

**THE ROLE OF TELEVISION IN RAISING THE LEVEL OF HEALTH
AWARENESS AND HEALTH PRACTICE AMONG THE ALGERIAN FAMILY IN
LIGHT OF THE COVID 19 PANDEMIC - A FIELD STUDY ON FAMILIES IN
NEIGHBORHOOD 08 MAY 1945, IN EL-OUED CITY**

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Abstract

This study aims to reveal the role of television in raising the level of awareness and health practice among Algerian families in light of the Covid 19 pandemic. This paper attempts to uncover the extent to which television has been investigated as a mass media to educate Algerian families. In addition to studying the contents and persuasive appeals used in the field of raising the level of health awareness and health practice among Algerian families in light of this pandemic. So, the role evaluation of this mass media has been verified based on two main theories. First is the sociological theory which is represented Durkheim's functional theory, and the second media theory is the cultivation theory (cultural implantation theory). As we relied on the descriptive and analytical method using the questionnaire that was distributed to a sample of families living in the neighbourhood of May 08, 1945, EL-Oued city in the southeast of Algeria. Where it was chosen in a deliberate way and it was estimated: 33 families, then it was treated statistically according to the SPSS system that adopted the triple Likert scale.

Keywords: Covid-19 pandemic, health awareness, health practice, television, confinement, family behaviour, generalized model, role, television.

INTRODUCTION

The past years have truly been years of rapidly spreading deadly diseases and epidemics. As societies ignored the chronic diseases that man was able to coexist with according to certain treatment behaviours such as diabetes and high blood pressure. Societies have shown interest in some infectious and deadly diseases as cholera, SARS, Covid 19, etc., which have become a threat to human and societal life at all levels (Sohrabi et al. 2020).

The first cases of a novel pneumonia were identified in late 2019 in Wuhan, China; the novel coronavirus was genetically sequenced and related to the respiratory disease COVID-19 on January 7, 2020. (World Health Organization, 2020). The virus has now spread to 210 countries and territories, infecting over 3 million people and killing over 225,000 people in just four months.

Because of its contagiousness and lethality, the virus poses a unique global threat (World Health Organization, 2018). Many countries have gone into "lockdown" mode in response to the virus's rapid dissemination, thousands of deaths, and predicted explosive growth (Frank and Grady, 2020). Staying at home, closing businesses or operating from home, and avoiding physical contact are also common requirements during lockdowns.

The Algerian government is no exception. All schools and universities have been ordered to close on March 12 as part of disease control measures (Naima and Sonia, 2020). In this regard, it called for continuing to provide instructions through various media and mass communication to contribute as much as possible to maintain the safe of public life. Given all these sudden upheavals and without a clear endpoint, this is a huge challenge for Algerian families. They are faced with a situation in which they have to change all their internal and external habits. It is also not easy for them to move from a life of freedom to situations that require self-discipline towards themselves and towards others.

Hence, it was imperative to adopt prevention methods and to recruit all social means and institutions in raising awareness and activating healthy practices. Health awareness has become a basic pillar for preventing these diseases through building, rebuilding, and correcting trends and behaviours in the health field. Especially after the development of media and communication, and the emergence of mass communication means that entered most homes without permission.

THE PROBLEM OF THE STUDY:

After Mid-March of 2019, a deadly, contagious global disease appeared which spread to societies and countries as a wildfire. Algerian society has not been spared from it, and the threat of infection has become, and the so-called disease phobia appeared (Corona phobia). This resulted in a disturbance in individual and societal life, and the loss of individual and society interests after stopping work and closing most institutions. It also imposed home confinement to try to contain the situation, manage and control this crisis.

It has become the subject of health awareness and health practice among the important topics related to the lives, health, and safety of individuals because increased knowledge and the correction of unhealthy behaviours are the basis of prevention. Therefore, efforts have been concerted at the local and global levels and mobilized the available resources through various institutions to spread and raise levels of health awareness and practice.

The daily homeliness of waste and losses pandemic Covid 19 and experience the state's efforts in various Algerian institutions, hospital, and security, civilian and military, especially the means of mass communication, the breakthrough point in the preparation of this paper. This work tries to link television as a mass media and raise the level of awareness as well as the health practice of the Algerian family in light of the Covid 19 pandemic, trying to answer the following main question:

What is the role of television in raising awareness and healthy practices among Algerian families in light of the Covid-19 pandemic?

