

The contents of the publications of the campaign (Together to defeat Corona) for the United Nations Development Program in Iraq to prevent infection with the Covid 19 virus

By

Majed Hashoosh Khaleefa Al Zubaidi

University of Baghdad/College of Mass Media/ Public Relations Department. Baghdad, Iraq
Email: maged.hashhosh1203a@comc.uobaghdad.edu.iq

Raya Qahtan Ahmed

University of Baghdad/College of Mass Media/ Public Relations Department. Baghdad, Iraq
Email: Dr.rayaq.ahmed@comc.uobaghdad.edu.iq

Abstract

The study deals with an analysis of the contents of the publications of the campaign (Together to defeat Corona), which was established by the United Nations Development Program in Iraq in the face of the Covid 19 virus. The research problem raises a main question: What are the implications of the campaign (Together to defeat Corona) of the United Nations Development Program (Iraq office) in addressing the Covid-19 virus in Iraq? From this main question, several sub-questions emerged, which were answered by this study in its chapters and investigations, including regarding the contents of advertisements, photos and videos for the publications of the (Together to Defeat Corona) campaign for the United Nations Iraq Office on their Facebook page. As for the research community, it was represented by the international public relations campaign implemented in Iraq to confront the Corona pandemic, represented by the campaign (Together to defeat Corona) for the United Nations Development Program in Iraq since its launch. As for the research sample, it was represented by the campaign publications on its Facebook page for the period from August 9, 2020 to April 2021. The message reached a number of results, the most prominent of which is the campaign, which consisted of three main axes: pictures, advertisements, and videos. Public relations were clearly used in its work, whether in meetings with the public, field visits to volunteer teams, or in spreading virus awareness programs, and it was to prevent infection through visual and printed means that employed in this campaign.

Keywords: public relations campaigns, (Together to defeat Corona) for the United

Nations program

The first chapter is the methodological framework for the research

First, the research problem: covid 19 virus pandemic

The name Covid 19 is the name given by the World Health Organization to the virus that causes acute vision inflammation, known as Corona, which has been declared by the World Health Organization as a global pandemic: the disease affects people differently so that most cases show mild symptoms, especially in children and young adults. It appears acute and dangerous, as about 20% of the infected people need medical care in the hospital, and this virus has paralyzed all the joints of life on the planet, and awareness campaigns had to be carried out worldwide to get rid of this deadly virus. The spread of Covid-19 was accompanied by the organization of extensive public relations campaigns, including international, and local ones, to raise awareness of this pandemic and how to prevent this virus. (WHO)

Second: Research questions

The research problem revolves around a main question that is the implications of the

campaign (Together to defeat Corona), which was set up by the United Nations Iraq Office for the prevention of Covid 19?

From this main question, several sub-questions emerge, which this study attempts to answer:

- 1) What are the contents of the photographs in the campaign (Together to defeat Corona) of the United Nations Development Program on its Facebook page?
- 2) What are the contents of the advertisements in the publications of the campaign (Together to defeat Corona) of the United Nations Development Program on its Facebook page?
- 3) . 3. What are the contents of the videos of the campaign (Together to defeat Corona) of the United Nations Development Program on its Facebook page?
- 4) What are the communication activities carried out by the campaign (Together to defeat Corona) for the United Nations Development Program and appeared on its Facebook page?
- 5) What are the types of advertisements in the publications of the campaign (Together to defeat Corona) of the United Nations Development Program on its Facebook page?

Third: The objectives of the study

The objectives of the study answer its questions and are closely related to its scientific and societal importance, so the study aims to achieve a main objective of identifying how the international public relations campaigns were employed, represented by the campaign of the United Nations Development Program Office of Iraq in the face of the Corona pandemic, and stems from this main objective objectives Subsidiary of several agencies::

- 1) Learn about the basic contents of the publications of the (Together to Defeat Corona) campaign for the United Nations Development Program on their Facebook page..
- 2) Learn about the contents of the photographs in the campaign (Together to defeat Corona) of the United Nations Development Program on their Facebook page.
- 3) Diagnosis of the most important communication activities carried out by the campaign (Together to defeat Corona) for the United Nations Development Program and appeared on their Facebook page.
- 4) Determine the types of advertisements in the publications of the campaign (Together to defeat Corona) of the United Nations Development Program on their Facebook page..
- 5) Knowing the contents of the advertisements in the publications of the campaign (Together to defeat Corona) of the United Nations Development Program on its Facebook page..
- 6) Knowing the contents of the videos in the publications of the campaign (Together to defeat Corona) of the United Nations Development Program on its Facebook page.

Fourth: the type of research

Most of the methodological sources agree that descriptive research is conducted through two phases, the first related to exploration and formulation, and the second to diagnosis and description. (Issa, (2009 - 2010), p. 93)

This description applies to the study we are conducting, as this study falls in terms of the level of knowledge and the goal within the descriptive research that includes the study of the awareness campaign of the Corona pandemic, the United Nations Development Program in terms of a preliminary exploration of its content. The two campaigns and their means and methods of communication and their contents (Sergeeva & Panova, 2021; Tregubov, Ekkert,

& Mikhailovsky, 2021).

