

Role of the Jordanian TV in Raising Public Awareness of Covid-19 Crisis:
A field study from perspective of a sample of the Jordanian public

Turkish Online Journal of Qualitative Inquiry (TOJQI)
Volume 12, Issue 8, July 2021: 4483-4497

**Role of the Jordanian TV in Raising Public Awareness of Covid-19 Crisis:
A field study from perspective of a sample of the Jordanian public**

Dr. Ashraf.Mohammad ALmanaseer ^a, Dr. Mazen Mohammad Al-Fedawi ^b

^aPrincipal i/c, Research Director & Assistant Professor of media, radio &TV , middle east university,amman,Jordan.

^bAssistant Professor of media, middle east university,amman,Jordan

Abstract: This paper aims to identify role of the Jordan TV in raising public awareness of Covid-19 crisis. It is a field study conducted on a sample of the Jordanian public. The sample consists of 385 respondents. The descriptive analytics method is used to draw the findings. It is concluded that the Jordan TV has played a role in raising public awareness of Covid-19 crisis and discussing the health aspects related to the crisis. It is noticed that the Jordan TV has contributed to serving the Jordanian community by providing Covid-19 health awareness programs from the perspective of the Jordanian public. This paper recommends that the Jordan TV Administration should realize the importance of educating the Jordanian public about Covid-19 crisis and discussing the health aspects related to it. This is since the Jordan TV plays a key role in guiding the public to follow the good practice in dealing with the Covid-19 crisis.

Keywords: Jordan TV, public awareness, Covid-19 crisis, Jordanian public.

1. Introduction

Television plays an important role in the life of society, and it has positive and negative impacts on all segments of society, where it provides diverse and multiple programs with negative and positive contents. Television attracts people's attention and drives them to spend many hours watching its programs.

Health issues, including Covid-19 crisis, are key and crucial in social and humane treatments, and the Covid-19 crisis has become a key concern for all types of organizations, societies, civil organizations and specialists. These bodies have undertaken to raise health awareness of the disease.

The Covid-19 crisis is considered one of the health and humanitarian crises and has resulted in many negative consequences on human societies and has greatly affected all citizens and members of Jordanian society due to the disruption of economic activities and the service sector. Jordan has experienced, like other countries of the world, lockdowns and closure of shops, causing harm to various interests.

The Jordan TV plays a role in educating the Jordanian public about the consequences of Covid-19 crisis through development of a comprehensive and civilized health vision that reflects the integrative

relationship aimed at enhancing society members' adherence to the instructions on how to deal with the crisis in line with the nature of Jordanian society so that desired benefit is realized.

This field study aims to identify role of the Jordan TV in educating the Jordanian public about significance of health awareness, where the viewpoint of a sample of the Jordanian public is identified, as the Jordan TV is one of the most important media viewed by members of Jordanian society.

2. Significance of The Study

This study is significant since it is one of the modern health information studies, which has not been examined (to the researcher's knowledge) except in a limited scope, especially concerning the role that might be played by the Jordan TV in educating members of society about the Covid-19 crisis. Hence, this paper draws attention of researchers to discuss and analyze these programs with the aim of identifying the scope of their impact on the Jordanian society members so that those researchers can benefit from the findings of the study.

Further, this study contributes to shedding light on health awareness on Jordan TV in general and awareness of the Covid-19 crisis in particular, which has been an issue of major concern to the Jordanian public.

3. Review of Related Studies

The study of (**Chen, 2020**) discusses how Chinese central government agencies use social media to enhance citizen participation during the COVID-19 crisis. The findings show that the panel discussion presented by the Chinese Health Commission on the social networking site facilitates participation and allows the public to communicate with the Commission that responds to questions and public concerns, and all of these actions contribute to improving the relationship between the Commission and the public and gradually enhance citizen participation.

(**Haddad, 2020**)'s study examines the role of the media in facing crises, and uses the coronavirus as a model. The findings show that the responsibility of the media has doubled and it has become one of the most important players in managing the crises that the world is experiencing at the present time, regardless of their nature and the extent of their seriousness. Further, the findings show that the real and serious media have contributions to support government departments in any crisis they may face to contain its effects. In contrast, the media's failure to play its role may lead to the failure of governments' efforts in dealing with crises, and this can be proven when looking at the spread of the Covid-19.