This question includes a set of sub-questions, as follows:

- 1 - To what extent does television reach the education of the Algerian family to raise their level of awareness and health practices in light of the Covid 19 pandemic?
- 2 - Are there statistically significant differences at the level of 0.05% in the responses of the sample members to the items of the first axis due to the educational level variable?
- 3 - What kind of promotions does television use to raise awareness and healthy practices among Algerian families in light of the Covid 19 pandemic?
- 4 - Are there statistically significant differences at the level of 0.05% in the responses of the sample members to the items of the second axis due to the educational level variable?
- 5- What kind of TV content is used to raise awareness and healthy practice among Algerian families in light of the Covid 19 pandemic?
- 6 - Are there statistically significant differences at the level of 0.05% in the responses of the sample members to the items of the third axis due to the educational level variable?
- 7- What is the evaluation of Algerian families for the role of television in increasing awareness and practice of health in light of the pandemic?

Covid 19?

- 8- Are there statistically significant differences at the level of 0.05% in the responses of sample members to the items of the fourth axis due to the educational level variable?

STUDY HYPOTHESES:

This study attempts to answer the following hypotheses:

- 1- Television seeks to educate Algerian families on health to raise awareness and health practice in light of the Covid 19 pandemic.
- 2- There are statistically significant differences at the level of 0.05% in the responses of the sample members to the items of the first axis due to the educational level variable.
- 3- The TV uses all persuasive appeals (intimidation - mental - emotional) to raise the level of awareness and healthy practice among Algerian families in light of the Covid 19 pandemic.
- 4- There are statistically significant differences at the level of 0.05% in the responses of the sample members to the items of the second axis due to the educational level variable.
- 5- Television adopts all kinds of content to raise the level of awareness and healthy practice among Algerian families in light of the pandemic Covid 19.
- 6- There are statistically significant differences at the level of 0.05% in the responses of sample members to the items of the third axis due to the educational level variable.
- 7- Television plays a strong role in raising the level of awareness of Algerian families and their health practices in light of the Covid 19 pandemic.
- 8- There are statistically significant differences at the level of 0.05% in the responses of sample members to the items of the fourth axis due to the educational level variable.

STUDY OBJECTIVES:

This study generally aims to:

- Standing on the contributions of television in raising the level of awareness and health practice among Algerian families in light of the Covid 19 pandemic.
- Determine the persuasive grooming most used in television programs and content aimed at raising the level of awareness and health practice among Algerian families in light of the Covid 19 pandemic.
- Determining the type of television content used to raise awareness and health practice among Algerian families in light of the Covid 19 pandemic.
- Attempt to conclude, know and evaluate through the Algerian families about the television role in raising awareness and health practice in light of the Covid 19 pandemic.

IMPORTANCE OF THE STUDY:

The importance of the study appears through the importance of the individual and his rights in life and physical integrity and the importance of awareness. Especially in the field of management and confinement of diseases and infectious epidemics which have a big influence in human health. Also, the uses of traditional and modern mass communication methods in the pure community and voluntary work that was evident in light of the Corona pandemic (Covid 19).

STUDY CONCEPTS:

The study dealt with the following concepts: role - television - health awareness - health practice - Covid 19.

Role:

- It is a system composed of a group of learned actions that a person performs in a specific interactive situation, and this definition is taken to define the actions that they are acquired even though they may be natural and innate.
- It is a set of actions and behaviours that the individual undertakes to confirm his occupation of the position (Open Education Sociology Dictionary).

Television:

- Television (TV) comes from the Greek $\tau\eta\lambda\epsilon$ (tele), meaning “distant” or “far,” and the Latin visio, meaning “sight” or “vision.” It is a mode of (tele) communication typically used for transmitting moving (colour) images (and potentially sound) to audiences. Although the technology was commercially available since the late 1920s (in very limited amounts and at a very high price), television has since become a common household good. It is also used in businesses and institutions particularly as a vehicle for advertising, entertainment, and news broadcasting (Dietz et al., 2002). It is an audio-visual communication medium that uses electromagnetic waves and satellites to send and receive the image and the image together honestly and objectively from the place of transmission to the places of reception (Sarah et al., 2019).
- TV means of transmitting sound, moving image, and displaying them simultaneously, by means of electric propulsion (Cornelia and Helena, 2017).

Health awareness:

- The process of teaching individuals’ healthy habits, new healthy behaviours, and helping them rebuild healthy behaviours through various social and communication institutions (Ali and Bhatti, 2020).

- The science and art of persuasion and influencing the desires and behaviours that guide the decision towards an individual's health (Al-Dmour et al. 2020).

Healthy practice: It is the practical and continuous application of health information out of conviction and desire (Sibley et al, 2020).

Covid 19: COVID-19 is a disease caused by a new strain of coronavirus. ‘CO’ stands for CORONA, ‘VI’ for VIRUS, and ‘D’ for DISEASE. Formerly, this disease was referred to as ‘2019 novel coronavirus’ or ‘2019-nCoV.’ The COVID-19 virus is a new virus linked to the same family of viruses as Severe Acute Respiratory Syndrome (SARS) and some types of common cold (World Health Organization, 2020).