Fifth: Research Methodology

Definition of the scientific research method: It is the path that leads to revealing the truth in science by means of a set of rules that lead the course of thinking and determine its processes until the researcher reaches a certain result (Aziz, 2012, p. 34)

defines the survey method: It is a study focused on the present and deals with things that already exist at the time of the study. (Omar, 1995, p. 227)

This study follows the steps of the survey method, both descriptive and analytical, by analyzing the content of the publications of the campaign (Together to defeat Corona) for the United Nations Iraq Office (Vasyliiev & Vasyliiev, 2021).

The subject of the research, and accordingly the researcher used the content analysis method for the (Together to defeat Corona) campaign of the United Nations Development Program in Iraq.

Sixth: Seventh: Research tools

Content analysis: It is the method that is used to classify and classify the media material, and it depends mainly on the researcher's assessment, according to which the content is divided into categories based on clear rules, assuming that the analysis is assessed on the basis that he is a scientific researcher, and the results of the content analysis determine the frequency of appearance or receipt Units of Analysis in Context (Hassan, 1996 , p. 76)

This research used a main tool in collecting data and information, which was the content analysis form.

Seventh: The research community and its sample

The research community is represented by the international public relations campaign implemented in Iraq to prevent the Covid 19 virus, represented by the (Together to defeat Corona) campaign of the United Nations Development Program in Iraq through its Facebook page since its launch between August and April 2021.

The researcher used the comprehensive inventory method for the campaign's publications on its Facebook page for the period from August 9, 2020 to April 2021, and the campaign's publications included the following communication activities:

- 1) 1 photos
- 2) 2 ads
- 3) 3 videos.

Eighth: Previous studies

- 1) (Al-Anzi, 2020 AD)) Study:
- 2) The problem of this study includes a main question: What are the communication efforts made by the public relations in the Iraqi Ministry of Health and Environment in managing the crisis related to the spread of the (Covid 19) virus through Facebook?

The objectives of the study were to know the implications of public relations for the management of the (Covid 19) crisis on the official website of the Ministry of Health and Environment via Facebook.

The study followed the steps of the survey method, using the scientific observation and
Res Militaris, vol.12, n°2, Summer-Autumn 2022

content analysis tools.

The study reached a number of results, including that the public relations in the Iraqi Ministry of Health and Environment has a role in managing the health crisis despite the sudden nature of the crisis, as the ministry made communicative efforts to direct communication messages to the public.

The approach of this study with our study is that it dealt with the role of public relations in the crisis of the Covid 19 virus and used the content analysis tool for Facebook, but the difference was in the organization of the campaign, as our study dealt with the international public relations campaigns of the United Nations Development Program in Iraq.

1- Andree (2020) study

1) In the context of identifying the role of the media regarding the employment of media campaigns that contribute to limiting the spread of these viruses or epidemics, the study of Marc Andre (2020) came to monitor the media discourse used in the face of global health crises, as well as to identify the challenges that these medical organizations faced in Spreading health awareness among the masses regarding modern viruses. The study showed the importance of the media playing a major role in limiting the spread of these viruses by publishing preventive educational videos to preserve the health of the masses, by identifying methods of prevention and how to protect themselves from infection, or spreading them among the masses. The results of the study also indicated that among the strategies that organizations rely on with regard to dealing with modern viruses and epidemics such as Covid 19 is the intimidation strategy, with the aim of not underestimating the public's dealing with these viruses, This is done by publishing news related to the heavy losses caused by this virus worldwide, and the number of deaths caused by the virus in the months BC. This study approaches our study in employing international media campaigns and moves away from the fact that it studied international media.

2) Study by Lana Fathi Alyan Youssef

3) This study is summarized in clarifying the degree of effectiveness of public relations campaigns in the health field on social networking sites, as this study aimed to increase health awareness among individuals. Analysis of the contents of campaigns on Facebook.

Chapter Two

public relations campaigns

Public relations campaigns must be based on permanent research on their effectiveness through a combination of research and final evaluation, and evaluation of the communication process and its results to ensure as much as possible in achieving the goal of creating awareness and changing attitudes and behaviors as desired. (Meriden, 2020)

Campaigns in public relations lie in intense and continuous efforts for a period of time to continuously disseminate by all methods and means to raise, discuss and follow up on a specific topic, or they are continuous efforts to achieve a goal, and the campaign can be with or against a particular thing. (Shalaby, 1989)

But these communication efforts must be planned on scientific grounds and designed according to certain standards and techniques in line with the objectives and subject matter of the campaign, the characteristics of the target audience and the media, and the use of all multimedia media that allow the recipient a greater opportunity of interactive and participation

on the campaign topic, with the aim of reaching the campaign to The largest possible target audience during a given period of time. (Mohamed Said Atran, 2018)

In other words, public relations campaigns can be described as a series of continuous activities carried out by a group of individuals from the traditional and new media, through the Internet, in which new media tools are used in order to bring about a change or influence public opinion on a particular issue. (Rayan, 2014)

The Guide for Emerging Non-Profit Organizations in its concept of campaigns in public relations agrees with the aforementioned concept, as it sees that the campaign in public relations is contiguous with the media campaign, describing it as a set of activities that the organization designs and implements through various media outlets (written, read, audio, (visual, electronic) with the aim of disseminating and communicating messages directed to the target audience, and the media agencies are a part or a major partner in the process of implementing the campaign activities, and the result of the activity will be free media coverage without the organization bearing any financial obligations for the coverage that it will receive. (Obeidat, 2013).