(**Qazi, 2020**)'s study analyzes and evaluates the impact of formal and informal information sources in Pakistan on the situational awareness of the public to adopt behaviors. The findings show that formal and informal information sources play, at the time of the outbreak of Covid-19 crisis, play an important role in raising the public awareness to adopt practices of social distancing, and that awareness-raising will lead to a significant increase in the adoption of preventive health behavior by the masses.

(**Adel, et al, 2020**)'s study seeks to learn about the public's attitudes towards awareness efforts on the Covid-19 in Jazan in the Kingdom of Saudi Arabia. The study shows that the public's attitudes towards awareness efforts on the Covid-19 were positive, and that the knowledge impacts were the highest,

Role of the Jordanian TV in Raising Public Awareness of Covid-19 Crisis: A field study from perspective of a sample of the Jordanian public

while the behavioral impacts were the lowest. The findings also show that the Twitter account of the Health Affairs General Directorate in Jazan was more reliable than other accounts of the social networking for obtaining information about the Covid-19 crisis.

(**Zhong, 2020**)'s study aims to identify the attitudes and practices of the Chinese towards the Covid-19 crisis. The study concludes that health education programs aimed at improving knowledge of the Covid-19 are useful for the Chinese in adhering to optimistic attitudes and maintaining appropriate practices. The findings show that sampling units are confident that China can win its battle against the Covid-19.

(**Abd Al-Halim, 2020**)'s study aims to identify the role of media policies in promoting health awareness in the city of Sohag in Egypt and its importance in reducing the risks of the Covid-19 crisis on communities, and enhancing the awareness role of preventive measures against infection. The findings show that there is a relationship between the influence of the media and the awareness among families on how to confront the Covid-19 from the perspective of the people with Covid-19 and their families or the healthcare workers. The findings also show the importance of sterilization and hygiene, and following optimal behaviors in dealing with the virus.

(**Maaita, 2014**)'s field study aims to identify role of the Jordan TV in health education. The study uses a sample of the Jordanian public who watch (Your Health is Priceless) show. The findings show that the majority of the sampling units watch the show for health education since it discusses the issues of concern to the Jordanian society members. The findings also show the Jordanian public benefit from the show since it hosts physicians who are specialized in the issues discussed, and that this is one of the encouraging factors for citizens to communicate and benefit from the experiences of these physicians.

(**Khazaai, 2005**)'s sociological study aims to identify role of the Jordan TV in improving the health awareness in Madaba. The findings show that the medical information obtained from health programs on the Jordan TV was higher than those obtained from the radio.

4. Objectives of the Study

This paper mainly aims to identify role of the Jordan TV in raising the public awareness of Covid-19 crisis through achieving the following objectives:

- Identifying role of the Jordan TV in raising awareness of the Jordanian society of Covid-19 crisis and in discussing health aspects related to it.
- Identifying contribution of the Jordan TV to serving the Jordanian society members through providing health awareness programs related to Covid-19 crisis.
- Identifying the extent to which the Jordanian society members watch health awareness programs related to Covid-19 on the Jordan TV.

5. Significance of the Study

This study is significant since it is one of the modern health information studies, which has not been examined (to the researcher's knowledge) except in a limited scope, especially concerning the role that might be played by the Jordan TV in educating members of society about the Covid-19 crisis. Hence,

this paper draws attention of researchers to discuss and analyze these programs with the aim of identifying the scope of their impact on the Jordanian society members so that those researchers can benefit from the findings of the study.

Further, this study contributes to shedding light on health awareness on Jordan TV in general and awareness of the Covid-19 crisis in particular, which has been an issue of major concern to the Jordanian public.

6. Theoretical Framework

Introduction

The media contribute to forming and shaping the truth in democratic societies that give the mass media freedom to express health crises that concern the public. The media have the ability to put priorities of the masses in order. There are two types of masses addressed by the media in raising health issues and opinions; the “elite” by which and its issues the media are influenced, and the “general public” which is easily influenced (Khdour, 2015, p.8).

The wide spread of media broadcasting has gone to extremes, as its impact has become clear at all levels, the most remarkable of which is the social and value reality that constitutes the culture of society with its various segments and the diverse beliefs of its members. Television, as one of the visual media, has controlled, within half a century, the lives of societies, and changed many values, customs and concepts, to the point that its influence has become parallel to the influence of the family, school and university, and sometimes stronger. Television also has a great role in the positive or negative influence in shaping the attitudes of members of society towards different issues. (Dabbagh, 2011, p.41).

