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## Social Marketing Advertising Trends in Satellite Channels / Analytical Study

### Abstract

*The research deals with the topic of social marketing in satellite channels by focusing on advertisements that call for social development, and the research aims to define the concept of social marketing, the social role of social ads in society, and to clarify the types of social marketing advertisements on satellite channels and the topics they raise, and the content analysis tool was used. The quantitative and qualitative sample of the sample consisting of (43) television advertisements from local and Arab channels, and the research reached a set of results, the most important of which showed that the advertising content of social marketing is determined between health and social topics more than other topics. The results indicate that the most types of advertisements used in marketing are Informative and educational ads, social marketing ads depend on the use of persuasion, the most prominent of which is logical appeals.*

**Keywords:** Marketing, Satellite Channels, Advertising, Social, Content.

### Introduction

The media is concerned with community issues and its development, including the issue of social marketing that seeks to change positively in the lives and behavior of people and directs them to the good thing, as satellite channels play an important role in carrying out social responsibility by protecting society from wrong ideas and behaviors. Social and negative ads have been used to promote ideas and issues. It is not commercial and profitable, but rather is developmental that serves individuals, and this research is concerned with shedding light on the topics covered by advertisements in social marketing and dealing with them with analysis and providing results that can be used in scientific research in this field.

Advertising is an important means of communication for influence and a tool for promotion used by companies in commercial operations, and the seller uses it to influence the buyer through various methods of marketing, and advertising has a role in economic development by increasing sales and increasing

production due to the high demand for the product, and it also contributes to improving the quality of goods and increasing consumer desire. In obtaining goods, reducing production costs and increasing investment, the producing companies realize the importance of advertising and its functions in increasing their revenues through sales and marketing the commodity faster than traditional methods, especially if they employ media, especially visual ones, including television, and thanks to the great development in modern technologies, the manufacturers of advertising have rushed to use it to deliver engaging and impactful ads to your recipients.

And that the research contributes to the study of social marketing advertisements, as advertising is used in various fields for its features, and the research is a scientific addition to the studies that have been conducted in the field of advertising by analyzing the topics that I dealt with in the fields of marketing for social ideas that develop society economically and socially, and research in the educational aspect. Teaching new positive habits and patterns to

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people, as well as presenting new proposals in research in this area.

### Research Methodology

**Research problem:** The research problem is determined by putting the answer to the following question: What are the trends in social marketing advertisements on satellite channels? And what is the concept of social marketing? And the social role of social ads in society?

**Importance:** The importance of research: Social marketing is an important topic that needs research and study. Advertising has been used as one of the methods to promote constructive social ideas that serve society and individuals and seek to impose positive behavior and practice it voluntarily, and the topic of social responsibility is linked as a theory to the media and their influence on social relations and their impact in the personality of individuals and their performance, and the media contribute to spreading positive ideas, there are many practices and issues that need to be evaluated, such as smoking, drugs, health and social issues, and others. the public.

**Research objectives:** The research aims to achieve the following:

1. Defining the concept of social marketing.
2. The social role of social advertisements in society.
3. Clarify the types of social marketing ads on satellite channels.
4. Topics of social marketing ads in the community.
5. Determine the technical forms that are used in social marketing advertisements.
6. Clarify the methods used in social marketing advertisements.
7. Determine the target audience of social marketing ads.
8. Presenting the types of solicitation used in social marketing advertisements.
9. Defining the source of social marketing ads.
10. Determine the language used in social marketing ads.

**Research methodology:** The descriptive method of surveying by sample was used, and it is one of the most appropriate types of approaches to research in terms of collecting information on the characteristics of the phenomenon subject of the research and provides a detailed and accurate description of the subject of study.

**Research community and sample:** The research community is represented by Arab and local satellite channels, Biladi channel (8) ads, Al Hayat channel (23) ads, and MBc1 channel (12)

ads. An intentional sample was chosen from the advertisement that includes social marketing of ideas and issues. The sample included (43) TV ads and it was analyzed using the search tool.

