

# مجلة البحوث الإعلامية

مجلة علمية محكمة تصدر عن جامعة الأزهر/كلية الإعلام



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## قواعد النشر

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- لا يقل البحث عن خمسة آلاف كلمة ولا يزيد عن عشرة آلاف كلمة... وفي حالة الزيادة يتحمل الباحث فروق تكلفة النشر.
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- يرسل مع كل بحث ملخص باللغة العربية وأخر بالغة الانجليزية لا يزيد عن ٢٥٠ كلمة.
- يزود الباحث المجلة بثلاث نسخ من البحث مطبوعة بالكمبيوتر.. ونسخة على CD، على أن يكتب اسم الباحث وعنوان بحثه على غلاف مستقل ويشار إلى المراجع والهوامش في المتن بأرقام وترد قائمتها في نهاية البحث لا في أسفل الصفحة.
- لا ترد الأبحاث المنشورة إلى أصحابها.... وتحفظ المجلة بكافة حقوق النشر، ويلزم الحصول على موافقة كتابية قبل إعادة نشر مادة نشرت فيها.
- تنشر الأبحاث بأسبقية قبولها للنشر.
- ترد الأبحاث التي لا تقبل النشر لأصحابها.

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Abdelmonem Mohamed Ali, Manar Mohamed Abdallah
-

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ  
«وَقُلِ اعْمَلُوا فَسَيَرَى اللَّهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسَتُرَدُّونَ  
إِلَى عَالِمِ الْغَيْبِ وَالشَّهَادَةِ فَيُنَبِّئُكُمْ بِمَا كُنْتُمْ تَعْمَلُونَ»

سورة التوبة - الآية (١٠٥)

بقلم: الأستاذ الدكتور

رضا عبد الواحد أمين

رئيس التحرير

الافتتاحية

## مجلة البحوث الإعلامية .. ثلاثون عاما من الريادة والتميز

الحمد لله والصلاة والسلام على سيدنا رسول الله .  
وبعد

أعزاءنا القراء من الباحثين والمهتمين بعلوم الإعلام والاتصال بفروعه المختلفة، نعتز بأن نقدم لكم العدد السادس والستين من مجلة البحوث الإعلامية الصادرة عن كلية الإعلام جامعة الأزهر، والذي يصادف مرور ثلاثين عاما على إنشائها، حيث صدر العدد الأول منها عام ١٩٩٣م ، والتي نعتز فيها بإقامة جسور تواصل علمية مع نخبة من أكفأ الأساتذة الأفاضل في مجال التخصص لتحكيم وتقيق البحوث العلمية والدراسات المجازة للنشر ، وصولا إلى الغاية المبتغاة ، وهي الارتقاء بالعملية البحثية ، وقيادة المجتمع العلمي للممارسات التي من شأنها الحفاظ على قوة ومكانة الدورية العلمية محليا وإقليميا وعالميا، مع التأكيد على أن عملية التحكيم تتم في جميع مراحلها عبر النظام الإلكتروني للمجلة، وأن البحث الواحد يحكم من قبل اثنين من الأساتذة في تخصص البحث بالنظام المعمى اتساقا مع المعايير العالمية في مراجعة البحوث والدراسات المعدة للنشر في الدوريات العلمية المرموقة.

وكم يسعدنا أن نتلقى ردود الفعل المثنية - من الباحثين - على الانضباط في كل عمليات التعامل مع البحث والباحث من المتابعة المستمرة ، وتجسير الهوة الزمنية بين تاريخ استقبال البحث وتاريخ نشره أو إجازته للنشر ، دون أن يؤثر ذلك على جودة كل المراحل التي يتم التعامل فيها مع البحث ، كما أن هناك نظام داخلي للتدقيق المستمر للتأكد من الشفافية والعدالة والموضوعية في كل بحث يتم الاتفاق على إجازته للنشر من قبل الأساتذة المحكمين.

وترجمة لهذه الثقة المطردة من قبل الباحثين والأساتذة فإننا يسرنا أن نعلن أن عدد قراءة الدراسات المنشورة في الموقع الإلكتروني للمجلة وهو : <https://jsb.journals.ekb.eg/> زاد عن ٨٥٠ ألف قراءة ، وأن عدد تحميل البحوث Download بلغت ٥٦٨ ألفا وفقا لإحصائيات الموقع الإلكتروني في نهاية ديسمبر ٢٠٢٢م، وذلك بخلاف الاطلاع على النسخ الورقية في مكتبة كلية الإعلام جامعة الأزهر أو المكتبة المركزية بالجامعة أو أي وسيلة أخرى.

وهذا الأمر يضاعف من المسؤوليات الملقاة على عاتق أسرة تحرير المجلة التي تعمل على المضي قدما في عمليات التحديث والتطوير ، في محاولة للإسهام الفاعل في البيئة العلمية والبحثية في تخصص مهم هو الإعلام والاتصال ، ونسأل الله أن يكون ذلك كله من باب العلم الذي ينتفع به ، و ندعوه سبحانه أن يجعل كل ما يتم من عمليات مستمرة في مجلة البحوث الإعلامية خدمة للباحثين والمهتمين في ميزان حسنات كل من له دور في ذلك ، وإنما التوفيق والعون من الله وحده ، فله - سبحانه - الحمد في الأولى والآخرة ، « وَمَا تَوْفِيقِي إِلَّا بِاللَّهِ عَلَيْهِ تَوَكَّلْتُ وَإِلَيْهِ أُنِيبُ » (الآية رقم ٨٨ من سورة هود)