The Covid-19 crisis is considered one of the health and humanitarian crises and has resulted in many negative consequences on human societies and has greatly affected all citizens and members of Jordanian society due to the disruption of economic activities and the service sector. Countries worldwide have experienced lockdowns and closure of shops, causing harm to various interests. The spread of the Covid-19 has resulted in a global economic crisis that led to great losses in the global financial markets, the closure of factories, companies and government institutions, labor shedding in many sectors, and the weak demand for goods and services, which led to a rise in the indebtedness of some countries. According experts, the possible losses arising from the pandemic will exceed \$2 trillion. (Sergio et al, 2020).

Covid-19 Crisis

On March 11, 2020, the World Health Organization (WHO) declared that the new coronavirus has been labeled a global pandemic, according to the speed of its outbreak and the high rate of infections in more than a hundred countries around the world. WHO stated that joint efforts are needed to confront it, as it advised the people in charge of the health sector in all countries, including Jordan, to take steps to deal with a greater spread of infection, which requires protecting the population at risk as a priority, taking measures to reduce its impact on health in case of increased transmission of infection in the community, and ensuring that health facilities are able to treat the most serious and vulnerable cases (WHO, 2020).

Role of the Jordanian TV in Raising Public Awareness of Covid-19 Crisis:
A field study from perspective of a sample of the Jordanian public

Covid-19 crisis is one of the sudden events that resulted in a kind of clear threat to the current and stable situation, and led to a change in the natural conditions in the world. The Corona virus was discovered in Wuhan, Hubei Province, China, on December 31, 2019. Since then, the virus started to spread rapidly and transmitted to most countries of the world, and was labeled a pandemic of the era by WHO, as it greatly endangers individuals and societies. The number of people infected with this virus at the end of April of this year 2021 reached nearly 181 million around the world, resulting in more than four million deaths (www.aljazeera.net/news/politics, viewed on 25/06/2021).

The world is still experiencing Covid-19 crisis which has had unprecedented impact. The consequences and challenges of the pandemic have affected all aspects of life and changed features and priorities of the world due to the urgent daily changes. It could be said that the health sector in the whole world is the most affected by this pandemic and its consequences (Sandra et al. 2020).

As confirmed by scientists, there is no hope for eliminating or containing the new coronavirus once and for all. Despite the scientific progress, the developed countries have not been able to stop dangers of Covid-19 that threaten the human life, losing the human resources on which civilizations are built (Julia et al, 2020).

The Covid-19 crisis has placed global and national health systems under great pressure, and health systems around the world have shown different levels of preparedness to confront the outbreak of this pandemic. Further, the crisis tested the resilience of these systems, i.e. the ability of health systems to absorb, respond effectively to and adapt to shocks and structural changes while maintaining day-to-day operations (Qazi, 2020).

Like other countries of the world, Jordan has been affected by this ongoing crisis and has made efforts to limit its spread and to prevent unrest in the country. Additionally, Jordan has faced other challenges, including the lack of necessary equipment for treatment such as respirators, the delay in delivery of such devices and their high prices, as well as the lack of necessary protective equipment and the lack of the necessary medical specializations. The Jordan government declared a full lockdown aimed at stopping the spread of the epidemic after the first 26 confirmed cases. At that time, there was little global practice that could be relied upon by government in its response plan, as the government succeeded in reducing physical contacts and imposing social distancing by shifting to distance education, promoting teleworking and online financial services, and permitting limited time periods in which citizens can fulfill their needs. This strategy is essential to reflect the reality of the Covid-19 situation in Jordan and to ensure the safety of all economic activities. Since the beginning of the pandemic, the Jordanian efforts have focused on trying to contain the crisis, as Jordan ranked first among 13 countries in the world whose response was the most severe in implementing preventive measures during the Covid-19 crisis (Jordan Strategy Forum website, www.aljazeera.net/news/politics, viewed on 25.06.2021).

This paper argues that that these efforts led to a significant decrease in the number of cases in Jordan at the beginning of the crisis, which put the health sector and its workers under unprecedented pressures due to the closure of almost all vital sectors on the one hand, and the focus on the health sector, both technological and human, on the other hand, to maintain and protect the health of the population and provide health care at effective and safe levels at the lowest costs.