**Research tool:** The quantitative content analysis tool was used by calculating frequencies and percentages used and it is considered one of the scientific research tools and was placed in the context of major and sub-categories and presented to experts. It included analyzing the content of television advertisements and interpreting the results in statistical tables that included frequencies and percentages.

**Tool Validity:** The apparent validity of the tool was tested by preparing a pickling form and presenting it to the experts who expressed their opinions about it and it was modified to achieve the research objectives.

**Stability test:** The reliability of the analysis was confirmed using the re-analysis method two weeks after the first analysis, and it was found that the reliability coefficient is equal to (80%), which is a good percentage for accepting the reliability of the analysis.

**Research limits:** The limits of searching in Arab satellite channels extended during the time period 1/1/2020 - 31/12/2020.

**The statistical tools used:** SPSS statistical program was used in the research to enter and analyze data, statistical tables, and calculate frequencies and percentages.

Definition of terms:

**Trends:** A trend is defined as perception of individuals that depends on knowledge, and it is the way of thinking and behavior of individuals and the expression of their feelings towards certain things or topics (Mujahidee, 2011).

**Advertisement:** It is a paid means to sell a commodity, provide a service, or direct an idea or opinion to the public and persuade it to gain the approval and acceptance of the public, and it is one of the media activities (Awad, 2011).

**Marketing:** The American Society defined it as all the processes related to the product from pricing, promotion and distribution of ideas and institutions in a way that serves the goals of individuals and organizations (Sweidan, 2003).

#### Previous Studies:

- The 2018 scare study "The effect of advertising on MBC satellite channels on the consumer behavior of viewers in Jordan: a survey study" The study aimed to identify the extent of the impact of advertising in MBC on consumer behaviors towards products and services. The sample consisted of (600) individuals from the Jordanian community. The field study showed results, the most important of which is that the audience watches satellite channels in a disproportionate manner, and that MBC occupied the first

place in viewing, and the advertisement influences the consumer's purchasing decisions because it shows the quality of the commodity / and that the advertisement affects their acquisition of the commodity and the price is what attracts their attention the most in Advertising.

- Taya 1998 study "Advertising Trends in Arab Satellite Channels" aimed at studying advertisements on satellite channels and was conducted on a deliberate sample of the channels, namely the Lebanese satellite channel, MBC satellite channel and the Egyptian channel. First place and MBC satellite channel in second place, and then the Egyptian channel. The ads included goods and services, and the templates used the advertising film and fixed advertising slides.
- Maarawi 2019 "TV ads in MBC channel, an analytical study of the most prominent advertisements presented in Ramadan 2018" The research aims to identify the form and content of MBC advertisements in the research community. A sample consisting of (61) ads was selected. A high percentage of other advertisements, and the most important advertising temptations are entertainment and entertainment, in addition to the desire for food and drink, and the proportion of aesthetic values over the other values included in the advertisements has increased.
- The study of Muhammad 2018 "Employing Kurdish Satellite Channels for Social Marketing Campaigns from the Viewpoint of Salahadin University Students" The aim of the research is to study the employment of Kurdish satellite channels for social marketing campaigns from the viewpoint of Salahadin University students, using the survey method. The questionnaire tool used the research tool that included several Questions aiming to measure students 'attitudes and the role of marketing campaigns towards them, by selecting a sample of students from Salah al-Din University consisting of 120 male and female students from the Media Department of the College of Arts by studying demographic variables and studying research hypotheses and the extent to which channels are employed for social marketing campaigns and their impact on students and their attitudes. consequences.

- Hanafi study, 2017 "Topics addressed by social marketing campaigns in Arab satellite channels" The study aims to determine the extent of the institutions' interest in social marketing campaigns in a way that achieves their goals, and to identify the areas of social marketing campaigns and identify the issues they address, and use the sample survey method and the comparative approach for the study sample In the Egyptian satellite channel, Al-Hayat channel, the Saudi channel and the mbc channel, and one of the most important results of the study was that the campaigns of civil society organizations had the highest percentage, and that the Saudi channel was the most interested in social marketing, and that social issues were the most topics in the sample, and the sample targeted the general public.