Types of public relations campaigns: The campaigns are divided into three

- 1) Specific campaigns aimed at raising awareness levels among the public in various fields, including health awareness and other fields
- 2) Promotional campaigns aim to disseminate and distribute an idea or group of ideas and to promote the services provided by institutions, organizations, companies and bodies, such as political candidates at the time of elections promoting themselves.
- 3) Marketing campaigns that aim to market products by economic institutions and companies that produce them with the aim of marketing and achieving profits and are carried out by commercial companies, laboratories and factories (Ahmed., (2020 - 2021)).
- 4) **Chapter Two:** The campaign of the United Nations Development Program in Iraq (Together to defeat Corona)

Introducing the campaign

The United Nations Development Program (Let's Defeat Corona) campaign was launched between June and September 2020, within the programs (Supporting Iraq's recovery and stability through local development) funded by the European Union, and (To Imam) funded by the European Regional Investment Fund (Madad). The work of this campaign proceeded in two parts, the first via the Internet and the second in the field, and it reached an estimated 31.7 million people across Iraq. (United Nations Development Program, 2020)

The cooperation with the local authorities and the mobilization of dozens of volunteers, including from (Volunteer With Us Organization) and (Rwanga Foundation) contributed to the success of the campaign and its reaching about 5,390 neighborhoods, hospitals and public places. The implemented campaign plan included placing useful leaflets in public places, explaining the symptoms and giving appropriate instructions on cleaning hands, hygiene and protection, and distributing posters on the ground and cars in order to promote social distancing and safe distance.

The implemented campaign plan also included hanging billboards containing health instructions at security checkpoints and several camps for Syrian refugees and displaced persons in the Kurdistan region of Iraq.

Officials, security and front-line workers, including shops, bakeries and pharmacies, have put campaign badges on their clothes to show their gratitude and spread positivity.

As for the course of the campaign via the Internet, the campaign used seven electronic platforms to reach 2.7 million people, and about 340,000 people interacted with it through 533 various publications. The proportion of men is estimated at 73% compared to 26% of women, and this scene reflected the size of these two categories of users of social networking sites. social situation in Iraq. (United Nations Development Programme,)

For the first time in the work of public relations campaigns, the campaign of the United Nations Development Program in Iraq adopted providing information in an entertaining form and using light and innovative content to be more attractive and related to the younger generation. About the virus of the most exciting interaction. Which achieved an estimated interaction of more than 160,000 people with the concert, called (Music is Our ally), in which sixteen male and female artists from Iraq and the Kurdistan region participated. (United Nations Development Programme)

The third chapter analyzes the content of the campaign

An analysis was conducted of the content of the publications of the United Nations Program campaign (Let's Defeat Corona) campaign on its Facebook page for the period from June 5, 2020 to April 2021, while the official website of the United Nations Development Program indicated that its campaign (Let's Defeat Corona) was launched from June 2020 to September However, our study will take the publications of the United Nations Development Program campaign on its Facebook page until April 2021, and the analytical study relied on the method of data presentation and statistical processing using one-dimensional tables and illustrations expressed by my agencies:

The main contents of the publications of the United Nations Development Program campaign on its Facebook page

Table (1) *The main contents of the publications of the United Nations Development Program campaign on its Facebook page*

No.	Contents	the number	The ratio
1-	Photographs	80	48.5%
2-	advertisements	71	43%
3-	Videos	14	8.5%
	Total	165	100%

The data of the above table shows three main contents contained in the publications of the UNDP Iraq office campaign page on Facebook. The statistical analysis and the analytical survey revealed three contents in which the photographic category topped the order of the categories of the recurring distribution and the relative distribution of these data by 80 images, achieving a rate of 48.5% The fact that this category ranked first indicates that photographs are one of the most important means of highlighting the contents of the campaign, as well as their persuasive effects on the recipient of the campaign program. A good percentage compared to photographs, as it was found through the analytical survey of these contents that the campaign relied on advertisements of all kinds in implementing the health awareness program for the Covid 19 virus.

The first axis: the contents of photographs

Table (2) *The contents of photographs in the campaign of the United Nations Development Program.*

No.	Photo content	The number	The ratio	Rank	standard deviation	Variation coefficient
1-	The health team distributes leaflets and masks		10	12.5%		
2-	The health team sticks special stickers on the ground in order to keep citizens apart in the commercial markets		8	10%		
3-	Health team sticks stickers on car windshields		7	8.8%		
4-	The health team sticks a bag on the clothes of a member of the audience		6	7.5%		
5-	The health team prepares training courses for citizens		6	7.5%		
6-	Volunteer making perfect gesture with a smile		5	6.3%		
7-	A young woman from the health team teaches a child how to wear a mask		5	6.3%		
8-	The health team holds workshops		5	6.3%		
9-	The health team prepares fumigation tools		4	5%		
10-	The health team gives lectures to citizens		4	5%		
11-	The health team distributes a meal with masks in the field to the public's role		3	3.8%		
12-	The health team holds a seminar		3	3.8%		
13-	The health team holds a conference		3	3.8%		
14-	An Iraqi woman inside a barbershop arranging toiletries, and wearing a mask		3	3.8%		
15-	A street vendor wearing a mask and reading a post from the health team		3	3.8%		
16-	The health team examines workers while they are working on the construction of the role in the field		2	2.5%		
Total	80		100%			