Role of the Jordan TV in Raising the Public Awareness of Covid-19 Crisis

Television has a dominant position in the space of mass communication, as it provides remarkable cultural and thought programs. Researchers almost unanimously agree on the importance of the role that television plays in the lives of members of society, as it affects their emotions, behaviors, and values, habits and ethics. Television programs provide the information materials in a planned, organized and purposeful manner, and seek to form thought, conscience, behavior and values in a positive or negative way. Moreover, most of these programs are not linked to a system, method, or educational or guiding plan, and they are rarely based on any scientific traditions or values. (Dalimi, 2015, p.41).

Television has a special status in the modern world, as it is an information tool that has many advantages and characteristics, including its wide spread, providing fun and entertainment and its ability to influence everyone as it is watched by all segments of society. Television has become an important means of guiding and providing members of society with experiences, skills, and human and spiritual values. It is no longer a means of entertainment, amusement and time killing. It is used to deliver information to the masses, whether through entertainment or through serious programs in a manner that is easy for them understand. (Hejazi, 2018, p.12).

Given the importance of the role that television can play in educating society about the Covid-19 crisis, these topics have become a issues of concern for media professionals, scholars and researchers who seek provide a better future for their peoples and for all humanity in light of a rapidly changing world. The concepts of health and awareness have expanded beyond mere social influence, where many scholars interested in the role of television have started to focus on educating society about all matters related to health. (Hejab, 2014, p.107).

Raising public awareness of Covid-19 crisis means investing the media in order to achieve health goals in dealing with the disease in light of the state's media policy, and using integrated media methods that are implemented effectively by media, health, administrative and organizational bodies that are capable of building health information capacities, and exploiting them in an optimal way to achieve goals of health information plans (Zhong, 2020).

Raising health awareness of Covid-19 crisis requires the fulfillment of two conditions; the public is aware of the health rules, regulations, and instructions related to the Covid-19 crisis, and the public is convinced that implementation of these rules and instructions serves its interest. These two conditions can be fulfilled through various health media, including television, as well as health awareness campaigns carried out by the concerned agencies. Each of these bodies has a role in informing the public about the importance of adhering to the requirements of the Covid-19 crisis, and thus protecting society from various diseases that affect health (Qazi, 2020).

In the modern era, television plays a major role in raising awareness to reduce the negative manifestations that affect people, including the Covid-19 crisis, and it influences wide segments of society. Television plays this crucial role since it rapidly responds to scientific and technological developments. There is a relationship between the public awareness of the Covid-19 crisis and television in that they “focus on one thing, namely the dissemination and transmission of information related to the disease”.

Role of the Jordanian TV in Raising Public Awareness of Covid-19 Crisis:
A field study from perspective of a sample of the Jordanian public

The positive impact of television lies in supporting the data of practicing health activities imposed by the Covid-19 crisis by broadcasting useful programs and materials that contribute to strengthening trends towards practicing health activities, raising public awareness and deepening social ties. (Ajami, 2013).

Today, health awareness on television is one of the most important pillars of the modern technological revolution in communications, and this has been reflected on the present man due to the changes in his mechanisms and developments in his lifestyle compared to previous eras. Television has caused a semi-radical revolution in all areas of the modern life and behavior of members of society, where changes have affected social norms, rules and values. (Mustafa, 2018, p.44).

This paper argues that raising awareness of the Covid-19 crisis on television indicates this positive role of television in promoting the practice of health activities, and therefore it is an integral part of health information, which gives paramount importance and a great role in urging individuals and society to learn about those issues, since health aspects benefit individuals and society.

7. Definition of Terms

The terms used in this paper are defined as follows:

Health Information: disseminating news and transferring health information to viewers, especially after the television revolution and its wide spread around the world.

Television: this term is composed of the word *tele* (remote) and the word *vision* (sight) and it literally means remote vision. It is an electronic system used to remotely send and receive sound and image together.

TV Health Program: a set of health-related scenes, images and clips that are placed in a clear and specific template, so that they address all aspects of the idea or the desired goal in a specific period of time and in a variety of ways.

Health Awareness: familiarizing all members of the public with the rules, instructions, guidelines and principles of dealing with the Covid-19 crisis, so that they deal with it properly in accordance with these rules, instructions and principles.