**أ.د/ رضا عبد الواحد أمين**

عميد كلية الإعلام جامعة الأزهر

ورئيس التحرير

م	القطاع	اسم المجلة	اسم الجهة / الجامعة	نقاط المجلة يونيو 2022	ISSN-P	ISSN-O
1	الدراسات الإعلامية	المجلة العربية لبحوث الإعلام و الإتصال	جامعة الأهرام الكندية، كلية الإعلام	7	2536- 9393	2735- 4008
2	الدراسات الإعلامية	المجلة العلمية لبحوث الإذاعة والتلفزيون	جامعة القاهرة، كلية الإعلام	7	2356- 914X	2682- 4663
3	الدراسات الإعلامية	المجلة العلمية لبحوث الصحافة	جامعة القاهرة، كلية الإعلام	7	2356- 9158	2682- 4620
4	الدراسات الإعلامية	المجلة العلمية لبحوث العلاقات العامة والإعلان	جامعة القاهرة، كلية الإعلام	7	2356- 9131	2682- 4671
5	الدراسات الإعلامية	المجلة المصرية لبحوث الإعلام	جامعة القاهرة، كلية الإعلام	7	1110- 5836	2682- 4647
6	الدراسات الإعلامية	المجلة المصرية لبحوث الاتصال الجماهيري	جامعة بني سويف، كلية الإعلام	7	2735- 3796	2735- 377X
7	الدراسات الإعلامية	المجلة المصرية لبحوث الرأي العام	جامعة القاهرة، كلية الإعلام، مركز بحوث الرأي العام	7	1110- 5844	2682- 4655
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10	الدراسات الإعلامية	مجلة بحوث العلاقات العامة الشرق الأوسط	<b>Egyptian Public Relations Association</b>	7	2314- 8721	2314- 873X
11	الدراسات الإعلامية	المجلة العلمية لبحوث الإعلام و تكنولوجيا الإتصال	جامعة جنوب الوادي، كلية الإعلام	7	2536- 9237	2735- 4326
12	الدراسات الإعلامية	مجلة البحوث و الدراسات الإعلامية	المعهد الدولي العالي للإعلام بالشرقية	6.5	2357- 0407	2735- 4016

- يتم إعادة تقييم المجلات المحلية المصريه دوريا في شهر يونيو من كل عام و يكون التقييم الجديد ساريا لسنه التالية للنشر في هذه المجلات.



**Assessing the Effectiveness  
of Television Commercials in Raising  
Awareness of Sustainable Natural  
Resources Among Egyptians**

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● **تقييم فاعلية الإعلانات التلفزيونية في توعية المصريين**

**بالموارد الطبيعية المستدامة**

● **عبد المنعم محمد علي ، منار محمد عبد الله**

**كلية الإعلام، جامعة الأهرام الكندية**

## Abstract

This study aims to examine the role of Egyptian media in promoting sustainable natural resources through TV commercials and to explore the effectiveness of these commercials in providing information, raising awareness, and shaping attitudes and behaviors towards sustainable natural resources among Egyptians. The study used a mixed-methods approach, combining both qualitative and quantitative data collection and analysis methods.

The survey revealed that the majority of respondents had prior knowledge of eco-friendly products and natural resources, and the presidential campaign «Ethadar Lel Akhdar» was the most-watched TV ad. Dependency on celebrities' endorsements was the most effective means to reach the audience, and new media platforms were the most effective medium for promoting environmental awareness. While the results of the content analysis focused on three TV ads: the Ethadar Lel Akhdar campaign's TV advertisement, the National Council of Women's TV advertisement and the National Council of Women's TV advertisement. The ads used a variety of visual elements and frames were found, such as crisis, call-to-action, individual responsibility, and environmental conservation frames, to emphasize the importance of taking action to protect the environment. The ads are serious in tone and use emotional appeals to evoke a sense of responsibility and motivation in viewers.

Keywords: Television commercials, Awareness, Sustainable Natural Resources, Egyptians

## ملخص الدراسة

تهدف هذه الدراسة إلى الكشف عن دور الإعلام المصري في تعزيز الوعي الخاص بالموارد الطبيعية المستدامة من خلال المحتوى الإعلاني التلفزيوني، واستكشاف مدى فعالية هذه الإعلانات في توفير المعلومات ورفع مستوى الوعي، وتشكيل مواقف وسلوكيات المشاهدين المصريين إزاء الموارد الطبيعية المستدامة. واستخدمت الدراسة منهجًا مختلطًا يجمع بين كل من الأسلوب الكيفي والكمي في جمع البيانات وتحليلها؛ من خلال استخدام أداتي الاستبانة وتحليل المضمون.