The data in the above table shows that the photographs that were used in the United Nations Development Program campaign through its publications on its Facebook page contained many content that employed public relations programs in the field of health awareness to prevent corona virus. Masks) in the first order in the categories of recurring and relative distribution by 10 recurrences and obtained a rate of 12.5%, which is the highest percentage in the contents of photographs. The content of the photographs is moving towards achieving this goal, while the category (the health team sticks special posters on the ground in order to distance citizens from each other in the commercial markets), In the second place among the categories of image contents in the publications of the United Nations Development Program campaign on its Facebook page, at the rate of 8 recurrences, at a rate of 10%, which is an advertising indicative content, then the category (the health team sticks stickers on glass)

ranked third in the distribution of these contents at a rate of 7 recurrences, at a rate of 8.8% ,, while the category (the health team sticking a bag on the clothes of a member of the public) came in fourth place with 6 recurrences, achieving a rate of 7.5%, while the categories (a volunteer doing a perfect gesture with a smile) and (a young woman from the health team teaching a child) ranked fifth. How to wear a mask) and (the health team prepares workshops) with 8 recurrences and a rate of 9.9%, and these groups together are a sequential process in announcing the public methods of prevention, while two categories (the health team giving lectures to citizens) and (the health team preparing dusting tools)) ranked sixth with 4 recurrences and 5% each, while the categories (a young woman preparing food while staying at home with gloves and a muzzle) ranked seventh, and (a street vendor wearing a mask and reading a leaflet from the health team) and (Iraqi woman inside saloo A haircut arranges toiletries and wears a muzzle), (the health team holds a conference), (the health team holds a seminar) and (the health team distributes a food meal with masks in the field to the audience's role) with 3 recurrences and a rate of 3.8%, while the category (health team) Workers are examined during their work in building the role in the field) in the eighth and last place in the order of the categories of this distribution by only two recurrences and at a rate of 2.5%, an example of this is a volunteer distributing a leaflet to a large seated man. (<https://www.facebook.com>)

Table (3) *The activities that the researcher extracted from the contents of the photographs of the United Nations Development Program campaign.*

No.	Public relations activities used in the campaign	the number	The ratio	Rank	standard deviation	Variation coefficient
1-		Field visits (meetings with the public)	27	30.3%		
2-		floor stickers	12	13.5%		
3-		flyers	10	11.2%		
4-		Advertising posters (walls, windows)	7	7.9%		
5-		Training courses	6	6.7%		
6-		workshops	5	5.6%		
7-		Advertisements (Flex) on external roads	5	5.6%		
8-		Lectures	4	4.5%		
9-		Advertising poster (carton boxes)	3	3.4%		
10-		seminars	3	3.4%		
11-		conferences	3	3.4%		
12-		Bag	3	3.4%		
13-		website	1	1.1%		
Total	89	100%				

The above table data revealed 89 activities that the researcher monitored by analyzing the contents of the photographs that were used in the publications of the United Nations Development Program (Let's Defeat Corona) campaign on its Facebook page, distributed over 13 categories in this recurring and relative distribution. Recursive and relative distribution with 27 recurrences and ranked first, achieving the highest rate of 30.3%. This activity is one of the activities that achieve effective communication with the campaign audience, while the category of floor posters ranked second with 12 recurrences and got a rate of 13.5%, then the flyer category in the third order registered. 10 recurrences, achieving a rate of 11.2%, while the category of advertising posters on walls and windows ranked fourth with 7 recurrences, or 7.9%, while the training courses category ranked fifth in the classification of categories with 6 iterations, achieving a rate of 6.7%, while the lectures category ranked sixth with 4 recurrences. And it got 4.5%. As for the categories of Flex, Workshops and Bag ads, it ranked seventh in the ranking of the categories with 3 recurrences and 3.8% for each, while the website ranked last in The activities that were monitored with only one repetition and a limited rate of 1.1%, (for example, the campaign team meets with a different audience and through direct contact)

(<https://www.facebook.com>).

The second axis: ads

Table (4) Advertisements in UNDP Public Relations Campaign Publications

No	Ads	the number	The ratio
1	Advertisements (photos, graphics)	67	94.4%
2	road ads	4	5.6%
	Total	71	100%

The researcher monitored, through his analysis of the types of advertisements used in the campaign of the United Nations Program through its publications on its Facebook page, two main types. Repetitions and got a rate of 5.6%, and thus the campaign used most types of advertisements in its health awareness campaign to prevent corona virus to achieve the highest degree of persuasion in its awareness program. An example of this is the health team distributing advertisements containing pictures and drawings to the public (<https://www.facebook.com>).

Table (5) The contents of the advertisements in the campaign (Together to defeat Corona) of the United Nations Program.

No	Contents	Arabic	The ratio	Arithmetic mean	standard deviation	Variation coefficient	
1-	Pictures with advertising elements		67	42.4%	31.60		
							27.37
							86.6
2-	Logos		45	28.5%			
3-	symbols		38	24.1%			
4-	Texts		4	2.5%			
5-	Fees		4	2.5%			
Total	158					100%	