8. Methodology of the Study

The descriptive analytics method, which is based on diagnosis of the situation as it is, is used with the aim of testing hypotheses and explaining the findings and recommendations of the study.

9. Population and Sample of the Study

The population of the study is composed of all Jordanian society members. As for the method used to determine the study sample size, the statistical formulas approved in calculating the study sample in such cases are used according to the sample size rules and the following statistical equation, (Bazraa, 2016, p. 98):

$$z^2 * P(1-P)$$

$$n = \frac{\quad}{\quad}$$

$$e^2$$

Where:

n: study sample.

z: critical value that corresponds to the area $2/ (a-1)$.

e: permissible sampling error in estimating the percentage.

In the absence of prior knowledge or estimation of the correct percentage, and assuming a sampling error of 0.5 and a level of confidence of 95%, and the critical value (1.96), a representative sample of the total population is obtained as follows:

$$1.96^2 * 0.5 (1-0.5)$$

$$n = \frac{\quad}{0.5^2}$$

400 questionnaires were distributed to the total population. When collected, 15 questionnaires were excluded due to invalidity for statistical analysis and obviously random filling out. Hence, the sample size was limited to 385 respondents from the Jordanian public, and 96.25% of the distributed questionnaires were analyzed.

10. Data Collection Tool

A questionnaire was designed specifically for the present study in order to achieve its objectives. Clarity of questions, suitability of language and other principles were taken into account to ensure that it is suitable for different sampling units who filled it out online.

11. Validity of the Tool

Validity was tested, and appropriate measurements were used to measure variables of the study. To ensure validity, the questionnaire was reviewed by some referees from the faculty members of the Middle East University and the University of Petra.

12. Reliability of the Tool

Reliability was tested to ensure that the field questionnaire is reliable as a tool for collection of required data, and Cronbach's coefficient alpha was used. According to Cronbach's coefficient alpha, reliability of the questionnaire was (86.2%), which is an excellent percentage to rely on findings of this study.

As for the limits used in this study to determine the arithmetic mean of the variables in the study model, the (high, medium, and low) ratings were used according to the following equation:

$$\text{Class length} = (\text{maximum alternative} - \text{minimum alternative}) / \text{number of ratings}$$

$$(5-1)/3 = \frac{3}{4} = 1.33.$$

Accordingly, ratings are as follows:

Role of the Jordanian TV in Raising Public Awareness of Covid-19 Crisis:
A field study from perspective of a sample of the Jordanian public

Low agreement: from (1)- less than (2.33).

Medium agreement: from (2.34) -(3.66)

High agreement: from (3.67) -(5).

13. Data Collection Sources

This study uses two data sources:

1.**Secondary data:** the data obtained from library sources and from the literature in order to develop the scientific foundations and the theoretical framework for this study, such as media books, scientific materials, magazines, specialized periodicals and scientific publications, especially those dealing with media, health awareness and the Covid-19 crisis.

2.**Primary Data:** the data collected through the field study using the questionnaire designed for this study.

14. Statistical Data Analysis Methods

The Statistical Package for the Social Sciences (SPSS) was used to analyze data. The arithmetic means were used to determine importance of the statements listed in the questionnaire, and the standard deviation was used to show deviation of answers from their arithmetic mean. Further, t-test was used to test the hypotheses.

15. Findings of the Field Research

I. Sample Characteristics

1. Gender

Table (1) Distribution of Sample by Gender

Gender	Frequency	Percentage
Male	197	%51
Female	188	% 49
Total	385	%100

The above table (1) shows that the percentage of males is 51%, while the number of females is 188.

2. Age

Table (2): Distribution of sample by age

Age	Frequency	Percentage
25 and under	39	%10
26-35	128	%33.2
36-45	107	%8.27
46 and older	111	%29
Total	385	%100

Table (2) above shows that the highest age group is 26-35; 128 respondents who constitute 33.2% of the sample, followed by the age group 46 and older, 29% of the sample, the age group 36-45, 8.27% of the sample and the age group 25, 10% of the sample, respectively.