وكشفت الاستبانة أن غالبية مشاهدي المحتوى الإعلاني التلفزيوني المتعلق باستخدام الموارد الطبيعية لديهم معرفة مسبقة بالمنتجات الصديقة للبيئة والموارد الطبيعية، وتعتبر الحملة الرئاسية «تحضر للأخضر» هي الإعلان التلفزيوني الأكثر مشاهدة، كما مثل الاعتماد على المشاهير الوسيلة الأكثر جذبًا وفعالية للوصول إلى الجمهور، فيما شكّلت المنصات الإعلامية الجديدة القناة الأكثر فاعلية لتعزيز الوعي البيئي لدى الجمهور المصري. وفيما يخص تحليل المضمون، خلصت نتائج تحليل ثلاثة إعلانات تلفزيونية: (الإعلان التلفزيوني لحملة «تحضر للأخضر»، والإعلان التلفزيوني للمجلس القومي للمرأة عن ترشيد استهلاك المياه، والإعلان التلفزيوني للمجلس القومي للمرأة عن ترشيد استهلاك الطاقة)، إلى أن الإعلانات الثلاثة استخدمت مجموعة متنوعة من العناصر والأطر في تقديم الرسالة الإعلامية، ومنها إطار الأزمات، والحث على اتخاذ قرار، والمسؤولية الفردية، وأطر الحفاظ على البيئة، للتأكيد على أهمية اتخاذ إجراءات حاسمة لحماية البيئة. واسمّت الإعلانات بالجديّة من حيث النبرة، واستخدام النداءات العاطفية لإثارة الشعور بالمسؤولية والتحفيز لدى المشاهدين.

الكلمات المفتاحية: إعلانات تليفزيونية- توعية- موارد طبيعية مستدامة- مصريون.

## **Introduction:**

Media plays a critical role in promoting natural resources by providing information, raising public awareness, and shaping attitudes and behaviors towards sustainable natural resources. Television commercials have been identified as an effective medium for promoting environmental and sustainable practices. Television commercials have long been recognized as a powerful medium for communication and persuasion, with the potential to shape the attitudes, beliefs, and behaviors of viewers (Hornik & Yanovitzky, 2003).

The sustainable management of natural resources is a crucial issue in Egypt. With a rapidly growing population and increasing demand for resources, sustainable management practices are essential for preserving these resources for future generations. Media can play a vital role in promoting sustainable management practices and raising awareness about the importance of natural resources. TV commercials have the potential to reach a wide audience and influence attitudes and behaviors towards natural resource management. In the context of sustainable natural resource management, television commercials can play a crucial role in raising awareness and promoting pro-environmental behaviors among the public. Egypt, like many other countries, faces significant environmental challenges such as water scarcity, deforestation, air pollution, and biodiversity loss, which call for urgent action to promote sustainable resource management (World Bank, 2017).

Egypt is a country that is rich in natural resources, including fertile land, minerals, and water resources. However, the country's population growth and rapid urbanization have put pressure on these resources, making their sustainable management critical for the country's development.

Egypt has set a target of achieving 42% of its electricity generation from renewable sources by 2035, with a specific focus on solar and wind power (Ministry of Electricity and Renewable Energy, 2018). Egypt is highly dependent on the Nile River for its water supply, with agriculture accounting for about 85% of total water consumption (Food and Agriculture Organization (FAO), 2020). However, the country faces challenges related to water scarcity, pollution, and inefficient water use. Egypt has a diverse range of flora and fauna, with approximately 15% of its land area designated as protected areas, including national parks, reserves, and sanctuaries (Ministry of Environment, Egypt, 2019). However, there are concerns about biodiversity loss due to habitat degradation, overgrazing, and illegal hunting.

Agriculture is a significant sector in Egypt, contributing to the country's economy and food security. However, sustainable agricultural practices, such as reducing water use, improving soil quality, and promoting organic farming, are still being promoted and implemented to ensure long-term sustainability (Food and Agriculture Organization (FAO), 2018). One of Egypt's most important natural resources is its fertile land, which is primarily located along the Nile River Valley and Delta. The land is used for agriculture, and crops such as wheat, maize, and cotton are grown. However, the overuse of fertilizers, irrigation, and land conversion for urbanization has led to soil degradation and loss of arable land. Egypt is also rich in mineral resources, with significant reserves of gold, phosphate, and iron ore. The mining industry in Egypt is well-developed, and mining activities provide a significant source of income for the country.

To address these challenges, Egypt has implemented several policies and programs to promote the sustainable management of natural resources. For example, the government has launched initiatives to promote water conservation, including the construction of desalination plants and the rehabilitation of irrigation systems. Additionally, the government has implemented policies to promote sustainable mining practices and protect biodiversity.

This paper identifies the role of media, specifically TV commercials, in promoting sustainable natural resources in Egypt and its impact on Egyptians.

### **Research Objectives:**

1. To explore if TV commercials succeeded in providing information, raising public awareness, and shaping attitudes and behaviors towards sustainable natural resources among Egyptians.
2. To identify the main messages of the TV commercials promoting sustainable natural resources.
3. To identify the narratives and tones adopted in the TV commercials promoting sustainable natural resources.
4. To identify the frames used in the messages of the TV commercials promoting sustainable natural resources.
5. To identify the demographics of the Egyptians, mostly affected by TV commercials concerning sustainable natural resources.

### **Research Importance:**

There are several reasons for researching the effectiveness of television commercials in raising awareness of sustainable natural resources among Egyptians in the present day:

