



## Public Relations & Advertising Campaigns

### Abstracts of Arabic Researches:

- *Prof. Dr. Dina Ahmed Orabi - Galala University*  
Recent Trends in Effectiveness of the International Advertising Campaigns Research 7
- *Associate Prof. Dr. Marzouk Abdelhakam AL-adly - Sohag University*  
The Egyptian Public's Attitudes towards Advertising Awareness Campaigns on Satellite Channels and their Impact on his Behavior towards the Corona Virus: Empirical Study 8
- *Associate Prof. Dr. Rasha Abd -Raheem Mazroa - Umm Al-Qura University*  
*Munira Musaed bin Rashid Alsaeed - Umm Al-Qura University*  
Role of the Social Marketing Campaigns in Electronic Media in Building Concept of the Social Responsibility towards the Saudi Public 9
- *Dr. Ahmed Abd El-Salam Diab - Cairo University*  
Elements of the Advertising Message Structure in Health- Related Campaigns and its Relationship to the Egyptian Citizen's Risk Perception: An Experimental Study 11
- *Dr. Moeen F.M. Koa - An-Najah National University*  
*Mojahed Al-Ahkras (MA) - An-Najah National University*  
The Extent to which Palestinian Communication Companies Employ Persuasive Appeals and Social Responsibility Strategies in their Promotional Campaigns on Facebook: "Jawwal" Company as a Case Study 12
- *Dr. Ghada Seif Thabit - Minia University*  
Response of the Public Relations Campaigns to Digital Transformation from A Strategic Communication Perspective 14
- *Dr. Amal Ismail Mohamed Zidan - Al-Azhar University*  
Advertising Discourse for Campaigns to Combat Violence Against Adolescents and its Relationship to Positive Education: A Semiological Approach 15
- *Fatima Abdul Rahman Ali Al Suwayh - King Saud University*  
Impact of the Tourism Campaigns on the Country's Image: The "Imagine" Campaign for the Riyadh Tourism Season as a Model 16
- *Hassan Ali Saleh Al-Ghamdi - Islamic University in Madinah*  
Degree of the Youth Audience's Interaction with Environmental Awareness Campaigns on Social Networks 17

(ISSN 2314-8721)

Egyptian National Scientific &amp; Technical Information Network (ENSTINET)

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Deposit Number: 24380/2019

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**Publications: Al Arabia Public Relations Agency**

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### **Address:**

Al Arabia Public Relations Agency,

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And also, to the Journal email: [jpr@epra.org.eg](mailto:jpr@epra.org.eg), or [ceo@apr.agency](mailto:ceo@apr.agency), after paying the publishing fees and sending a copy of the receipt.

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

Egyptian National Scientific & Technical Information Network  
(ENSTINET)

With the permission of the Supreme Council for Media Regulation in Egypt  
Deposit Number: 24380 /2019

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The Journal is indexed within the following international digital databases:



## **Role of the Social Marketing Campaigns in Electronic Media in Building Concept of the Social Responsibility towards the Saudi Public**

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### **Abstract**

This research deals with role of the social marketing campaigns in electronic media in building the concept of community responsibility among the Saudi public", and aims to identify types of the social marketing campaigns, identify the most important social values that social marketing campaigns are keen to publish, the extent to which the Saudi public knows concept of the community responsibility, and learn about principles of the community responsibility, and may represent the research community in the Saudi public in Saudi Arabia, where a sample of (107) single males and females from the public was tested Saudi Arabia in Saudi Arabia, the research relied on the descriptive approach, and the researcher used the questionnaire as a tool to collect research data, and was one of the most important findings of the research there is a relationship between the social marketing campaigns and the most important persuasive strategies used in each campaign, except for campaigns (your excuses, meter and text, ethics), and a relationship between the social marketing campaigns and the dimensions of community responsibility that each campaign focuses on, and showed a percentage of those interested in following the social marketing campaigns through social media (to some extent) amounting to 50.5% of the total vocabulary of the study sample; distributed among males 46.3%, and females 57.5%. The proportion of those who did not care for them was 26.1%; among males, 31.3%, and females 17.5%. The proportion of those who cared for it (significantly) was 23.4%; 22.4% were male and 25% female. The responses of the sample members on the most important areas of the campaigns they are exposed to in the recent period, where (health campaigns) came in front with a percentage weight of 80.1%, (security campaigns) came in second with a ratio weight of 78.8%, (social campaigns) came in third with a relative weight of 78.5%, and (educational campaigns) came in fourth with a ratio weight of 72.9% individual responses to the impacts the social marketing campaigns can have on cognitive impacts have also shown: (community responsibility creates awareness and commitment to the individual and society)



at the forefront with a ratio of 87.2%, and (campaigns helped me spread and promote positive ideas) came in second with a ratio weight of 86%, and (these campaigns helped me think about providing solutions to community problems) came in third with a ratio weight of 85%. As for emotional influences: these campaigns (which helped to maximize the sense of belonging and loyalty among members of society) came in front at a 90% weight, and (these campaigns helped create a spirit of cooperation among members of society) came in second place with a ratio weight of 88.5%, (I grew my desire to help and cooperate with others) came in third place with a ratio weight of 86.9%, and (contributed to the interest in social issues in society) came in fourth place with a percentage weight of 85.7%. Social marketing campaigns promoted community responsibility values among the public) came in fifth with a ratio of 85.4%. Development of community responsibility and active participation among members of society in decision-making) in second place with a ratio weight of 87.5%, and (enabled me to take responsibility for society) came in third place with a ratio weight of 85.7%, and came (helped to achieve equality and equity for all individuals) Society) ranked fourth with a ratio of 85.4%, and came (enabled me to be ethically committed and away from bad deeds, and prompted me to follow these campaigns by adhering to duty) in fifth place with a ratio weight of 84.1%.

**Keywords:** Social Marketing Campaigns, Electronic Media, Building Concept, Social Responsibility, The Saudi Public.