3. Academic qualification

Table (3) Distribution of the sample by the academic qualification

Academic qualification	Frequency	Percentage
High school or lower	86	%22.2
Community college diploma	117	%30.5
Bachelor	132	%34.3
Postgraduate	50	%13
Total	385	%100

Table (3) above shows that the highest percentage goes to the holders of bachelor, 132 respondents by 34.3% of the sample, followed by holders of community college diploma, 117 respondents by 30.5%, holders of high school certificate, 86 respondents by 22.2%, and holders of postgraduate degrees, 50 respondents, by 13%, respectively.

16. Findings according to the questions and themes of the research

Theme 1: role of the Jordan TV in raising the Jordanian public awareness of Covid-19 crisis and discussing the health aspects related it

Table 4: Arithmetic means and standard deviations of theme 1

#	Statements	Arithmetic mean	Standard deviation	Order	Significance level
1	Health awareness programs related to the Covid-19 crisis are among the programs that interest me the most on Jordan TV	3.800	.7927	2	High
2	Health awareness programs on Jordan TV direct the public to follow the correct behavior to deal with the Covid-19 crisis	3.767	.8001	3	High
3	Health awareness programs on Jordan TV contribute to reducing the risks of infection of Covid-19.	3.662	.7869	4	Medium
4	Health awareness programs on Jordan TV pay great	3.822	.6805	1	High

Role of the Jordanian TV in Raising Public Awareness of Covid-19 Crisis:
A field study from perspective of a sample of the Jordanian public

	attention to the Covid-19 crisis				
	Overall average	3.762	.7275		Medium

The arithmetic means range from 3.667 to 3.822. Statement (4) “Health awareness programs on Jordan TV pay great attention to the Covid-19 crisis” is the highest, while the statement (3) “Health awareness programs on Jordan TV contribute to reducing the risks of infection of Covid-19” is the lowest. As to the standard deviations, the low values indicate that the answers are somewhat similar.

Theme 2: Does the Jordan TV contribute to serving the Jordanian society members through providing health awareness programs related to Covid-19

Table (5): Arithmetic means and standard deviations of theme 2

#	Statements	Arithmetic mean	Standard deviation	Order	Significance level
5	The health awareness programs on Jordan TV contribute to shaping my attitudes towards the Covid-19 crisis	3.745	.7529	2	High
6	The health awareness programs presented on Jordan TV provide the public with accurate information about the Covid-19 crisis	3.732	.8072	3	High
7	The health awareness programs on Jordan TV contribute to persuading the public of the need to abide by the laws and instructions issued regarding dealing with the Covid-19 crisis	3.825	.7457	1	High
8	The health awareness programs about the Covid-19 crisis on Jordan TV address the public health, social and humanitarian issues	3.651	.7838	4	Medium
	Overall average	3.738	.7274		Medium

The arithmetic means range from 3.651 to 3.825. Statement (7) “The health awareness programs on Jordan TV contribute to persuading the public of the need to abide by the laws and instructions issued regarding dealing with the Covid-19 crisis” is the highest, while the statement (8) “The health awareness programs about the Covid-19 crisis on Jordan TV address the public health, social and humanitarian issues” is the lowest. As to the standard deviations, the low values indicate that the answers are somewhat similar.

Theme 3: To what extent do the Jordanian society members watch health awareness programs related to Covid-19 on the Jordan TV

Table (6): Arithmetic means and standard deviations of theme 3

#	Statements	Arithmetic mean	Standard deviation	Order	Significance level
9	I watch the health awareness programs about Covid-19 crisis on Jordan TV, because the content of the presented material is technically appropriate	3.755	.7833	3	High
10	There is consistency and harmony between the sound and music accompanying the health awareness programs on television and the content of the material on the Covid-19 crisis	3.862	.7223	1	High
11	I prefer watching health awareness programs about the Covid-19 crisis on Jordan TV to those presented on other channels	3.792	.7488	2	High
12	I prefer watching the health awareness programs presented on Jordan TV because they raise realistic issues about the Covid-19 crisis	3.550	.7930	5	Medium
13	I watch the health awareness programs about the Covid-19 crisis presented on Jordan TV, as it rises to the level of the position occupied by health-related aspects in Jordanian society	3.690	.7997	4	High
	Overall average	3.729	.7603		Medium

The arithmetic means range from 3.550 to 3.862. Statement (10) “There is consistency and harmony between the sound and music accompanying the health awareness programs on television and the content of the material on the Covid-19 crisis” is the highest, while the statement (12) “I prefer watching the health awareness programs presented on Jordan TV because they raise realistic issues about the Covid-19 crisis” is the lowest. As to the standard deviations, the low values indicate that the answers are somewhat similar.