1. Increasing environmental concerns: With growing global environmental concerns, including climate change, deforestation, pollution, and loss of biodiversity, it is crucial to raise awareness about the importance of sustainable natural resource management. Researching the effectiveness of television commercials can help identify effective communication strategies that can contribute to addressing these pressing environmental issues.
2. Need for behaviour change: Achieving sustainable development goals requires not only knowledge but also behaviour change towards more sustainable practices. Research on the effectiveness of television commercials in raising awareness about sustainable natural resources can provide insights into how to effectively influence viewers' behaviors, attitudes, and practices towards more sustainable resource management.
3. Television as a popular communication medium: Television is a widely used medium in Egypt, reaching a large and diverse audience, including urban and rural areas, different age groups, and socio-economic backgrounds. Understanding the effectiveness of television commercials in raising awareness of sustainable natural resources is important due to the potential of television as a popular communication medium that can reach a wide audience.
4. Importance of local context: Conducting research in the specific context of Egypt is important to understand the effectiveness of television commercials in raising awareness of sustainable natural resources among Egyptians, considering their unique cultural, social, and environmental context. This research can provide insights that are relevant and tailored to the local context, which can be more effective in promoting pro-environmental behaviours among Egyptians.
5. Policy and decision-making implications: The findings from this research can have policy and decision-making implications by informing the development of evidence-based communication strategies and policies aimed at raising awareness of sustainable natural resources in Egypt. This can contribute to more effective resource management policies and practices, promoting sustainability at the national level.
6. Sustainable development goals: The research aligns with the United Nations' Sustainable Development Goals, which emphasize the importance of sustainable natural resource management and conservation efforts. Researching the effectiveness of television commercials in raising awareness about sustainable natural resources

can contribute to achieving these global goals by promoting awareness and pro-environmental behaviours among Egyptians.

### **Research Problem:**

TV commercials are known for their influence on people's behaviours and attitudes towards most of the issues presented, but when it comes to environmental change issues, the role and the impact are vague and not identified. That is why the problem of this research lies in the identification of the focus or neglect of the TV commercials towards promoting sustainable natural resources issues figuring out its messages, sources patterns, and frames. In addition, to its impact on the Egyptians who watched those TV commercials.

### **Literature Review:**

Several studies have emphasized the importance of media in promoting sustainable development and natural resource management.

The influence of social media platforms on environmental issues is addressed and discussed in different research.

The effect of social media technologies was examined in (Syed, Song, & Junaid, 2022) study where the researchers examined the relationship between social media technologies, environmental collaboration, and green innovation. The research examined the social media technologies' impact on internal and external environmental collaboration and green innovation was examined via using a survey questionnaire. Findings showed that social media technologies affected internal and external environmental collaboration and green innovation positively. Internal environmental collaboration (IEC) promoted green products and green managerial innovation while external environmental collaboration (EEC) promoted green processes and green managerial innovation. A Twitter platform specifically was examined in a (Meliani, 2019) study where the researcher employed an analytical approach to examine the usage of the Twitter platform by examining and investigating samples of environmental pages and environmental associations. It was proved that social media platforms are effective tools for achieving sustainable development. It was also proved that there is a growing interest in the environmental issue by the activists on the Twitter platform. In addition, in (Williams, Page, & Petrosky, 2014) study, it was found that social media platforms can be considered useful to people and organizations dedicated to advancing and promoting the "green cause".

One of the most researched issues in sustainable development resources was water and its portrayal in the media. The study of (Warner, Silvert, Loizzo, & Shellhouse, 2021) aimed to discover the frames in social media posts about water conservation. The researchers mainly targeted to explore the

Floridians' eagerness and readiness to engage with Extension, concern in understanding and collecting information about water, and readiness to act. The qualitative data was collected via online platforms in November and December of 2018 as a nonprobability sample of Floridians using a researcher-developed instrument. However, there was clear evidence towards differences in message frame performance, but they were not able to identify a preferred frame. Results pointed out insights about the ways different water conservation message frames affected an audience's interest and involvement and contributions to water issues and educational programs. Also, the (Charles, 2014) study pointed out that there was an insignificant amount of broadcast was allocated to water management and correlated issues by the Nigerian radio stations studied in the research in 2014. Findings explained that this may have happened due to the lack of consistency between the Nigerian media and water resources managers.

The research of (Guillen-Royo, 2019) adds to the evolving debate on the role of television in sustainable development. This study discussed the role of television consumption in environmental sustainability by finding out the correlation between television viewing, sustainable attitudes, and happiness in Peru via using a survey applied to a diverse Peruvian sample. Results found that using television to know about sustainable development is negatively correlated with sustainable attitudes. In (Qader & Zainuddin, 2011), it was found that media consumption towards environmental issues did not demonstrate any considerable influence on consumers' environmental attitudes. Taking into consideration this research was identifying the consumers' environmental attitudes towards electronic green products by applying three factors which are media exposure, safety and health concerns, and self-efficacy, to this attitude.

Also, the newspaper's coverage towards environmental changes and the natural sustainable natural resources was addressed in research such as the (Duan & Takahashi, 2016) study. This study compared both the Chinese and the American coverage of Beijing's air pollution from 2008 to 2013. The researchers through using the influence theory, examined the differences in the news coverage and its impact on the "social systems and news flows between the two countries" via using content analysis. Findings revealed that the American coverage was more frequent than the Chinese where its topics were "politicizing the pollution", using more negative criticisms and objections as overall themes of the news coverage. Also, it was noted that the interchange of sources used was also an indicator of news flow between the American and Chinese newspapers. Moreover, the (Haddock-Fraser, 2012) study examined the UK coverage and portrayal towards corporate



environmentally sustainable development activities, trying to find out if they concentrate on specific sectors or companies with greater market visibility or not through using content analysis. It was found that the Guardian newspaper had less positive reporting of corporate environmental issues than The Times and Telegraph which had more positive reporting. However, the C2C/corporate brands (apart from Oil and Gas) were able to promote their positive environmental activities to the public through newspapers.