Many health experts believe that the new strain of Coronavirus likely originated in bats or pangolins. The first transmission to humans was in Wuhan, China in December 2019. Since then, the virus has mostly spread through person-to-person contact (World Health Organization, 2020).

The virus is transmitted through direct contact with respiratory droplets of an infected person (generated through coughing and sneezing). Individuals can also be infected from and touching surfaces contaminated with the virus and touching their face (e.g., eyes, nose, mouth). The COVID-19 virus may survive on surfaces for several hours, but simple disinfectants can kill it (Guan et al.2020).

THE THEORETICAL APPROACH TO THE STUDY:

The researchers based on two perspectives in the analysis. The first is the sociological functional theory; while the second perspective is the media theory, where we projected on our topic the cultural implantation theory.

- 1- Sociological functional theory:** It is a concept that refers to a major theory in sociology that studies social phenomena by analysing their functions as well as studying society by analysing the functions of its various systems and formats (Scott, 2012).

The most important general hypotheses of functional theory: The functional theory is based on two assumptions which are (Wallace, 2017):

- Society constitutes a social structure, and this structure is defined as being relatively stable patterns of social behaviour. Within the overall structure, there are important partial structures in functional analysis such as family, religion, politics, economics, media, and others.
- Each of the elements of the social structure can be understood through its social function, and the function means the results of the work of society as a whole. Hence, every part of society has one or more functions, which are a condition for the continuation of society. One of the essential characteristics of the pattern is balance through interrelationships, and this type is called static equilibrium.

Perception of the functional theory of the media: We can stop at the perception of the functional theory of the media as a partial or sub-format as follows (Helal et al., 2018):

- The media is an important system in social relations, considering the communicative phenomenon as an inevitable social phenomenon on which is the basis of the individual lives.
- The information drives social activities. It is information that has enabled the media to be a social system. If we realize the importance of information in achieving social activity, then we will inevitably realize the secret of the strong and obligatory relationship between individuals and the media. This is because the individual depends on it to obtain information that in turn enables him to understand his environment and interact with it.

- Durkheim's functional support principle; which means that the links between the media as a sub-coordinate, the recipients of informational and informational messages, and the overall social pattern are based on the interdependence that helps the social actors. This is in order to understand other sub-systems, such as the political, economic, and social systems that make up the general social system. Rather, this interdependence between the media and other social systems is mandatory in current societies with a complex character.
- 2- **Cultivation theory:** It is a theory that kept pace with the emergence and development of media and mass communication after the advent of television when George Gerner said: "Television is a dominant force in shaping modern society," after extensive studies on the impact of television on the American audience (Zheng et al., 2009).

And within the framework of his project on cultural indicators, in which he examined the effect of mass media and mass communication on the cultural structure, where he defined the implantation as: It is what culture does in a society through the intensive transmission of the symbolic image, which results in a culture. Where he considers it as a container for symbols and mental images that is regulate social relations and situations in society (Zheng et al., 2009). Then, through his research, he focused on three related issues, which are (Zheng et al., 2009):

- a- The messages, values and mental images that these media reflect.
- b- Structures, pressures, and processes that influence these messages.
- c- The independent participation of mass messages on the audience's perception of social reality.

Cultivation theory concept: Cultural implantation can be defined as an accidental, unintended learning process. This is through the facts of the media and communication, especially television. These facts affect the values and preconceptions of an individual's mental from the outside world.

Hypotheses of cultural implantation theory: The cultural implantation theory purposes on the five main hypotheses which are given by (Saenko et al., 2020):

- 1- Mass culture is a product of the mass media, and individuals rely on impersonal resources to provide them with expertise.
- 2- Television differs from other media outlets in terms of non-selective use by the audience. In addition, individuals unconsciously perceive the meaning from television programs.
- 3- Cumulative exposure to television creates perspectives and inculcates beliefs in other individuals.
- 4- Simulating the outside world by presenting a world that makes the viewer believe that social reality is proceeding at the same pace as it appears on television.
- 5- Confirms that there is a strong correlation between viewership size and viewers' beliefs about social reality. So that the perceptions of those watching the audience are similar and sometimes they generate perceptions that are more related to the world of television than to objective reality.

THE THEORETICAL FRAMEWORK OF THE STUDY:

Components of health awareness: Health awareness consists of all the knowledge and beliefs that individuals form about health topics and issues. These are meant here by health knowledge are the accumulated information, experiences, and perceptions that the individual reaches from reliable sources about health opinions and facts.