Through reviewing previous studies, we can clarify the extent of the similarities and differences between them and the current study:

- Advertising has a big and important role in changing individuals 'attitudes towards goods and services advertised through information, places of sale, etc., and that is related to the purpose of the advertisements.
- The previous studies focused on studying commercial advertising and its importance in marketing and promoting products and influencing the consumer.

The study focused on research in the field of advertising in its directions towards social marketing of ideas and issues that develop positive behaviors.

- Previous studies did not deal with social marketing advertisements, but rather advertisements for goods, products and services.

The studies are concerned with measuring consumer behaviors and the influences on his purchasing decisions and methods of persuasion and attraction towards goods and services.

- Research in social marketing is one of the types of marketing that is concerned with community development and sustainability.

### Theoretical Framework

Social marketing is one of the modern concepts that has become important. Marketing is no longer limited to goods and products, but marketing has also become for ideas and opinions. It can be said that social marketing is a process of marketing ideas using marketing methods and techniques with the aim of changing ideas and influencing social behavior

for the benefit of the target audience and giving individuals behavior. Good for community development (Nizam 2006).

The National Marketing Center explains that the concept of social marketing is the systematic application of marketing principles to achieve specific behavioral goals towards social issues (Anderson, 1995).

Social marketing depends on applying marketing tactics, promoting social and economic goals and analyzing the social consequences of marketing policies and decision-making (Gordon, 2011).

Social responsibility has become one of the basics on which social marketing is based, so social marketing appeared in the mid-twentieth century as a modern concept to transform organizations' strategies and plans towards the target communities and groups in promoting new constructive ideas (Abu Rumman, 2014).

Social marketing came to create a balance between the interest of society and individuals to get rid of products and ideas that harm the environment and contradict customs and traditions and conflict with social and economic controls, which led to the emergence of associations to protect consumers from pollution and spread health awareness through advertising campaigns for marketers and educate the public about what will benefit them through communication means. The occasion to achieve the goals (Yusef, 2008).

The concept of social marketing requires the main objective of presenting the needs and desires of people in a sector and working to meet them in a way that preserves the safety of people (Al-Qaryouti, 2014).

Studies conducted in this field indicate that social marketing has significantly contributed to dealing with social and health issues, which helped get rid of negative behaviors and many problems that individuals practice and change their attitudes through their awareness and influence in public opinion (Al-Najem, 2016).

The social responsibility of marketing is that it expresses the policies and procedures whose main goal is to achieve the welfare of society (Al-Khattab, 2015).

Social marketing seeks to achieve two goals: (Ali, 2018).

1. Knowing the needs and desires of the public and the problems they suffer from and finding solutions to them, which contributes to satisfying the actual needs.
2. Transferring ideas and services to the public through service and volunteer institutions, and marketers have ethics that they adhere to in their work.

Social marketing has its importance in forming a public opinion on a social issue that promotes social participation, urges individuals

to move away from negativity and indifference, and gives individuals a sense of social responsibility, which contributes to development, change and development.

Commercial advertisements have contributed to the practice of social marketing, and promotion and advertisements have become social marketing methods, and the media has a role in advertising campaigns for various societal issues, including quitting smoking, drugs, nutrition issues and others.

The social advertisements aim to achieve the following: (Obaidat, 2004).

1. Providing information and data to the target audience about the issues raised.
2. Influencing the public's opinions and attitudes towards issues in a manner that serves the public interest.
3. Reaching the stage of convincing the recipient audience to change their general attitude towards negative behaviors present in their society.
4. Amending the methods and behaviors practiced by the public at different times and towards specific issues.

In order for the advertisement to achieve its goals and be effective, it must be simple in the idea and presented in a clear manner without complication, in an attractive and convincing manner, and achieve the interest of the advertiser and the public (Abed, 2010).

Advertisements were used by various media, and as soon as television appeared, advertising used it and took advantage of it a large amount of time, just as most of the satellite channels began to desire it in order to advertise (Mustafa, 2004).