The influence of media reports on energy and environmental efficiency in China in 31 Chinese cities from 2013 to 2016 was studied by (Li, Lin, Chiu, Chen, & Cen, 2021). This research created a customized "undesirable Dynamic DEA model that included air quality index (AQI) and CO2 indicators to explore the relationships between energy, the environment." Media reports highlighted that there is a positive influence on carbon-emissions-friendly lifestyles and consumption. In addition, it was noted that people do not understand the environmental changes yet and their challenges due to inadequate awareness of the environmental influence of their individual choices. That is why this research highlighted the importance of the presence of such media reports to motivate "positive environmentally friendly behavioural changes." Also, the study by (Zheng, Hong, Long, & Jing, 2017) suggested a methodological framework for Surface water quality monitoring via social media platforms. The main elements considered in this framework are "the selection of water quality indicators, the application design guide, the volunteer recruitment methods, and the data collection, cleansing, and analysis processes". The proposed framework will be serving as the primary foundation for future big data analytic research.

The role of environmental media and the Egyptian elite assessment of the most important environmental issues and sustainable development programs was studied in (Al-Talhati & Al-Salihi, 2011) study. In addition to its placing in the priorities of the agenda of interests of officials, the media and the public. Findings showed that the elite agreed that there is a correlation between the priorities of the media and the priorities of change in society to achieve sustainable development. Also, the elite agrees that environmental issues are 100% linked to sustainable development programs. The issue of environmental pollution threats came in the first place, especially the accumulation of garbage and waste, then the climate change issues, followed by the damages of the ozone layer erosion, then the threats of water shortage, followed by the damages of global warming, the dangers of lack of natural resources, the damages of environmental pollution to health, and the damages of drought.



### **Research Questions:**

1. What is the role of Egyptian media in promoting sustainable natural resources via TV commercials?
2. Were the TV commercials promoting sustainable natural resources able to succeed in spreading information among Egyptians?
3. Were the TV commercials promoting sustainable natural resources able to succeed in raising public awareness among Egyptians?
4. Were the TV commercials promoting sustainable natural resources able to shape attitudes and behaviors towards sustainable natural resources?
5. Which TV commercials promoted sustainable natural resources?
6. What are the TV commercials' main messages promoting sustainable natural resources?
7. What are the narratives used in the TV commercials promoting sustainable natural resources?
8. Which tone did the TV commercials use in promoting sustainable natural resources?
9. Which frames are used in the messages of the TV commercials promoting sustainable natural resources?
10. Which gender is mostly affected by TV commercials about sustainable natural resources?
11. Which age is mostly affected by TV commercials about sustainable natural resources?
12. Which social class level is mostly affected by TV commercials for sustainable natural resources?

### **Research Methodology:**

This research will use both qualitative and quantitative methods. The qualitative method will be used and will employ content analysis to examine the TV commercials which promoted sustainable natural resources, while the quantitative method will be through applying the survey via an online questionnaire to examine the impact of the TV commercials which promoted sustainable natural resources on the Egyptians.

### **Research Sample:**

**Sample Type:** The research utilized a convenience sampling method, where respondents were selected based on their availability and willingness to participate in the survey.

**Sample Size:** The sample included 152 respondents, who were randomly selected from the target population.

**Sample Characteristics:** The sample consisted of individuals from diverse backgrounds, including different age groups, genders, and socio-economic statuses, to ensure a representative sample of the Egyptian population.

**Validity and Reliability:** To ensure the validity and reliability of the research findings, several measures were taken. First, the selected TV ads were based on a content analysis of ads produced within the year 2022, to ensure relevance and timeliness. Second, simple random sampling was used to select the TV ads, ensuring an unbiased representation of the ads in the sample. Third, the survey questionnaire used for data collection was designed using established measures and pilot-tested to ensure its validity and reliability.

### **Theoretical Framework:**

This research will employ both Cultivation and Framing theories. The Cultivation theory will serve as an explanation for the ability of Television commercials to provide information, raise public awareness, and shape attitudes and behaviors towards sustainable natural resources among Egyptians. While the Framing theory will serve as an investigation of the frames present in the TV commercials when the content analysis was employed.

### **Cultivation Theory:**

Cultivation theory is a social theory that argues that exposure to media over time can shape individuals' perceptions of reality and create a shared understanding of the world. It was first proposed by George Gerbner and his colleagues in the late 1960s and has since been applied to various forms of media, including television, film, and video games.

According to cultivation theory, repeated exposure to similar messages in media content can lead to the development of shared beliefs, attitudes, and values among audiences. This process is referred to as "cultivation" and can contribute to the formation of a shared cultural understanding of reality. Gerbner and his colleagues argued that this process can be particularly influential for those who consume large amounts of media content, such as heavy television viewers.

One of the key ideas of cultivation theory is the concept of "mean world syndrome," which suggests that heavy exposure to media content featuring violence, crime, and other negative themes can lead viewers to believe that the world is a more dangerous and violent place than it is. This can lead to a sense of fear, mistrust, and a desire for greater social control (Gerbner, Gross, Morgan, & Signorielli, 1986).

The cultivation theory's main hypothesis is that the "more people watch television, the more they will come to adopt its underlying messages"

(Shrum, 2017). It was noted that Television viewing cultivates experiences and insights of social reality that are reliable with the world represented on television, then the more people watch television, the more they should realize that the real world looks like the TV world.

In (Mosharafa, 2015), it was concluded that Cultivation theory was examined in numerous studies where its results revealed encouraging the idea that cumulative exposure to television integrates worldviews and cultivates pictures and concepts matching what is watched on television and that long-term television viewing does impact social change.