The importance of health awareness: The importance of health awareness is (Roffey et al., 2002):

- 1- Providing the opportunity to enjoy a correct scientific view that helps explain health phenomena and helps the individual to search for the causes of disease in a way that enables him to prevent diseases.
- 2- Health awareness leads to increased confidence in science as a means of acquiring sound health habits.
- 3- Health awareness is a cognitive asset that can be used in times of need.
- 4- Health awareness generates a desire for exploration and a love of discovery, especially for everything new.

Health awareness and the media:

Talking about health awareness is talking about health promotion. This means the process of empowering people to increase their ability to control and improve their health as stated in the Ottawa Charter for Health Promotion sponsored by the World Health Organization. The second half of the twentieth century is considered the time of victory and the control of diseases and epidemics, especially the chronic diseases. This is after epidemiological studies between the period between 1950 and 1975 that modified some of the behaviours related to this type of disease related to food, sports, tobacco, and intoxicants. In addition, it's known that the risk of infectious diseases is reduced by activating the role and participation of all society members, including professionals and private individuals, and identifying mechanisms. The media is the most appropriate mechanism to take care of this role after the technological development taking place as a machine on the one hand, and the processing and transmission of information on the other hand. The control moved from wired radio, telephone, photographs, and wireless radio to television, hand recorders, cell phones. So, the satellites expanded the horizons of communication which are made the world a small village in the words of Marshall McLuhan (Logan, 2010). Therefore, promoting healthy lifestyles and social mobilization according to a strategy through which political decision-makers, government officials, civil society organizations, social groups, families, and individuals cooperate is imperative because health is of great importance (Lapointe et al., 2014).

Television and health awareness:

The importance of television lies in its characteristics highlighted by the combination of word and image and between the eye and the ear. TV increases the strength of its influence, and its ability to attract the viewer and achieve a high degree of participation through the educational materials, it provides. It is the public means of communication that directly addresses the various audiences and shortens the time between the occurrence of events and their presentation. The viewer does not have to travel and does not go out of the house to search information. Therefore, TV was one of the most important media in the influence and ability to modify behaviour, especially in the field of health education through what it broadcasts of lectures, seminars, demos, films, and series aimed at health awareness and conveying it to the recipient in an interesting way. This leads to inculcating healthy patterns and behaviours that ensure the individual enjoys his life by teaching him to choose clean food and drink and try to change unhealthy behaviours such as smoking and drug use. Doctors' TV programs is evidence of the importance of television in the health aspect and the extent of its success in this task. This is made health awareness a topic of health and preventive media aimed at creating health awareness among individuals to avoid contagious and dangerous diseases (Tanner et al., 2015).

Television as a social phenomenon:

The technological development in the means of communication and information transmission, as well as the development of societies, made television and television channels a social phenomenon that imposed itself on those interested in psychology, sociology, and media. It has become one of the topics that concern many researchers. It has parts on cultural, social, psychological, and cultural implications that have their

repercussions on behaviour, individual and collective thinking, and the inculcation of values and behaviours. This is affected in the external appearance and reaches social compatibility (Lull, 1980).

MATERIALS AND METHODS

Study method:

The choice of the study method is not subject to the will of the researcher, but rather is related to the nature of the topic and its purpose. Therefore, the descriptive analytical approach as a method of systematic scientific analysis and interpretation used in social and informational studies and research was the most appropriate method for such studies (Al-Hamlan and Baniabdelrahman, 2015). It can describe the phenomenon and depicts it quantitatively and qualitatively by collecting codified information about the problem, classifying it, analysing it, and subjecting it to careful treatment (Hegde and Pallavi, 2015).

The temporal and spatial framework of the study:

- a- Time frame: This study was conducted in the period from 20/03/2021 to 01/04/2021.
- b- Spatial framework: This study was conducted in the neighbourhood of May 08, 1945, in the El-Oued city in southeast of Algeria.

The study tool and how to prepare it for analysis:

In this study, the two researchers relied on the questionnaire as a main tool to determine the role of television in raising awareness and health practice among Algerian families in light of Covid 19. It was prepared based on previous studies on the same topic. It included 04 axes; each axis contains a group of items trying to answer a hypothesis. Each item of the form was given a weight listed according to the three-point Likert scale where the direction is in agreement (3 degrees), opposing (2 degrees), neutral (1 degree). So, the scale area for No. 1 is less than (33.33%) and for No. 2 less than (66.66%) and for the number 3 it is less than (100%). Hence, the scale cells from 1 to less than 1.66 are matched by a neutral trend and from 1.66 to less than 2.33 is matched by an opposing trend, while from 2.33 to less than 3, the trend of households towards the choice is in agreement.

