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The Role of Television Advertising with TV channels in Educating the Egyptian Public to Climatic Changes: A Field Study

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Abstract

This study aims to know the role of television advertisements that can play in educating the Egyptian public about climate change issues. This study falls within the descriptive researches. The field study was applied to a random sample of the Egyptian public consisting of 400 individuals, whose ages ranged between eighteen and fifty years and over, from urban and rural residents, so that the Egyptian society could be accurately represented. Sometimes" ranked first with a rate of 56.0% It was followed in the second place by "Always rely on it" with a rate of 25.25%, while "Rely on it rarely" came in the last place with a rate of 18.75%, The study proved the existence of a statistically significant correlation between the degree of dependence on television advertisements on Egyptian satellite channels as a source of information and the level of awareness of climate change.

Keywords: TV Commercials - Satellite Channels - Awareness - Climate Change.