccine

This category ranked third after collecting (30) recurrences and a percentage of (14.28%). The results of this category indicate an increase in health awareness and scientific experiments prove the effectiveness of the vaccine. The vaccinators have not been exposed to side effects and the WHO's recognition of the effectiveness of the discovered vaccines to reduce the pandemic.

5. Fear and anxiety about taking the vaccine

This category ranked fifth after obtaining (26) recurrences and a percentage of (12.38%) to explain the causes of fear that came as a result of the spread of rumors and the impact of the conspiracy theory spread around the vaccine and the pandemic itself. This has made people's confidence decline for fear of side effects or any other future effects on the general health of humans despite the absence of a health basis for them.

#### 6. Preventive aspect

This aspect came in the third rank of the contents of the main aspects of Al-Zaman newspaper, which obtained (202) recurrences and a percentage rate of (20.38), which included (4) sub-categories and will be reviewed in descending order according to the rank and percentages obtained by each category for this aspect:

Table 5. The relative distribution of the sub-categories of the protective aspect

No	Category	repetition	percentage	Rank
1	Commitment to social distancing, quarantine and quarantine	88	43,56	First
2	Providing the reader with prevention skills by adhering to health guidelines	53	26,23	Second
3	Urging the reader to wear masks and paws and use sterilizers	43	21,30	Third
4	Sterilization and fumigation	18	8,91	Fourth
Total		the total	100	

#### 1. Commitment to social distancing, quarantine and health curfew

This category came in first place after obtaining (88) recurrences and a percentage of (43.56%) among the awareness topics in Al-Zaman newspaper. This category came to preserve public health, limit the spread of the Corona pandemic, lower infection rates and maintain the distance between people.

#### 5. Providing the reader with prevention skills by adhering to health guidelines

This category ranked second after collecting (53) recurrences and a percentage of (26.23%). This result can be interpreted from the analysis to help prevent the spread of the Corona virus and protect oneself.

#### 6. Urging the reader to wear masks and paws and use sterilizers

This category came in third place after it obtained (43) recurrences, and a percentage of (21.30%) of the total materials of the (210) aspects. When physical distancing is not possible.

#### 7. Urging sterilization and fumigation

This category ranked fourth after collecting (18) recurrences and a percentage of (8.91%) to explain this aspect about the role of the newspaper in urging the application of preventive measures such as dusting and sterilization and its importance in limiting the spread of the pandemic despite its difficulty, especially in popular and slum neighborhoods Which suffers mainly from poor health services.

Second: Analysis of the content of categories (how was it said?)

#### *Publishing site*

Table 6. The publication site for health awareness topics

no	Category	repetition	percentage	rank
1	inner pages	74	44,04	First
2	first page	71	42,26	Second
3	last page	23	13,70	Third
	Total	the total	100	

Table (6) showed the topics of health awareness in Al-Zaman newspaper with (168) in all its pages. The press materials are related to health awareness topics, while the first page ranked second after it recorded (71) recurrences and a percentage of (42.26%) to publish health awareness materials, especially those that show the number of injuries and recovery. Then the last page comes third and with (23) recurrences and a percentage of (13.70%) to show the lack of reliance on the last page in spreading health awareness topics in light of the Corona pandemic.

*Press Arts*

Table 7. the journalistic arts used in Al-Zaman newspaper for awareness topics under the Corona pandemic

no	Category	repetition	Percentage	Rank
1	press release	117	69,64	First
2	press report	36	21,42	Second
3	press article	7	4,16	Third
4	press interview	5	3	Fourth
5	press column	3	1,78	Fifth
6	journalistic investigation	0	0	Sixth
	total	168	100	

Table 7 indicates the order of the journalistic arts used for health awareness topics in Al-Zaman newspaper. Health awareness of what represents objectivity and impartiality, especially with regard to providing the reader with the numbers of injuries and recovery on a daily and accurate basis when transporting, so that the art of the press report ranks second after collecting (36) recurrences and a percentage of (21.42%) to show the importance of this art to the newspaper. For the details, figures and evidence are provided on health awareness topics, after which the art of the article is ranked third after collecting (7) recurrences and a percentage of (4.16%) to show the personal opinions of writers who wrote about health development in the shadow of the pandemic. It comes in fourth place, art. The press dialogue was given (5) recurrences and a percentage of (3%) to show the opinions and destinations of the personalities who interviewed them on the topics of health awareness in light of the Corona pandemic. Then to solve the art of the press column after collecting (3) recurrences and a percentage of (1,78%), it ranked sixth in the art to investigate the journalist without repetition of the newspaper's lack of reliance on this art in developing health awareness.

*Press sources*

Table 8. press sources for health awareness topics in Al-Zaman newspaper

no	Category	repetition	percentage	Rank
1	press representative	67	38,10	First
2	foreign agencies	36	20,45	Second
3	Editorial Board	27	15,34	Third
4	press reporter	17	9,65	Fourth
5	journalist writer	14	7,95	Fifth
6	unknown source	13	7,38	Sixth
7	Internet	2	1,13	Seven
8	Arab agencies	0	0	Eight
9	Iraqi Agencies	0	0	Ninth
	Total	176	100	