After calculating the range equal to $3-1 = 2$ and dividing the result by the largest value means: $2/3 = 0.66$ and then adding it to the correct number 01 in order to obtain the scale cells.

Table 1. Questionnaire axes

Axis	Axis theme	Item numbers
Axis No. 1	The extent of television's reach to educate the Algerian family to raise their awareness and	08

	health practices in light of the Covid-19 pandemic	
Axis No. 2	The type of persuasive appeals used by television to raise awareness and health practice among Algerian families in light of the Covid-19 pandemic	08
Axis No. 3	The type of television content used to raise awareness and health practice among Algerian families in light of the COVID-19 pandemic	08
Axis No. 4	Algerian families' assessment of the role of television in increasing awareness and practice of health in light of the COVID-19 pandemic	08
Sum	/	32

The statistical methods used: The study was limited to show:

- The internal validity of the questionnaire as a research tool by calculating the Pearson correlation coefficient for each axis of the questionnaire with the overall score of the questionnaire.
- Cronbach's Alpha coefficient to find out the stability of the questionnaire for statistical analysis according to the SPSS program.
- Frequencies and percentages of each variable of the primary variables of the study sample on the grounds that the level of education is an independent variable due to differences in the statistical significance of the averages of the answers of the families under study about the questionnaire axes.
- To test hypotheses and stand on the role of television in raising the level of awareness and health practice among Algerian families in light of the Covid 19 pandemic, the following was calculated:
 - a- The arithmetic means and standard deviation of each axis.
 - b- The arithmetic means and standard deviation of the complete questionnaire.
 - c- To find out that there are differences in the averages of the answers of the Algerian families on the items of the axes that are attributed to the variable of the respondent's education level, the **one-way ANOVA** coefficient of variance was calculated on each axis and for the whole questionnaire.

Validity and reliability of the tool:

In order to find out the external validity of the form, the researchers participated in the formulation of the articles of the questionnaire and corrected them in a rotating manner. Pearson correlation coefficient was calculated for each axis with the overall score of the questionnaire to know the internal validity.

Table 2. Pearson Correlations

Axes and Pearson Correlations	Questionnaire
	e

Axis 1	Pearson Correlation of	0,793**
	Sig. (bilateral)	0,000
	N	33
Axis 2	Pearson Correlation of	0,735**
	Sig. (bilateral)	0,000
	N	33
Axis 3	Pearson Correlation of	0,880**
	Sig. (bilateral)	0,000
	N	33
Axis 4	Pearson Correlation of	0,882**
	Sig. (bilateral)	0,000
	N	33
Questionnaire	Pearson Correlation of	1
	Sig. (bilateral)	
	N	33
**. Correlation is significant at the 0.01 level (bilateral).		

Through the data of the above table, we notice that there is a strong correlation for each axis of the questionnaire with the total score of the questionnaire. This is because all the values of the Pearson parameter are statistically significant at a significance level of 0.01%.

Stability of the form:

The Cronbach alpha test was used to find the stability level of the instrument for statistical analysis according to SPSS.

Table 3. Alpha Cronbach for the entire questionnaire axes

Axes	Element Numbers	Alpha Cronbach
Axis No. 1	08	0.81
Axis No. 2	08	0.65
Axis No. 3	08	0.56
Axis No. 4	08	0.87

It is evident from the above table that Cronbach's alpha coefficient of the study axes is high. In the first axis, it reached 0.81, the second axis 0.65, and the third axis 0.56 and 0.87 for the fourth axis. It is close to one and is greater than 0.5, which are acceptable values indicating the stability of the questionnaire and thus are acceptable and subject to statistical analysis.

Society and study sample: The study population is represented in a group of families living in the neighbourhood of May 08, 1945, in the Wilaya (city) of El-Oued in southeast of Algeria.

The study sample:

Due to the large size of the original community of the study represented in the group of families in the neighbourhood of May 08, 1945, in Wilaya (city) of El Oued, Algeria. In order to reduce the researchers'

effort on the one hand, and to limit the time to cover society as a whole, on the other hand, it was necessary to rely on the sampling method. Given that the two researchers live in the neighbourhood under study; they agreed to use the intentional sample. It is the one in which the researcher uses personal judgment on the basis that it is the best to achieve the objectives of the study. The researcher also can select his sample in a way that serves the objectives of his study and based on his knowledge without restrictions or conditions other than what he deems appropriate in terms of a standard of criteria such as scientific qualification, specialization, competence, or others. This type of sample is representative of all points of view and a rich source of information that forms a suitable base for the researcher on the subject of study.

Sample size: The large size of the total population and the type of sample used in the study, and in order to reduce researchers' effort and because of lack of time, we have taken a sample size of 33 intended households.