The data in the above table shows that the advertisements that were used in the United Nations Development Program campaign through its publications on its Facebook page of all kinds contained many content that employed public relations programs in the field of health awareness to prevent the Corona virus. The first was 67 recurrences, achieving the highest percentage in this distribution of 42.4%, as the images accompanying the advertisement were an important means for the campaign to promote its health awareness program through advertisements, as many advertisements included various campaign images with this percentage, while the category of logos ranked second in the categories of recurring distribution. The proportion of 45 recurrences and a percentage of 28.5%. The campaign used basic and complementary slogans in its advertisements, which is a kind of reminder advertising method for the health awareness campaign program to prevent and confront the Corona pandemic, which is included in the work of public relations, while the category of symbols ranked third in the categories of the content of advertisements in The publications of the United Nations Development Program campaign on its Facebook page, 38 recurrences, or 24.1%, and it is one of the means of establishing The name of the organization organizing the campaign is in the minds of its audience, while the two categories of texts and graphics ranked fourth and last in the distribution of these contents by 4 recurrences and at a rate of 2.5% for each. That campaign team distributes pictures and advertisements for the campaign. (<https://www.facebook.com>)

Table (19) *The contents of the pictures in the advertisements of the United Nations Development Program campaign*

No	The contents of the pictures	the number	The ratio	Arithmetic mean	standard deviation	Variation coefficient
1-	The health team sticks stickers on the glass of shops		20	29.9%		
2-	Young men and women from the health team standing at a distance from each other		13	19.4%		
3-	The health team distributes leaflets and masks		10	14.9%		
4-	The health team sticks special stickers on the ground in order to keep citizens apart in the commercial markets		8	11.9%		
5-	Health team sticks stickers on car windshields		7	10.5%		
6-	The health team puts identification on the chest of a citizen		6	8.9%		
7-	The health team distributes a meal with masks in the field to the public's role		3	4.5%		
Total	67	100%				

The data in the above table shows the contents of the images in the advertisements used by the United Nations Development Program campaign through its publications on its Facebook page of all kinds, which ranked first in the classification of the contents and contents of the advertisements. The health team sticks stickers on the glass of shops) in the first place with 20 recurrences, achieving the highest percentage in this distribution, which amounted to 29.9%, while the category (young men and women from the health team standing at a distance between themselves) ranked second in the order of the categories of this distribution with 13 achieved recurrences. 19.4%, which embodies the application of preventive measures and instructions by placing a distance between the speakers, then the category (the health team distributes leaflets and masks)) ranked third with 10 recurrences and a rate of 14.9%, and this category is complementary to the content of the image represented by the second category in terms of implementing prevention measures and providing their requirements, while the category (health team sticking special stickers on the ground in order to distance citizens among themselves in commercial markets) ranked The fourth category is 8 recurrences, achieving a rate of 11.9%, and this category is reinforced for the second and third category, but in an awareness-raising manner through the indicative advertisement, while the category (health team sticks stickers on car windshields) ranked fifth with 7 recurrences at a rate of 10.5%, then the category (health team puts the badge). On the chest of a citizen) ranked sixth in the categories of recurring and relative distribution by 6 recurrences and got a rate of 8.9%, while the category (the health team distributing a nutritional meal with field masks on the role of the public) ranked seventh and last in the categories of the content of advertisement images in the publications of the United Nations Program campaign development on its Facebook page, 3 recurrences, and 4.5% of the time. Distancing in conversation, then guidance through images that reflect the distribution of health awareness brochures, and ending with the education stage by wearing a mask. (<https://www.facebook.com>)

Table (7) *The contents of the fees in the advertisements of the United Nations Development*

Program campaign

No.	Contents	the number	The ratio	Arithmetic mean	standard deviation	Variation coefficient
1-	man wearing a mask		2	50%	1.33	0.58
2-	A woman wearing a hijab and a muzzle		1	25%		
3-	A man and a young woman represent symptoms of infection		1	25%		
the total	4	100%				

The data in the above table shows the analysis of the content of the fees in the advertisements used by the United Nations Development Program campaign through its publications on its Facebook page of various kinds, which came in third place in the classification of the contents and contents of the advertisements. The researcher analyzed the contents of these fees, and the statistical analysis resulted in three types of content and with a repetition total of 4 recurrences, as the category (a man wearing a mask) ranked first in the order of the categories of this distribution with two iterations, achieving a percentage of 50%, which represents the application of prevention and health safety measures in the form of illustrations, then came two categories (a woman wearing a hijab and a muzzle) and (A man and a young woman representing symptoms of infection) ranked second with only one recurrence, achieving a percentage of 25% for each (<https://www.facebook.com>)

No.	Contents	the number	The ratio	Arithmetic mean	standard deviation	Variation coefficient
1-	cleaning hands		2	16.7		
2-	Commit to distancing		2	16.7		
3-	Avoid touching the face		2	16.7		
4-	Avoid shaking hands		2	16.7		
5-	Encourage the public to stay at home.		1	8.3		
6-	Send videos for a challenge between friends		1	8.3		
7-	Introducing the public to the symptoms of infection (fever, cough, fatigue, shortness of breath)		2	16.6		
Total	12	100%				

The data of the above table shows the analysis of the texts content in the advertisements used by the United Nations Development Program campaign through its publications on its Facebook page of all kinds. The categories ranked first with two recurrences and a rate of 16.7% for each of them, and these categories are: (washing hands), (committing to social distancing), (avoiding touching the face), (avoiding handshakes) and (informing the public about the symptoms of infection (fever, cough, fatigue, shortness of breath).), as for the second place in this distribution, it came in two categories (encouraging the public to stay at home) and (sending video clips for the challenge between friends) with only one repetition and a rate of 8.3% for each, and it is the last rank in this iterative and relative distribution. These indicators in the relative distribution that the texts of advertisements in this campaign performed the same function as the campaign of the World Health Organization represented in the function of guidance and direction. (<https://www.facebook.com>)

Third : symbols

The researcher conducted a survey of the use of symbols and noticed that the

(Development Fund) uses a special symbol for the campaign in all its ads, and its shape was in the form of a virus with a sign that it is forbidden to stand upside down in white and blue.