Satellite media has its importance among the media, as it is the engine of human and social activity, a means of communication to transmit opinions and ideas among people, and a means of knowledge and information transfer (Shaban, 2017).

Advertising uses television mostly because of its advantages over other media outlets for the position it enjoys with the masses and its role in developing societies and reaching all strata of society, and it plays an important role in the lives of individuals (Abu Al-Hamam, 2010).

Television has its media significance affecting the attitudes of the masses, despite being considered an entertainment medium, and it has an impact on positive and negative human behavior, as the media theories that explain the influence of television on social relations, thinking and others (Shihab El-Din, 2017).

And the characteristics that satellite channels enjoy from the wide spread, the ability to attract and acquire, the use of image and sound, the availability of dazzling elements, and to address different segments of society, which gives them the importance of conveying the

social reality of the recipients and influencing their views (Shaban, 2019).

Social responsibility as an ethical theory means the commitment of individuals, decision makers, organizations and businessmen to make decisions that serve and protect society (Al-Rahlah, 2009).

The importance of social responsibility lies in promoting development, increasing social awareness and educating individuals, and achieving social stability by establishing justice, equality, and social welfare (Sharifa, 2012).

The media play its role in social responsibility towards society, and we can see this through direct observation of the change in the areas of knowledge, culture, individual and group behavior during exposure to the media and changing trends, influencing factors and motives for use (Ben Rawan, 2007).

In order for the media, including satellite channels, to achieve their goals from the advertisement, they use persuasive methods, which are appeals that have a role in convincing the recipient of the ads' contents, namely: (Saida, 2009).

**Emotional appeal:** depends on addressing the emotions of the audience and highlighting the positive response from the advertisement or product.

- **Logical appeals:** it depends on addressing the mind and focusing on the physical qualities or characteristics and the logical documentary, and it is based on stating facts and figures for persuasion.

**Intimidation:** it depends on provoking a sense of fear and threatening danger, which makes the individual feel emotional tension and thus is exposed to messages of reassurance and avoiding danger.

#### Ad Types:

TV advertising has different forms and types, the most important of which are: (Al-Salami, page 19)

- Consumer advertisement: is the advertisement directed at the consumer in order to advertise a good or service with the aim of convincing him of it.
- Commercial advertising: aims to achieve the largest distribution ratio of products.

International declaration: This advertisement comes from different countries of the world to consumers.

- Local advertising: targets consumers in the same country.

Educational advertisement: provides information and data about the product.

Informative advertisement: It provides all information about the product, how to use it and ways to obtain it.

Media advertising: it aims to strengthen the relationship between the producer and the consumer by providing information.

- Competitive advertising: It works to reduce the effects of competing advertising for goods, provided that it does not lead to increased sales, but it reduces the effect of advertising.

Reminder advertisement: It serves to remind the public of a specific good or service or idea, and it may be over time.

### Analytical Study

The content analysis of social marketing ads was conducted on a sample of television ads on various topics. The results were analyzed and placed in statistical tables that include frequencies and percentages.

#### 1- Ad Content

**Table 1.**

*Shows the Content of the Advertisement*

Ad content	Duplicates	percentage
health awareness	26	60.5%
Social	11	25.5%
Religious	2	4.6%
Political	4	9.4%
Total	43	100

The results of Table (1) show that the highest percentage obtained by the advertisement content is health awareness with a total of (26) occurrences by (60.5%), while the social advertising content got a total of (11) by (25.5%), while the political content came with a total of (4) By (9.4%).

#### 2- Types of Advertisement

**Table 2.**

*Shows the Types of Advertisement*

Ad types	Duplicates	Percentage
educational	12	27.9%
Heuristic	22	51.2%
Inform me	7	16.3%
Remind me	2	4.6%
competitive	-	-
Total	43	100

Table (2) shows that the indicative type scored (51.2%) with a total of (22), while the educational advertisement came with a total of (12) with (27.9%), and the media came with a total of (7) at a rate of (16.2%).