Presentation of the primary data for the study sample: The study sample distribution by sex is given by:

Table 4. Distribution of the study sample according to gender

The gender of the respondents					
Gender (Sex)		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Male	28	84,8	84,8	84,8
	Female	5	15,2	15,2	100,0
	Total	33	100,0	100,0	

The table on the distribution sex of the respondents shows that there are only 05 female respondents from the 33, compared to 28 males, which corresponds to a percentage estimated at 84.8% of the total. Perhaps these results are due to the Algerian family culture that preserves the status of men and their role within families, or the researcher contact in El-Oued city.

The data in the table on the educational level of the researched group shows the existence of all educational levels from the primary to university level. Which is indicated by frequency 01 and frequency 11 for the elementary and university levels respectively, while the middle-level category represents the stylistic category, which corresponds to the largest frequency estimated at 13 respondents. Perhaps these data indicate a decrease in the level of illiteracy and ignorance in Algerian society.

Table 5. Distribution of the sample according to the level of education

The educational level of the respondents					
Educational level		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Primary	1	3,0	3,0	3,0
	Intermediate	13	39,4	39,4	42,4
	Secondary	8	24,2	24,2	66,7
	University	11	33,3	33,3	100,0
	Total	33	100,0	100,0	

The table below shows the marital status of the study sample. The married group took a large share, which is represented by the 22 frequency, which corresponds to a percentage estimated at 66.7%. While the other iterations were shared by the single and widowed category. Perhaps the 09 frequency that corresponds to the single category makes us envisage the participation of the surveyed families, especially males, in the answer to the questionnaire.

Table 6. Distribution of the sample members according to the family situation

The family status of the respondents					
Family status		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Unmarried	9	27,3	27,3	27,3
	Married	22	66,7	66,7	93,9
	Widower	2	6,1	6,1	100,0
	Total	33	100,0	100,0	

The table on the nature of the respondents' profession displays a set of data translated by the set of observed frequencies. Where the occupational character predominates, which corresponds to 13 recurrences with a percentage equal to 39.4%. Other recurrences are distributed between organized and unorganized self-employment and unemployment, including retirement. Perhaps these results are due to diversity in the educational level and age group. We expect that unorganized self-employment will be among the young, poorly educated, and the retired, unemployed, and some women share the 08 frequency that corresponds to choosing (without a profession).

Table 7. Distribution of the sample members according to the nature of the job

The nature of the respondents' profession					
Professional status		Frequency	Percentage	valid Percentage	Cumulative Percentage
Valid	Employee	13	39,4	39,4	39,4
	Organized freelance work	8	24,2	24,2	63,6
	Unorganized freelance work	4	12,1	12,1	75,8

	Without a profession	8	24,2	24,2	100,0
	Total	33	100,0	100,0	

PRESENTATION AND DISCUSSION OF RESULTS

Presentation, analysis and discussion of the results of the first axis

This table shows the average of the responses of the study sample on the items of the first axis from (1 to 8) that approached the number 03, which was matched by the choice of an agreement with a weak and converging standard deviation. This indicates the existence of near agreement in their attitudes towards the TV function in health education to raise the level of health awareness and practice among Algerian families in light of the Covid 19 epidemic crisis.

Table 8. Descriptive statistics

Descriptive statistics			
Axis	N	Mean	Standard deviation
Axis No. 1	33	2,5189	0,45621
N valid (List)	33		

It is evident from the above table for the items of the first axis that studies the extent of television's reach to educate Algerian families in the field of health to raise awareness and practice health levels in the time of Covid 19, that the entire axis takes a relative weight of 2.51 and a standard deviation of 0.45. Thus, these data fall within the range from 2.33 to less than 3, which corresponds to the direction of the male and female respondents towards choosing agree in the survey presented to them. From this, it is possible to accept the first positive hypothesis that requires television access to educate Algerian families healthily and try to build new health behaviors and other correction through what the recipient watches of programs, statistics and developments that specialized parties contribute to their production. It is worth noting that we can interpret these results if we visualize together the size of the epidemic that has afflicted the world and has become a danger and a crisis that must be managed by all means and methods. As television remains the most important and most powerful means by which the concerned authorities can manage the Covid 19 crisis. Because and through TV, it addresses all minds, groups and levels in homes.

The results of the table below indicate that there are no statistically significant differences in the responses of the study individuals about the first axis given the educational level variable. Whereas the value of P (sig) is estimated at 0.214, i.e. 21%. Whereas, the largest value from the level of significance is 0.05 in all expressions of the axis. Thus, it rejects the positive hypothesis that there are statistically significant differences at a significance level of 0.05 in the responses of the sample members about the items of the first axis regarding the extent of television access to health education in order to raise the level of awareness and health practice in the Algerian family due to the educational level variable, and accept the alternative hypothesis.