Fourth : Logos

Table (9) Logos used in UNDP campaign ads

No.	Logos	the number	The ratio	Arithmetic mean	standard deviation	Variation coefficient
1	main logo	33	73.3%			
2	secondary logos	12	26.7%	22.50	14.58	66%
	the total	45	100%			

The data of the above table is an analysis of the contents of the slogans in the ads used by the United Nations Development Program campaign through its publications on its Facebook page of various kinds, which came in second place in the classification of the contents and contents of the ads. The researcher analyzed the contents of these slogans, and the statistical analysis resulted in two main types of basic content With a recurrence total of 45 recurrences, the (Head Slogan) category ranked first in the order of the categories of this distribution by 33 recurrences, achieving a rate of 73.3%. In order to defeat the virus as it is considered an enemy, then the category (Secondary Logo) came in second place with 12 recurrences, achieving a rate of 23.5 (<https://www.facebook.com>).

Table (10) The contents of secondary slogans in the campaign of the United Nations Development Program.

No.	secondary logos	the number	The ratio %	rank
1	Urging to wear a mask in order to preserve the life of the individual	9	75%	First
2	Urging distancing	3	25%	the second
	Total	12	100%	

The data in the above table shows the analysis of the contents of the secondary slogans in the advertisements used by the United Nations Development Program campaign through its publications on its Facebook page of various kinds. The category (urge to wear a muzzle in order to preserve the life of the individual) ranked first in the order of the categories of this distribution with 9 recurrences, achieving 75%, while the category (urge to distance) ranked second with 3 recurrences and 25%. (<https://www.facebook.com>)

The third axis: the contents of the videos

1. Video 1: The people of Maysan share their views on the UNDP campaign

Time: 1 minute 58 seconds

This video conveyed the views of the public in Maysan Governorate and its auspicious districts, Ali al-Gharbi and Qal'at Saleh during the campaign tour in the markets regarding the awareness campaign program and its importance. ((UNDP 2022))

Fifth video: A recent recovery from injury

Time: three minutes and 59 seconds

This video presents a talk of an infected person who has recovered from the Corona epidemic, how he deals with the disease, how he deals with his family, the symptoms that

appeared on him, and the lessons he benefited from, and also touched on the psychological effects when his daughter called him while he was in isolation and asked to see him, and thus this video provides awareness instructions From practical experience. (UNDP, 2022)

Third video: Martin H.'s talk. The Ambassador of the European Union to Iraq

Video duration: 1 minute

This video begins with the slogan of the United Nations Development Program campaign and the shape of this slogan to defeat Corona, then shows the Ambassador of the European Union in Iraq (Martin H. T.) presenting himself and talking about the difficult days we are going through under the Corona pandemic and how to face these circumstances, then he gives practical instructions as Washes his hands and talks about a secondary slogan. Wash your hands practically to avoid infection, which is part of the health prevention measures against the Corona virus. (UNDP, 2022)

Fourth video: A video presenting the symptoms of the virus

Time: 1 minute 51 seconds

This video reviews the most important symptoms that appear on a person infected with the Corona virus. (UNDP, 2022).

5. The fifth video: presents the campaign activity by raising awareness, roaming the markets and the main street, and providing instructions

Time: 2 minutes 56 seconds

The video begins with campaign panels, then one of the citizens, while driving and wearing a mask, talks about the importance of adhering to prevention measures. (UNDP, 2022)

. The sixth video: presents health instructions in a way that represents the rotation of the earth

Time: 2 minutes and 21 seconds

This video explains in an artistic way the health instructions and how the virus spreads in the form of a ball that rotates around itself and is divided in color with phrases and above it the campaign slogan to defeat Corona with sound effects. (UNDP, 2022)

7. Seventh video: review of the symptoms of infection

Time: 1 minute 51 seconds

How to recognize the symptoms, as this video presents a conversation between Nour and Ahmed, including dry cough, feeling tired or feeling nauseous, and how to act when feeling these symptoms. (UNDP, 2022).

8. Eighth video: Corona information quiz

Time: 2 minutes 56 minutes

This video reviews the mention of the Corona pandemic information competition, which is a way to increase interaction with the campaign by conducting a competition with citizens on the roads, as well as announcing the competition on seven digital platforms. (UNDP, 2022)

9. Video 9: The campaign tour in Umm al-Rabeein, Mosul, Al-Hadba

Time: 1 minute 57 seconds

This video shows the team's tour to defeat Corona in the markets of Mosul and the

distribution of campaign badges and posters. (UNDP, 2022)

The tenth video: A video that presents questions and answers about the Corona virus

Time: 1 minute 55 seconds

This video presents questions and answers about the Corona virus within the framework of mental health and psychological support and within the axes of fear, stress, anxiety, all that was mentioned and in an investigation way, and above these questions and answers appears the main campaign slogan to defeat Corona. (UNDP, 2022)

11. The eleventh video: a video in Kurdish about introducing the Corona virus

Time: 1 minute and 16 seconds

The video shows a Kurdish-speaking speaker about the Corona pandemic and how to avoid infection with this epidemic. (UNDP, 2022)

Video Twelfth: A conversation in Kurdish between a girl and a man about the Corona virus (UBDP, 2022)

Time: 1 minute and 43 seconds. The thirteenth video: The symptoms of Corona in Kurdish language

Time: 1 minute 42 minutes

A young man and woman are shown in Kurdish dress showing symptoms of corona and health guidelines to prevent Covid 19 (UBDP, 2022)

14. The fourteenth video: Prevention methods and a tour in the city of Basra

Time: 1 minute and 30 seconds

This video reviews a full panel bearing the campaign slogan to defeat Corona, the symbols of the sponsors, and a picture of a girl wearing a muzzle.