### 3- The Topics of the Advertisement

**Table 3.**

*Shows the Topics of the Advertisement*

Advertising topics	Duplicates	Percentage
Social distancing in the Coronavirus	14	21.3%
Donations help the poor	3	4.6%
Contribute to treating childhood cancer	6	9.2%
A health campaign to treat women	9	14%
Health awareness of Corona virus	20	30.4%
Feed the poor and the poor	1	1.5%
Orphan sponsorship and care	1	1.5%
Contribute to building housing for the poor	2	3.2%
Anti-drug campaign	2	3.2%
Advocating for social communication during crises	4	6%
Traffic Safety Instructions	1	1.5%
Building mosques	1	1.5%
Participation in elections	1	1.5%
Total	66	100

Table (3) shows the topics presented by advertisements, as the topics varied and came with the highest percentage (health awareness from Corona virus) with a total of (20) by (30.4%), while the advertisement (social distancing in Corona virus) got a total of (14) with a percentage (21.3) The topic (a health campaign to treat women) received a total of (9) occurrences with a rate of (14%), and the topic (contribution to treating children's cancer) got a total of (6) at a rate of (9.2%).

### 4- The Methods used in Advertising

**Table 4.**

*Shows the Methods Used in Advertising*

The methods used in advertising	Duplicates	percentage
Music	43	34.7%
Songs	2	1.6%
comment	43	34.7%
cartoons	22	17.7%
Graphic	5	4.1%
dialogue	9	7.2%
Total	124	100

Table (4) shows that music and commentary are the most common methods used in social marketing advertisements with a total of (43) occurrences (34.7%), while animation got a total (22) with (17.7%), and dialogue came with a total of (9) with a percentage 7.2%).

### 5- Technical Forms in Advertising

**Table 5.**

*Shows the Artistic Shapes in the Advertisement*

Technical forms in advertising	Duplicates	percentage
report	31	37.9%
drama	26	31.8%
Interview	5	6%
Modern	20	24.3%
Total	82	100%

Table (5) shows that the report is the most used form in advertisements with a total of (31) by (37.9%), and drama got a total of (26) by (31.8%), while the hadith got a total of (20) iterations with a rate of (24.3%).

### 6- The Target Audience of the Advertisement

**Table 6.**

*Shows the Target Audience of the Advertisement*

The target audience of the advertisement	Duplicates	percentage
The year	34	79.1%
The private	9	20.9%
Total	100	43

Table (6) shows that most of the target audience of social marketing ads is the general public, with a total of (34), with a rate of (79.1%), while the private audience came with a total of (9) with a rate of (20.9%).

### 7- Solicitation used in Advertising

**Table 7.**

*Shows the Solicitations Used in the Advertisement*

The grooming used in advertising	Duplicates	percentage
Boolean	21	48.9%
Emotional	9	20.9%
fear	13	30.2%
Total	43	100

Table (7) shows that logical persuasions with a total of (21) by (48.9%) are the most used in social marketing advertisements, and that intimidating persuasions received a total of (13) iterations with a rate (30.2%), while emotional appeals came in a total of (9). By (20.9%).

## 8- The Source of the Advertisement

**Table 8.**

*Shows the Source of the Announcement*

Ad source	Duplicates	percentage
local	8	18.6%
Arabic	35	81.4%
Foreigner	-	-
Total	43	100

Table (8) shows that most of the social marketing ads are from Arab origin, with a total of (35), (81.4%), and local (8), with a total (18.6%).

## 9- The Language Used in the Advertisement

**Table 9.**

*Shows the Language Used in the Advertisement*

The language used in the advertisement	Duplicates	percentage
Colloquial	29	67.5%
Mandarin	14	32.5%
Foreign languages	-	-
Total	43	100

Table (9) shows that the language used in social marketing advertisements is the colloquial language with a total of (29), by (67.5%), and the total of formal language (14), at a rate of (32.5%).