### **Framing Theory:**

Framing theory is a social theory that examines how media coverage can influence the way people perceive and interpret events, issues, and policies. The theory suggests that the way information is presented in media content can shape the way people understand and make sense of it.

Framing refers to how media outlets select, emphasize, and exclude certain aspects of a story or issue to create a particular impression or interpretation of events. The frame used can influence audience perception and opinion, which can in turn influence policy decisions and public debate.

One of the key ideas of framing theory is that the media do not simply report events objectively, but rather they play an active role in shaping public understanding of those events. By highlighting certain aspects of an issue or story, media outlets can influence audience perception and create a particular narrative or frame around it (Entman, 1993).

Overall, the framing theory defines the way the audience will perceive the world as the media coverage frames the messages and consequently ,the audience receives what the media planned (Littlejohn & Foss, 2018). It was mentioned that " Frames help interpret and reconstruct reality."

### **Research Results:**

#### **Results of the Survey**

This study surveyed a sample of 152 respondents who were asked about the frequency of watching eco-friendly product ads or promotional content related to sustainable natural resources on Egyptian TV channels. The majority of the respondents chose "Rarely" with 55.6% of the surveyed respondents picking this choice.

Secondly, understanding and knowledge of eco-friendly products and natural resources were assessed by asking the audience about their level of awareness of what these products are. 65.6% of the respondents went for the "Yes" option, meaning that the majority of respondents have prior knowledge of the natural sources' sustainability.

The survey sample was asked about the TV ads that they watched about promoting natural resources awareness. The choices included The presidential campaign “Ethadar Lel Akhdar”, the National Council for Women Water use campaign, and the National Council for Women campaign about rationalization of energy consumption. Most of the respondents chose the “Ethadar Lel Akhdar campaign with a percentage of 43%.

Moreover, respondents were asked about the factors that make a TV ad appeal to them to decide upon. The factors stated in the choices included the TV channel, the time slot of airing the ad, and reliance on creative sound and visual effects. Most of the respondents chose “Creative Sound and Visual Effects” with a percentage of 72%.

When asked whether the TV ads in Egyptian media have succeeded in raising environmental awareness of natural resources among consumers, the responses revealed that about half of the sample, 51%, reported the success of the TV ads in raising awareness. This indicates that the level of awareness could of natural resources not be correlated with the relevant content portrayed in TV ads where about half of the respondents did agree about the existence of the relationship. Meanwhile, the majority reported the existence of understanding and knowledge of natural resources in an earlier question.

To assess the effectiveness of TV ads about natural resources on social levels, the sample was asked about the social class affected most. Responses varied between the different social classes. However, the top choice was “All Social Classes” with a percentage of 35.1%.

Furthermore, the respondents were asked about the means to elevate the impact of promoting natural resources through TV ads. The choices included: Dependency on celebrities’ endorsements, increasing the message’s clarity, dependency on experts’ quotations or developing a distinct theme. The majority of respondents chose “Dependency on celebrities’ endorsements” with a percentage of 63%.

Respondents were also asked if they think there is a way to handle environmental wastes and achieve full dependence on natural resources in a way that is both safe for human health and the environment. More than 90% of the respondents chose “Yes”.

To assess whether TV still represents the adequate medium for TV ads related to promoting natural resources, the survey respondents were asked about which medium provided them with more information about natural resources. The choices included: Newspapers, Radio, TV, or New Media Platforms. The majority of respondents chose “New Media Platforms” with a percentage of 72.8%.

The questions of the survey that acted as respondents' demographic indicators revealed that the majority of respondents belonged to the age group 18-24 years old with a percentage of 73% followed by the age group 25-40 years old with a percentage of 16%. The majority of respondents were females representing 68% of the sample. Regarding the income level, the majority of respondents belonged to the category of 5000-7000 Egp monthly income with a percentage of 57%.

To conclude, the survey results reveal that the frequency of airing environmental TV ads on Egyptian channels is still rare in comparison to other types of promotional content. Even though the majority of the audience reported the existence of awareness of environmental issues and sustainable natural resources, the relationship between the level of awareness and watching TV ads was not confirmed. The presidential eco-friendly campaign came on top of the environmental TV ads with the highest levels of watching among the respondents. In terms of the factors correlated with the highest reach of TV ads, it was found that creative effects dominated this. Furthermore, it was confirmed that the effectiveness of TV ads is not restricted to one social level, which suits the nature of the availability of TV medium. New media represents the most effective medium for promoting environmental awareness with less dependency on TV. Dependency on celebrities is still considered the most effective means to reach the audience. Overall, female youth can be argued to represent the most affected demographic group by TV ads promoting natural resources.

In light of the literature review, the survey findings confirm the insignificant coverage allocated to some environmental issues by media as well as the negative correlation between watching TV ads and increased level of awareness or attitude-change effects. However, the survey findings contradict the literature review in restricting impact to a specific social class.

In light of the cultivation theory, the existence of a relationship between exposure to TV ads promoting natural resources and the level of awareness of the audience was not confirmed. Thus, in this study, TV cannot be assumed to represent a medium that cultivated certain information or behavioural schemes within the audience.

In light of the research questions, the survey results revealed the existence of the role of Egyptian media in promoting natural resources. However, this role cannot be directly attributed to TV ads. Additionally, there was no direct relationship between the attitudes, behaviors and knowledge of the audience and their exposure to TV ads.