17. Conclusion

The study concludes that:

Role of the Jordanian TV in Raising Public Awareness of Covid-19 Crisis:
A field study from perspective of a sample of the Jordanian public

1. The Jordan TV plays a role in raising the Jordanian public awareness of Covid-19 crisis and discussing the health aspects related to from the perspective of the Jordanian public. The findings show that the health awareness programs on the Jordan TV pays great attention to the Covid-19 crisis, and that health awareness programs related to the crisis are among the programs that arouse the public's interest on Jordanian television, and direct them to follow the correct behavior to deal with the Covid-19.

This paper argues that educating Jordanian society about the Covid-19 crisis indicates a strong relationship between the culture of the individuals in the urban community and their healthy behavior towards dealing with the crisis, and thus between the culture and health violations experienced in by the Covid-19 crisis, since culture controls the individual's behavior without the need for supervision.

2. From the perspective of the Jordanian public, the Jordan TV contributes to serving members of Jordanian society by providing health awareness programs related to the Covid-19 crisis. The findings show that these programs contribute to persuading the public of the need to abide by the laws and instructions issued regarding dealing with the Covid-19 crisis, and they contribute to shaping the public's attitudes towards the Covid-19 crisis by providing them with accurate information about the Covid-19 crisis.

This study argues that the health awareness programs related to the Covid-19 crisis have effectively shaped various social and human relations, and have greatly influenced the public opinion and trends. Rather, they have become an essential source of health culture for all segments of society, with their multiple contents that are acceptable to various groups.

3. The extent to which members of the Jordanian society watch health awareness programs related to the Covid-19 crisis on Jordan TV from the Jordanian public's point of view, and the findings show that there is consistency and harmony between the sound and music accompanying the health awareness programs presented on television and the contents of the material on the Covid-19 crisis, which the public prefers to watch on the Jordan TV rather than other channels, since contents of the material are technically appropriate.

This paper argues that watching health awareness programs on Covid-9 crisis by the Jordanian society members has provided multiple options to receive and disseminate the information, and a person has become able to exchange millions of information through satellites, cell phones, laptops and internet.

18. Recommendations

This study recommends that:

1. Jordan TV Administration should realize the importance of educating the Jordanian public about Covid-19 crisis and discussing the health aspects related to it, since the Jordan TV plays a key role in guiding the public to follow the good practice in dealing with the Covid-19 crisis.
2. The Jordan TV is required to present health awareness programs related to Covid-19 so that the public's needs are met.
3. Specialized and in-depth studies should be conducted to understand e public's attitudes towards contents of health awareness programs related to the Covid-19 crisis, in order to learn about shortcomings therein.
4. Health awareness programs about the Covid-19 crisis should be provided in a manner that is consistent with the interests of the public, and with content characterized by the element of persuasion and acceptance and capable of satisfying the needs and desires of the public.

5. A program strategy with clear objectives and a specific vision should be developed so as to meet the desires and needs of the public who watches Jordan TV, as it has a significant impact on the viewership of its channels.
6. The Jordan TV should prepare health awareness programs on the Covid-19 crisis in line with the priority given to the health aspects in the Jordanian society.