Table 9. ANOVA coefficients of axis number 1

ANOVA					
Axis 1					
	Sum of squares	ddl	mean square	F	Sig.

Inter-groups	0,940	3	0,313	1,588	0,214
Intra-groups	5,720	29	0,197		
Total	6,660	32			

Presentation, analysis and discussion of the results of the second axis

This table below presents the average answers of the study sample for the second axis items (09 to 16). That approached the number 03, which was matched by the choice: Agree, with mean and approximate standard deviation. This indicates the presence of semi-agreement in the trends on the answers to the type of appeals. This is used by television to raise awareness and health practice among Algerian families in light of the Covid 19 epidemic crisis.

Table 10. Descriptive statistics

Descriptive statistics			
Questions	N	Mean	Standard deviation
Q9	33	2,52	0,667
Q10	33	2,64	0,549
Q11	33	2,55	0,711
Q12	33	2,61	0,609
Q13	33	2,61	0,609
Q14	33	2,48	0,712
Q15	33	2,39	0,747
Q16	33	2,64	0,603
N valid (List)	33		

Table 11. Descriptive statistics

Descriptive statistics			
Axis	N	Mean	Standard deviation
Axis No. 2	33	2,5530	0,42851
N valid (List)	33		

It is evident from the above table for the items for the second axis looking at grooming. The television uses as a means of mass communication has entered most Algerian homes to raise awareness and healthy practice levels in the time of Covid 19. The entire axis takes a relative weight of 2.55 and a standard deviation of 0.42. Thus, these data fall within the range from 2.33 to less than 3, which corresponds to the direction of the male and female respondents towards choosing: Agree. So, it is possible to accept the second positive hypothesis that dictates the use of television all persuasive appeals to influence the health behaviors of individuals and the attempt to amend or build healthy and safe behaviors, especially in the time of Covid 19.

The results of the following table indicate that there are no statistically significant differences in the responses of the study individuals about the second axis due to the educational level variable. Whereas the value of P (sig) was estimated at 0.814, i.e. 81%, and it was greater than the level of significance 0.05 in all the statements of the axis. In this case, it rejects the positive hypothesis that there are statistically significant differences at a significance level of 0.05 in the responses of the respondents regarding the items of the second axis of the type of persuasive communication that television adopts in the television content. The subject matter of raising awareness and health practice in the Algerian family is due to the variable of

educational level, and we accept the alternative hypothesis that there are no statistically significant differences.

Table 12. ANOVA coefficients of axis number 2

ANOVA					
Axis 2					
	Sum of squares	ddl	mean square	F	Sig.
Inter-groups	0,186	3	0,062	0,315	0,814
Intra-groups	5,690	29	0,196		
Total	5,876	32			

Presentation, analysis and discussion of the results of the third axis

The table below shows the average study sample answers to the third axis items (17 to 24). It is confined to between 20.32 and 2.86 and is close to the number 03, which corresponds to the choice of respondents the answer: Agree with a standard deviation of average and approximate. This indicates the presence of almost agreement in the attitudes of the respondents and the respondents on the answers to the type of television content used to raise awareness and health practice among Algerian families in light of the Covid-19 epidemic crisis.

Table 13. Descriptive statistics

Descriptive statistics			
Questions	N	Mean	Standard deviation
Q17	33	2,36	0,822
Q18	33	2,85	0,364
Q19	33	2,33	0,816
Q20	33	2,36	0,699
Q21	33	2,42	0,792
Q22	33	2,48	0,667
Q23	33	2,85	0,364
Q24	33	2,73	0,574
N valid (List)	33		

As can be seen from the table below for the items of the second axis. Which searches in the type of television content that television uses as a public means of communication. Most Algerian homes have entered into raising levels of awareness and healthy practice in the time of Covid 19. The entire axis takes a relative weight of 2.54 and a standard deviation of 0.43. Thus, these data fall within the range from 2.33 to less than 3, which corresponds to the direction of the male and female respondents towards choosing: OK. From this, it is possible to accept the third positive hypothesis that imposes the use of television all kinds of television content represented in pictures, brochures, and dramas in addition to moving pictures to influence the health behaviors of individuals and try to amend or build safe and secure health behaviors, especially in the time of Covid 19.