## Findings and Conclusions

1. The results show that social marketing is one of the modern bases that contribute to positive ideas and behaviors in Norway through advertising and media campaigns through various media, especially television.
2. The results show that the advertising content of social marketing is determined between health and social issues more than other topics, and it is one of the topics that concern our Arab societies the most, due to the decline in health awareness, the lack of health services, and the low social standards that need to spread the culture by providing aid to others.
3. The results indicate that the most types of advertisements used in marketing are informative and educational advertisements, as educational and informative advertisements contribute to providing all information about the product or idea, how to use it and how to obtain it, including advertisements related to health issues, how to prevent and use medicines, announcements of goodness and how to help others.

4. Social marketing ads depend on the use of different methods, most notably the music that covers the background of the advertisement, and appropriate music has been chosen for the topic, accompanied by the comment with a voice that clarifies the purpose of the advertisement for the audience of viewers, and some include animation, especially in health awareness advertisements, as well as dialogue and graphics as well.
5. The advertisements included the employment of various media and artistic forms, the most important of which is the report, the dramatic and modern style, as these forms are the most types that contribute to explaining and presenting the idea of advertising through the dramatic and representative form and are more capable of persuasion.
6. Advertisements target the general public, which is a diverse audience that differs in its characteristics, as the idea of advertising reaches the largest possible segment of the public, which is the goal of marketing positive, constructive ideas and behaviors in society.
7. Social marketing ads depend on the use of persuasion, the most prominent of which is logical appeals that depend on logical and mental persuasion by providing statistics and information that support the idea and make it more persuasive to the target audience. Prevention.
8. Most of the advertisements that are employed for social marketing come from Arab satellite channels more than local satellite channels, which indicates the lack of interest of local satellite channels in marketing positive ideas and interest in programs that promote commercial products.
9. Advertisements use colloquial language that is closer to the viewer's hearing and more ability to understand it and make him feel that the idea is close to the environment in which he lives, and this gives advertisements a greater ability to persuade.

## Discussion

This research presented a study of trends in television advertisements and their role in social marketing as a result of a review of the existing literature on the subject, and the results of the study proved that advertising has an important role and space in satellite television channels, which is one of the paragraphs and fixed and permanent programs and continues to broadcast

to the audience or consumer, and that advertisements are a means. An important communication for communication between the media outlet and the people, so that it enjoys the acceptance and confidence of the consumer, and the advertisements present different topics related to the consumer relationship, including health, commercial, economic and social, which are presented in different media forms that contain in their contents the music, films, songs and graphics so that they are entertaining, dramatic and comic that motivates the consumer to the idea and excite his feelings and settle in his memory as long as possible, in addition to the fact that the producing companies target a specific audience that they want to reach and influence their decisions and persuasion by employing emotional and moral appeals and addressing the mind in a logical persuasion method, that this study does not confirm only the theoretical basis, but it reaches the experimental form, which indicates the role of advertising in spreading knowledge. The information and support for ideas and trends, which strengthens the relationship between television and the recipient in social marketing, and the results show that television advertisements, in all their forms and content, always contain the element of pleasure and attraction, and the study is an addition to this type of little research in this field, and the study tried to present something and add another to studies Previous and future studies.

### Theoretical Contributions

The aim of this study was to enhance research and studies related to advertisements in the field of social marketing in satellite channels, by presenting the desired results by providing evidence and real results on the effects of advertisements marketed for social service, which is a means of communication and a medium for transmitting information to the consumer audience as it reveals the topics that The advertisements provide for the level of awareness that they seek to the public, by presenting advertisements in different artistic forms to various sectors of people. The theoretical and scientific contribution to the study is an addition to the field of media and marketing, and the merging between social marketing data and television advertising.

Despite the few studies conducted in this field, the study tries to bridge the gap in this aspect, as most studies focused on studying the advertisement from the commercial, promotional and profitable side without considering the other human meanings that the advertisement may contain in its content.

From the practical side, the information and data were collected accurately to reach results that can be applied and circulated and can be used

as literature for future studies, which the researcher tried to be of useful feasibility for the benefit of the relevant companies.

### Recommendations

1. Media interest in social marketing issues, awareness issues, and social service through educational campaigns, television programs, and radio and television advertisements.
2. Shedding light on issues of social responsibility that make the individual a member of society and contribute to its development.
3. Conducting studies in the field of social marketing in other fields and through the media.

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