References

1. Barzaa, Mahmoud Sadeq (2016), *Marketing Research for Planning, Control and Marketing Decision-Making*, Riyadh: Obeikan Library.
2. Hejab, Mohammad Muneer (2014), *Media Dictionary*, Arab Republic of Egypt, Cairo: Dar Al-Fajr for Publishing and Distribution.
3. Hejazi Mustafa (2018), *The Siege of culture between satellite channels and the fundamentalist call*, Beirut: The Arab Cultural Center.
4. Haddad, Yusuf Jumaa (2020), *Role of Media in Facing Crises, Coronavirus as a Model*, *Dere Al-watan Journal*, 49 (587): 111-139.
5. Khazaie, Hussein Omar (2005), *The Role of Jordan TV in Developing Health Awareness: A Sociological Study of Madaba Governorate*, Mutah for Research and Studies: Human and Social Sciences Series, 20 (1): 111-139.
6. Dabbagh, Hesham (2011), *Television Secrets and Wonders*, Dar Alam Al Thaqafa for Publishing and Distribution, Amman: Jordan.
7. Dailami, Abd Al-Razzaq Mohammad (2015), *Globalization of Television*, Dar Jarir for Publication and Distribution, Amman, Jordan.
8. Khmour, Adeb (2015), *Specialized Professional Media*, Modern Information Labirary for Publication, Damascus, Syria.
9. Adel, Dua, Shbaili, Laila, Mahmoud, Alia, and Bakri, Marwa (2020), *Public Attitudes Towards Efforts to Raising Awareness of Covid-19 in Jazan*, *Journal of Media Research*, 4 (54): 2714-2750.
10. Abd Alhaleem, Mohammad Walid, (2020), *The Impact of Media on Family Awareness to Confront the Covid-19*, *Journal of Media Studies*, Arab Democratic Center, Berlin, Germany, issue 11, May 2020.
11. Ajami, Salem Faleh (2013) *Evaluation of Role of Kuwaiti Health Information in Addressing Corruption in the Health Sector by the University Students*, a master thesis, Middle East University, Amman, Jordan.
12. Mustafa, Howaida (2018), *Role of Media in International Crises*, Mahrousa Center for Research and Training, Cairo, Egypt.
13. Maaita, Musab (2016), *Role of Jordan TV in Health Education, on "Your Health is Priceless" program*, master thesis, University of Petra, Amman, Jordan,
14. <https://www.aljazeera.net/news/politics>, viewed on 25.06.2021.
15. <https://www.aljazeera.net/news/politics>, viewed on 25.06.2021
16. Chen Q, Min C, Zhang W, Wang G, Ma X, Evans R. (2020), *Unpacking the black box: How to promote citizen engagement through government social media during the COVID-19 crisis*, *Comput Human Behav* published online ahead of print; 110:106380. doi:10.1016/j.chb.2020.106380.

Role of the Jordanian TV in Raising Public Awareness of Covid-19 Crisis:
A field study from perspective of a sample of the Jordanian public

17. Julia A Bielicki, Xavier Duval, Nina Gobat, Herman Goossens, Marion Koopmans, Evelina Tacconelli, Sylvie van der Werf, (2020) Monitoring approaches for health-care workers during the COVID-19 pandemic, Personal view. 20, (10), E261-E267, OCTOBER 01, 2020.
18. Klapper, J. T, (2011) *The Effects of mass communication*, Glencoe: Free Press.
19. Qazi, A., Qazi, J., Naseer, K., Zeeshan, M., Hardaker, G., Maitama, J. Z., & Haruna, K, (2020), Analyzing Situational Awareness through Public Opinion to Predict Adoption of Social Distancing Amid Pandemic COVID-19, *Journal of Medical Virology*, 1(7): 2-20.
20. Sandra C. Melvin,; Corey Wiggins,; Nakeitra Burse,; Erica Thompson,; Mauda Monger (2020), *The Role of Public Health in COVID-19 Emergency Response Efforts From a Rural Health Perspective*, Commentary, Volume 17 — July 23, 2020, *US Public Health Response to COVID-19 and Chronic Disease special supplement*.
21. Sergio Alejandro Gómez-Ochoa, Oscar H Franco, Lyda Z Rojas, Peter Francis Raguindin, Zayne Milena Roa-Díaz, Beatrice Minder Wyssmann, Sandra Lucrecia Romero Guevara, Luis Eduardo Echeverría, Marija Glisic, Taulant Muka, (2021). COVID-19 in Health-Care Workers: A Living Systematic Review and Meta-Analysis of Prevalence, Risk Factors, Clinical Characteristics, and Outcomes, *American Journal of Epidemiology*, 190 (1): 161–175,
22. Zhong, B. L., Luo, W., Li, H. M., Zhang, Q. Q., Liu, X. G., Li, W. T., & Li, Y, (2020), Knowledge, attitudes, and practices towards COVID-19 among Chinese residents during the rapid rise period of the COVID-19 outbreak: a quick online cross-sectional survey. *International journal of biological sciences*, 16(10): 1745–1752.
23. WHO, Ontario, (2020), *Negative Impacts of Community-Based Public Health Measures During a Pandemic (e.g., COVID-19) on Children and Families*.
24. publichealthontario.ca/media/documents/ncov/cong/2020/06/covid-19-negative-impacts-public-health-pandemic-families.pdf?la=en.