Results

First, the researcher discovered, through statistical analysis, three main axes contained in the publications of the campaign page of the United Nations Development Program Iraq Office on Facebook, which are:

1- The axis of photos: This category's ranking in the first place indicates that photographs are one of the most important means of highlighting the contents of the campaign, as well as their persuasive effects on the recipient of the campaign's programme.

2- As for the content that came in second place in this distribution, it was ranked second in the category 2-Axis of advertisements, as it was found through the analytical survey of these contents that the campaign relied on advertisements of all kinds in implementing the health awareness program for the Covid 19 virus,

3 video axis.

Photographic contents

2- It was used in the campaign of the United Nations Development Program through its publications on its Facebook page that contained many contents of photographs that employed public relations programs in the field of health awareness to prevent corona virus, the category (health team distributing leaflets and masks) came in first order, as This category combined the awareness-raising and procedural objective. The distribution of flyers is an educational objective. As for the distribution of masks, it is a procedural objective that falls within the

requirements of prevention, so the content of the photographs was heading towards achieving this goal, while the category (the health team sticking special posters on the ground in order to distance citizens among themselves). In commercial markets) ranked second in the categories of image content in the publications of the United Nations Development Program campaign, which is an advertising indicative content, then the category (health team sticks stickers on glass) ranked third in the distribution of these contents.

3 The researcher revealed 89 activities that the researcher monitored by analyzing the contents of the photographs that were used in the publications of the United Nations Development Program (Let's Defeat Corona) campaign on its Facebook page, distributed over 13 categories in this recurring and relative distribution. This activity is one of the activities that achieve effective communication with the campaign audience, while the floor posters category ranked second, then the flyers category ranked third.

4 The researcher analyzed the contents of the advertisement texts, and the statistical analysis resulted in seven types of basic contents, with a recurring total of 12 texts. A number of categories ranked first: (washing hands), (committing to distance), (avoiding touching the face), (avoiding handshakes) and (Introducing the public to the symptoms of infection (fever, cough, fatigue, shortness of breath), while the second place in this distribution was occupied by two categories (encouraging the public to stay at home) and (sending video clips for the challenge between friends).

5- There are two types of advertisements used in the "Together to Defeat Corona" campaign of the United Nations Program in Iraq:

1 The main advertisements of pictures and drawings with 67 advertisements

2 Road advertisements ranked second with 4 recurrences. Thus, the campaign used most types of advertisements in its health awareness campaign to prevent the Covid 19 virus to achieve the highest degree of persuasion in its awareness program. On Facebook of all kinds, which came in third place in the classification of the contents and contents of ads

6- There are three contents of the fees in the advertisements used by the campaign (Together to defeat Corona) of the United Nations Development Program through its publications on its Facebook page of all kinds, which came in third place in the classification of the contents and contents of the advertisements. The researcher analyzed the contents of these fees, and the statistical analysis resulted in three Types of basic contents, as the category (a man wearing a mask) ranked first in the order of categories, which represents the application of prevention and health safety measures in the form of illustrations, then the two categories (a woman wearing a veil and a muzzle) and (a man and a young woman representing symptoms of injury) ranked second.

7 - The statistical analysis of the data of the campaign of the United Nations Development Program in the Iraq office revealed the use of a number of slogans to increase interaction with the public and achieve maximum response to the information and instructions provided by the campaign to its audience and the areas covered by it. To the challenge among the masses, the virus, which is known to the Iraqi public, loves the language of the challenge. As for the secondary slogans, such as (Do not forget to wear the mask), and its purpose is to remind the masses about wearing the mask, as it is the most important element of awareness.

8- The researcher monitored through the videos the campaign followed in the subject of the research to publish interviews with the public of its various types, professions and

personalities in its publications on its Facebook page, and this is due to the fact that publishing the public's experiences through these meetings with the virus achieves persuasion among the public and makes the campaign's path successful by achieving Response of the public to the campaign Programme.

9- The researcher monitored through the contents of photos, advertisements and videos that there was only one symbol used in the campaign, which is its own symbol, and its shape was in the form of a virus with a sign that it is forbidden to stand upside down in white and blue.