### Results of the Content Analysis:

The content analysis was conducted on 3 TV ads, which are: Ethadar Lel Akhdar campaign's TV advertisement entitled "Waste of natural resources is the main cause of environmental disasters such as climate change", National Council of Women's TV advertisement about "Rationalization Water Use" and National Council of Women's TV advertisement about "Rationalization of Energy Consumption".

The First TV ad entitled "Waste of natural resources is the main cause of environmental disasters such as climate change", which took place within 1 minute 07 seconds, provided a main message of encouraging viewers to take responsibility for protecting the environment by making small changes in their daily lives, such as reducing water use. It emphasizes that the Earth is our home and we need to take care of it for ourselves and future generations. Through the use of visual elements, the ad features a variety of natural landscapes of resulting natural disasters from the home misuse of water in addition to a variety of shot sizes featuring water waste. It also shows people in their daily lives engaging in various activities. The ad highlights the impact of these actions on the environment, such as pollution and waste. The ad depended on celebrities' endorsement in its narrative which was made with a voice-over of the renowned Egyptian Anchor Esaad Younes. Meanwhile, the ad begins with a happy family setting, the narrative then highlights the negative impact that human activities have on the environment, through water waste. The ad then encourages viewers to take small steps to protect the environment, such as mending dripping taps. It ends with the message that small changes can make a big difference in preserving the planet for future generations. In terms of the tone, the ad has a serious and urgent tone, emphasizing the importance of taking action to protect the environment. However, it also has a hopeful tone, emphasizing that small changes can make a difference and that collaborative work can protect the planet. With regard to the target audience, the ad appears to be targeted at a general audience, to raise awareness about environmental issues and encourage individuals to take action to protect the planet.

In terms of the used frames, the ad used the crisis frame in portraying the potential natural crisis that could take place as a result of human negligence to the importance of sustaining natural resources. Moreover, the ad used the call-to-action frame in encouraging the audience to change their behaviors and attitudes toward potential environmental threats.

Overall, the ad represents a powerful call to action for viewers to take responsibility for protecting the environment and making small changes in their daily lives to contribute to a more sustainable future.

The Second ad about “Rationalization of Water Use”, with a duration of 55 seconds, posed a main message highlighting that the ad aims to raise awareness about the importance of water conservation in Egypt. It emphasizes the role of individuals and communities in preserving water resources for future generations. The ad features a variety of visuals, including shots of waterfalls, rivers, and dams. It also shows people of different ages using water in their daily lives, such as washing dishes, cooking, and showering. The visuals also include people wasting water, such as leaving the tap running while brushing their teeth or watering the lawn during the day. The narrative, which also focused on the endorsement element as the voice-over was made by the Egyptian actress Nelly Kareem, emphasizes the importance of water conservation, where the narrator explains that Egypt is facing a water crisis and that individuals and communities need to take action to preserve water resources. The narration also provides tips on how to conserve water, such as fixing leaky taps and using water-efficient appliances. The tone of the ad is serious and urgent, as it emphasizes the importance of water conservation in Egypt and the need for individuals and communities to take immediate action to preserve water resources for future generations. The used music also adopted a slow, contemplative instrumental track that reinforces the serious tone of the message. Accordingly, The visuals and narration worked together to convey the severity of the water crisis in Egypt and the potential consequences of not taking action, while the audio and musical elements reinforced the serious tone of the message.

In terms of the used frames to present the awareness of natural resources in this ad, it was found that the ad used the crisis frame in framing the issue of water conservation in Egypt as a crisis, emphasizing the urgent need for action to preserve water resources for future generations, the individual responsibility frame in framing water conservation as a responsibility of individuals and communities, future-oriented frame in framing the issue of water conservation as a concern for future generations. It emphasizes the need to preserve water resources for the future and encourages individuals and communities to take action to ensure the availability of water for future generations as well as the environmental conservation frame in framing the issue of water conservation as an environmental issue, emphasizing the importance of preserving natural resources and protecting the environment through the visuals of waterfalls, rivers, and dams highlight the beauty of natural environments and the need to protect them.

Overall, the ad effectively communicated the importance of water conservation in Egypt and provides practical tips for individuals and communities to take action. The visuals and narration worked together to



emphasize the urgent need for action to preserve water resources for future generations.

The third TV ad entitled “Rationalization of Energy Consumption”, which took place in 50 seconds, had a main message of focusing on promoting the usage of renewable energy and highlighting its benefits. The visuals of the ad mainly depended on indoor scenes of unplugging electricity sockets through a variety of shot sizes. The ad used emotional appeal to evoke a sense of responsibility and motivation in viewers. The narrative of the voice-over emphasized the need to act now to protect the planet for future generations, which can create a sense of urgency and responsibility in the viewer. Additionally, the ad used statistics and facts to support the benefits of renewable energy, such as its cost-effectiveness, sustainability, and its positive impact on the environment. The ad was also characterized by informativeness where it provided information on the availability of renewable energy options and their accessibility to the general public, making it informative for those interested in making the switch to renewable energy. The tone of the ad is positive, informative, and inspiring. It promotes the usage of renewable energy and highlights its benefits in a motivating and engaging way, without using fear or negative emotions to evoke a response from the viewer. The ad uses a calm and reassuring tone to convey its message, while also emphasizing the importance of taking action now to protect the environment for future generations. The ad ended with a call to action, encouraging viewers to take action by switching to renewable energy sources, and promoting the idea that individual actions can make a difference in preserving the environment.