The category (Analysis, how was it said?) indicated that the identity of the source in this study is important in enhancing the credibility of the art that deals with health awareness topics in Al-Zaman newspaper. The delegate category ranked first with (67) recurrences and a percentage of (38.10%). It explains the newspaper's interest in obtaining published information accurately and objectively with regard to health awareness, especially in the aspect of providing readers with information, and ranked second in the category of foreign agencies after collecting (36) recurrences and a percentage of (20.45%) to show that the newspaper adopted this source to obtain more information and provide it to the reader due to the curfew imposed by the pandemic. The editorial board ranked third and after obtaining (27) recurrences and a percentage of (15.34%) to explain the interest of the editors of journalistic arts in treating it before publication, especially Health awareness topics. The reporter ranked fourth with (17) recurrences and a percentage of (9.65%), which explains the presence of correspondents with the newspaper on whom it relies on obtaining its press materials on health awareness topics, and the journalist writer ranked fifth and with (14) recurrences and a percentage of (7.95%). The unknown source ranked sixth as it collected (13) iterations and a percentage of (7.38%), so that the Internet ranked seventh after collecting (2) iterations and a percentage of Arab agencies and Iraqi agencies ranked eighth, without any recurrences when transmitting topics of health awareness of the pandemic.



*Highlighted elements*

Table 9. The elements of highlighting the health awareness topics used by Al-Zaman newspaper

no	Category	repetition	percentage	Rank
1	Headline	163	45,15	First
2	Picture	110	30,50	Second
3	introductory title	57	15,78	Third
4	Framing	14	3,87	Fourth
5	Maps and Drawings	9	2,49	Fifth
6	Subtitle	5	1,38	Sixth
7	Secondary title	3	0,83	Seven
8	Fixed address	0	0	Eight
9	the net	0	0	Eight
10	infographic	0	0	Eight
11	Colors	0	0	Eight
Total		361	100	

After clarifying the journalistic arts that Al-Zaman newspaper relied on in the topics of health awareness of the Corona pandemic. It then worked to highlight this art through the elements of highlighting that it relies on in its production and in a manner that is commensurate with the size and importance of the material that covers health awareness topics from the newspaper's point of view and as shown in Table (8), the headlines category ranked first among the highlighting elements, after it collected (163) recurrences, and a percentage of (45.15%). It put a headline on each art that extends over the entire subject, to be ranked second in the picture with (110 with a percentage of (30.50%). Also, the picture here is divided into two sides, the largest section, which received (56) iterations and a percentage of (50.90%) showed personal photos of people who were infected with the pandemic and recovered or died because of it, while the other section got (54) examples and a percentage of (49.10%) with thematic images, while the introductory title came in the third place, which is the title that precedes the main title and with a font size less than it after it was collected (57), and a percentage of (15.78%) came in the fourth place after If there are (14) recurrences and a percentage of (3.87%) as this element was used in framing awareness news, after which maps and drawings ranked fifth and with (9) recurrences and a percentage of (2.49%). This is because the newspaper showed through this element the rates of infection, recovery and maps of the spread of the epidemic and its use as illustrative means for health awareness, so that the subtitle came in sixth place, as it collected (5) recurrences and a percentage of (1.38%), followed by the secondary title with (3) recurrences and a percentage of (0.83%) in seventh place. Fixed, grille, drift, and colors ranked eighth without repetition, as these elements were not used to highlight awareness topics. It is noted in this aspect that the newspaper used more than one element sometimes to highlight one of the development topics in the same art.

## 5. Conclusion

1. Al-Zaman newspaper worked to provide readers with information in the first place to have a clear perception of cases of infection and recovery, in addition to addressing the latest developments in the discovery of the vaccine to reassure the readers.
2. The newspaper presented a set of health awareness through the content of its journalistic arts represented in transferring the reader from a state of unconsciousness to a state of awareness by addressing the topics of the pandemic through analysis and criticism and standing on the most important aspects that affect the reader's psyche.
3. The content of the arts that dealt with health awareness confirmed that the media (Al-Zaman newspaper) was limited to providing information on injury and recovery in the first place without working on the cooperative side, which is an important aspect of the role assigned to the media.

4. The results of the research showed that Al-Zaman newspaper relied on the internal pages of the publishing site, so it came in the first rank, so that the first page got the second rank.
5. Al-Zaman newspaper presented topics of awareness through the art of press news, which is the backbone of journalistic work and the most important of them, as well as the press report, followed by other journalistic arts.
6. Al-Zaman newspaper highlighted its topics related to health awareness through the headlines as well as the image, whether it is in an objective or personal aspect.
7. The newspaper relied on the delegate in the first place in its coverage of health awareness topics, which confirms the credibility of the information provided and commensurate with the requirements of the readers, in addition to its dependence on foreign agencies in transmitting world news in light of the Corona pandemic and the ban imposed on all movements.

### Recommendations

In light of the results of the content analysis of the advanced press materials, the most important recommendations can be formulated:

1. The necessity of conducting studies and research on pandemics, in coordination with the Ministry of Health and the relevant universities, to benefit from them in the various fields of life.
2. Emphasizing on talk shows with personalities specialized in the health field, especially in a circumstance such as the Corona pandemic, and the newspaper's lack of such dialogues.
3. Coordination and cooperation with scientific authorities, media networks, the Ministry of Health and the crisis cell to hold workshops and media seminars dealing with health awareness topics.
4. Subjecting workers in media institutions and the press to training and capacity-development programs in the field of scenarios in crisis management and technical, professional and psychological steps in transferring information about the pandemic and consulting specialists.
5. Strengthening cooperation between the Ministries of Education and Higher Education and the media so that the bonds of relationship can be identified in order to introduce awareness programs, each according to its educational level. This develops the philosophy of awareness with the importance of laying the foundations of a healthy culture represented by the educational institution, which is an incubator for the varied programs and means concerned with raising generations on Proper upbringing.

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