Reference

- UBDP. (2022). Retrieved from <https://www.facebook.com/undpiniraq/videos/3186925891384918>.
- UBDP. (2022). Retrieved from <https://www.facebook.com/undpiniraq/videos/59846097752713>.
- UBDP. (2022). Retrieved from <https://www.facebook.com/undpiniraq/videos/598460977527714>.
- UMDP. (2022). Retrieved from <https://www.facebook.com/undpiniraq/videos/59846097752713>.
- UNDP. (2022). Retrieved from <https://www.facebook.com/undpiniraq/videos/792944934795753>.
- UNDP. (2022). Retrieved from <https://www.facebook.com/undpiniraq/videos/704352980499261>.
- UNDP. (2022). Retrieved from <https://www.facebook.com/undpiniraq/videos/675042753100362>.
- UNDP. (2022). Retrieved from <https://www.facebook.com/undpiniraq/videos/3186925891384918>.
- UNDP. (2022). Retrieved from <https://www.facebook.com/undpiniraq/videos/719551148957804>.
- UNDP. (2022). Retrieved from <https://www.facebook.com/undpiniraq/videos/598460977527714>.
- UNDP. (2022). Retrieved from <https://www.facebook.com/undpiniraq/videos/423030768876833>.
- UNDP. (2022). Retrieved from <https://www.facebook.com/undpiniraq/videos/>.
- Ahmed., R. Q. ((2020 - 2021)). Lectures given to master's students. Baghdad: College of Mass Communication - Department of Public Relations at the University of Baghdad.
- Aziz, B. A. (2012). Media Research Methods - Theoretical Origins and Application Skills. Cairo : Dar Al Kitab Al-hadeeth.
- Hassan, I. M. (1996). Research Methods in Child Media. first edition Universities Publishing House.
- <https://www.facebook.com/311538419046448/posts/pfbid033SzKfcxTcHuKxYTWBUKpGYbPwv941GS6AXgAzSC9Dmc5hgYiQwcZ7JDCQrKWwwwql>. (n.d.). Retrieved from
- <https://www.facebook.com/311538419046448/posts/pfbid0qb5SbBLebZpgJJxFJsowxvvpCn32c8MLkZPtZNh3muCh9pzGJ4fm2KEeiEi7WK3l/> . (n.d.). Retrieved from
- <https://www.facebook.com/311538419046448/posts/pfbid02Qd4Rx23okejpTwmjzFtZJBWExU3nJScyg47368NBgwJgtvEvKbfwLigWdfgWck2Fl/> . (n.d.). Retrieved from

- <https://www.facebook.com/311538419046448/posts/pfbid02UK7SFFL5MisFz34emFqd45xNHJVUQ3UU1apAAEk3AvoQEjaqHTyjM3rFECLYBR66l> . (n.d.). Retrieved from
- <https://www.facebook.com/311538419046448/posts/pfbid09hF4YVQJ56EkyGCrz1iTfkU7hiGu1V6Leytnjqx5y7HPJvX7eTQ6shfsXhAyz8whl> . (n.d.). Retrieved from
- <https://www.facebook.com/311538419046448/posts/pfbid0VMPwb7CjQjUrGyTExQH4nyU42PoxsrshjNVKiAuPR5FogJoJFGuKwvJSFE94kW5MI> . (n.d.). Retrieved from
- <https://www.facebook.com/311538419046448/posts/pfbid02vnAjWiF8gTBRFgxWSjmbDHMeYhuFJEK7qGiqGz1tcMM6mNwVjGDbHRi1Ydu9YMeal/> . (n.d.). Retrieved from
- <https://www.facebook.com/311538419046448/posts/pfbid02ccWXecCdcRKRnGcqVNdrQX8ffqwU9HsRdwr2u3jdkEYKq2QwkT5NFXymZ8Hmw64ul> . (n.d.). Retrieved from
- <https://www.facebook.com/311538419046448/posts/pfbid01K3GJDL5yAiFRJgtCjZEKnZzo8vKhv6vD6sWJQUv8denCd9NgPBJKtF54vXpzjrtl> . (n.d.). Retrieved from
- Sergeeva, M. S., & Panova, E. L. (2021). Blood transfusions for the wounded: promising method of battlefield sur-gery or utopia of the mid-1870s. *History of Medicine*, 7(2), 133-139. <https://doi.org/10.17720/2409-5834.v7.2.2021.02b>
- Issa, S. H. ((2009 - 2010)). Scale lectures: social communication (variables and values), communication sociology.
- Meriden, B. (2020). Public Relations Campaigns. Syrian Arab Republic: Syrian Virtual University Publications.
- Mohamed Said Atran, a. O. (2018). Creative public relations in marketing campaigns. Cairo : Dar Al Nahdha Al- Arabia.
- Obeidat, N. (2013). Institutional Communication - Chapter Seven -. Guide to Emerging Non-Profit Organizations . Civil Society Strengthening and Development Program.
- Omar, N. M. (1995). Research Methods. Cairo: Anglo-Egyptian Library.
- Programme, U. N. (n.d.).
- Rayan, M. S. (2014). Political marketing on electronic media. Giza: Atlas for publishing and media production.
- Tregubov, V. N., Ekkert, N. V., & Mikhailovsky, V. V. (2021). The history of residency training of healthcare leaders. *History of Medicine*, 7(2), 140–146. <https://doi.org/10.17720/2409-5834.v7.2.2021.03c>
- Shalaby, K. (1989). A glossary of media terms. Cairo: Dar Al-Shorouk.
- UNDP 2022. (n.d.).
- Vasyliiev, K. K., & Vasyliiev, Y. K. (2021). The development of the teaching of medical police at higher medical schools in the russian empire. *History of Medicine*, 7(1), 3-12. <https://doi.org/10.17720/2409-5834.v7.1.2021.01a>
- United Nations Development Programme. (n.d.).
- WHO. (n.d.). Retrieved from <https://help.unhcr.org/iraq/coronavirus-covid-19-resources/>