As per the used frames, the ad depended on numerous frames to present its message where the environmental conservation frame highlighted the importance of protecting the environment, specifically through the use of renewable energy sources while the sustainable development frame was used to emphasize the idea of sustainable development, highlighting the potential for renewable energy sources to provide cost-effective and reliable energy while reducing carbon emissions. Furthermore, public awareness and education frame was used to educate and inform viewers about the benefits of renewable energy sources and encourage them to take action toward a more sustainable future and energy independence frame was used through the ad’s suggestion that renewable energy sources can help reduce dependence on foreign oil and promote energy independence. Additionally, the positive future frame was used to present a positive vision of the future, emphasizing the potential for renewable energy sources to create a cleaner, greener, and more sustainable world.



Overall, the ad narrative mainly depended on information provision and presented a positive tone regarding the actions that could be taken to sustain energy resources. Furthermore, the dependency on rich visual elements enriched the message's content presented in the ad.

To conclude, the 3 ads covered seemingly different aspects of environmental resource waste and the urge to sustain their use. However, the content of all the analyzed samples intersected in presenting the appeal of urgency in individualistic actions and the dependency on informativeness in presenting the current phase of environmental crises.

In relation to the literature review, the content analysis findings confirm that water tops the most approached topics in promoting sustainable natural resources. However, it contradicts the literature reviews in terms of the used frames in presenting water conservation-promoting content. While the frames were argued to be different in the literature review, they seem to complement each other in the content analysis of the current study.

In light of the framing theory, the analyzed content revealed dependency on a variety of frames in the TV ads promoting the sustainability of natural resources. These frames included the future-oriented frame, the crisis frame, the environmental conservation frame, the call-to-action frame and the sustainable development frame.

About the research questions, the TV ads that promoted the sustainability of natural resources were those produced by governmental and official organizations, such as the Egyptian presidency in the case "Ethadar Lel Akhdar" campaign and the National Council for Women in the case of the campaign of rationalization water and energy consumption. The main messages of the TV ads under study revolved around the dimensions of taking responsibility for environmental issues, raising awareness of the importance of water conservation and promoting the sustainable use of natural resources. The narratives used highlighted the negative impacts of human activities on the planet and the need for immediate action. Also, the tone focused on giving a sense of urgency combined with emotional appeal. The used frames were mainly revolving around environmental conservation and sustainability in addition to crisis and future-oriented frames.

### **Recommendations:**

Based on the findings of the survey and content analysis, the following recommendations can be made for future research and practice:

1. Increase the frequency of airing environmental TV ads: The study found that the frequency of airing environmental TV ads on Egyptian channels is still rare compared to other types of promotional content. Increasing the frequency of such ads can help raise awareness about

- environmental issues and sustainable natural resources among TV viewers.
2. Diversify promotional content on TV: The study revealed that the presidential campaign “Ethadar Lel Akhdar” was the most watched environmental TV ad among respondents. It is important to diversify the types of environmental ads aired on TV to cover a wider range of topics and issues related to natural resources.
  3. Focus on the creative sound and visual effects: The study found that creative sound and visual effects were the most influential factor for respondents in determining the appeal of TV ads. Future TV ads promoting natural resources should invest in creative and visually appealing content to capture viewers’ attention and enhance their engagement.
  4. Utilize new media platforms: The study found that new media platforms, such as social media and online platforms, were perceived as more effective in providing information about natural resources compared to TV. Therefore, incorporating new media platforms in environmental awareness campaigns can be beneficial in reaching a wider audience.
  5. Consider targeting specific demographic groups: The study found that female youth represented the most affected demographic group by TV ads promoting natural resources. Future research and practice should consider targeting specific demographic groups, such as youth, women, and different income levels, to tailor environmental awareness campaigns to their specific needs and interests.
  6. Consider multi-channel approach: While the study found that TV ads were not directly correlated with increased awareness or attitude-change effects, it is important to consider a multi-channel approach in environmental awareness campaigns. Combining TV ads with other media channels, such as social media, newspapers, and radio, can potentially have a greater impact on raising awareness about natural resources.
  7. Conduct further research: The study revealed some contradictory findings compared to the existing literature, suggesting the need for further research to better understand the relationship between TV ads and environmental awareness. Future research could explore other variables, such as viewers’ perceptions of environmental ads, their attitudes and behaviors towards natural resources, and the impact of different types of TV ads on viewers’ awareness and behaviour change.

8. Enhance measurement of environmental awareness: The study used self-reported measures of environmental awareness, which may have limitations in accurately capturing viewers' actual awareness levels. Future research could use objective measures, such as behavioural observations or content analysis, to better assess the impact of TV ads on environmental awareness.
9. Consider long-term effects: The study focused on the short-term effects of TV ads on environmental awareness. Future research could investigate the long-term effects of TV ads on viewers' attitudes, behaviours, and knowledge related to natural resources to assess the sustained impact of these ads over time.
10. Collaborate with experts and celebrities: The study found that dependency on celebrities' endorsements was perceived as an effective means to reach the audience. Collaborating with experts and celebrities in environmental awareness campaigns can help increase the credibility and impact of TV ads, and enhance viewers' engagement and motivation to adopt pro-environmental behaviours.

Overall, these recommendations can help improve the effectiveness of TV ads in promoting natural resources and raising awareness about environmental issues among viewers. It is important to consider a multi-faceted approach, utilizing different media channels, targeting specific demographic groups, and incorporating creative content to enhance the impact of environmental awareness campaigns. Further research and collaboration with experts and celebrities can also contribute to the effectiveness of TV ads in promoting natural resources and fostering sustainable behaviours among viewers.

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