Table 14. Descriptive statistics

Descriptive statistics			
Axis	N	Mean	Standard deviation
Axis No. 3	33	2,5492	0,43519
N valid (List)	33		

The results of the table below indicate that there are no statistically significant differences in the responses of the study individuals on the third axis due to the educational level variable. Whereas, the value of P (sig) was estimated at 0.325, i.e. 32%, which was greater than the level of significance 0.05 in all statements of the axis. Thus, it rejects the positive hypothesis that there are statistically significant differences at a significance level of 0.05 in the responses of the respondents regarding the items of the third axis related to the type of television communication content adopted by the television. And whose theme was raising awareness and healthy practice among the Algerian family, it is due to the educational level variable. Thus, we accept the alternative hypothesis that there are no statistically significant differences.

Table 15. ANOVA coefficients of axis number 3

ANOVA					
Axis 3					
	Sum of squares	ddl	mean square	F	Sig.
Inter-groups	0,673	3	0,224	1,207	0,325
Intra-groups	5,388	29	0,186		
Total	6,061	32			

Presentation, analysis and discussion of the results of the fourth axis

This table displays the arithmetic mean and the standard deviation for each item in the fourth axis from (25 to 32). The arithmetic mean fluctuated between the two values 2.20 and 2.49, which approached one time from the field that accepts the choice: medium, and again from the field that accepts the choice: strong with a relatively high standard deviation. But it is close, which indicates the existence of near agreement between the members of the research group regarding the answers to the questions related to evaluating the role of television in raising the level of awareness and health practice among Algerian families in light of the Covid 19 epidemic crisis.

Table 16. Descriptive statistics

Descriptive statistics			
Questions	N	Mean	Standard deviation
Q25	33	2,27	0,626
Q26	33	2,42	0,663
Q27	33	2,39	0,747
Q28	33	2,42	0,792
Q29	33	2,21	0,857
Q30	33	2,27	0,801
Q31	33	2,48	0,755

Q32	33	2,27	0,761
N valid (List)	33		

It is evident from the table below for the items of the second axis, which examines the solicitations used by television as a means of mass communication. In order to raise the levels of health awareness and practice in the time of Covid 19 that the entire axis takes a relative weight of 2.34 and a standard deviation of 0.62. Thus, these data fall within the range from 2.33 to less than 3, which corresponds to the direction of the male and female respondents towards choosing: Agree. From this, it is possible to accept the fourth positive hypothesis, which assumes that the role of television is strong in raising awareness and healthy practice through the programs it offers, classes, pictures, written instructions and plays. In addition to the documentary tapes that give the facts of Covid 19 disease and try to manage the crisis by rebuilding new health behaviors.

Table 17. Descriptive statistics

Descriptive statistics			
Axis	N	Mean	Standard deviation
Axis No. 4	33	2,3447	0,62814
N valid (List)	33		

The results of the following table indicate that there are no statistically significant differences in the responses of the study individuals about the fourth axis due to the educational level variable. Whereas, the value of P (sig) was estimated at 0.278, i.e. 27%, and it was greater than the level of significance 0.05 in all of the axis statements. Thus, it rejects the positive hypothesis that there are statistically significant differences at a significance level of 0.05 in the responses of the sample members about the items of the fourth axis related to the evaluation of the researched sample of the role of television in raising awareness and health practice in the Algerian family due to the educational level variable. And from it we accept the alternative hypothesis that there are no statistically significant differences.

Table 18. ANOVA coefficients of axis number 4

ANOVA					
Axis 4					
	Sum of squares	ddl	mean square	F	Sig.
Inter-groups	1,544	3	0,515	1,347	0,278
Intra-groups	11,082	29	0,382		
Total	12,626	32			

CONCLUSION

Based on the field study and statistical treatment of the data, this study concluded to:

- The television seeks to educate Algerian families healthily to raise awareness and practice health in light of the Covid 19 pandemic. Through all programs, data, and content according to the process of information, guidance, and direction, and implanting some healthy behaviours where sound and image have a direct impact in Algerian families.
- The television uses all persuasive appeals (intimidation - mental-emotional) to raise the level of awareness and healthy practice among Algerian families in light of the Covid 19 pandemic.
- Television adopts all kinds of content to raise awareness and health practice among Algerian families in light of the Covid 19 pandemic, which differs between written and animated films, skits, scientific sessions, and others.
- Television plays a strong role in raising the awareness of Algerian families and their health practices in light of the Covid 19 pandemic. Especially in light of the Corona pandemic, in a planned manner and directed towards engaging individuals in overcoming this epidemic in light of the exploitation of the home quarantine imposed by most countries.
- There are no statistically significant differences at the level of 0.05% in the responses of respondents to the items of the fourth axis due to the educational level variable. Because television addresses, with its audio-visual message, all minds, trends, and educational levels, especially in the field of health awareness in light of the Corona pandemic.

The current study should be expanded to think about the impact of confinement on the quality of family life and how they contribute to COVID-19 pandemic risk behaviours.

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