



The Role of Media Strategies in Advancing Public Health and Development Planning in Babylon Province

Hayder Abbas Hussein Al Mahdi*

Department of Arts, University of Babylon, Babylon, Iraq

Correspondence to: Hayder Abbas Hussein Al Mahdi. Department of Arts, University of Babylon, Babylon, Iraq, E-mail: Art959.hayder.aabbas.almahdi@uobabylon.edu.iq; mat.zainab.a@gmail.com

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ABSTRACT

Social media has emerged as a transformative instrument for public health communication, providing unparalleled reach, engagement, and real-time contact. Nowadays, media organizations are considered one of the most complex and studyable organizations in the world. The special role of management in media organizations is becoming more and more visible every day, and while theorizing and modelling in this field has been done less, on the one hand, the role and position of media organizations. What we see in media such as television is the final product of a complex process. A set of extensive activities and based on internal rules and regulations of media organizations, programs are produced by different people with different tastes and opinions. Therefore, paying attention to the problem of the audience and the conscious choice of television programs by them is an important issue that has not been addressed so far, and the lack of this type of investigation is felt in the research of the television field. In this research, the researcher tries to investigate the role of media management styles of television productions on the cognitive selection of programs by the audience, as well as determine the level of benefit and trust of the audience towards this medium (television). The role of social media in public health communication the use of social media as a communication tool has grown exponentially in the past decade, helping disseminate health information to the general population.

Keywords: Public health communication; Regional health strategies; Development planning; Media access in governance; Geographic outreach; Media management; Healthcare awareness

INTRODUCTION

In the basic, social, economic and cultural life of governments, it has turned them into one of the great sources of power in societies, and on the other hand, the use of new and innovative management methods, the function and efficiency of complex media organizations every day is more difficult than before. Despite many similarities with other knowledge and educational organizations, the media organization has characteristics that make it stand out from the rest [1,2].

Diffusion of types of knowledge instead of producing and distributing a specific type of knowledge, activity in a public domain which makes it available to all members of the society and

influencing a larger number of people and devoting more of their time to themselves. Therefore, media communication, compared to speech and interpersonal and group communication, by going beyond the limitations of time and place and the production and dissemination of meaning, symbols and signs, in a wide range to the formation of the limits and voids of the symbolic environment that we live in it helps. In media organizations, in addition to implementing such general management principles, in order to achieve their goals, due to the type of operation and the complexities they have in their organizational system, they must also set the specific style of managers as a work model, hence the managers in it is one of the four management

styles (authoritarian style, liberal style, social responsibility style and developmental style). Moreover, an abundance of research has emerged in the literature studying the potential role of social media in shaping attitudes regarding COVID-19 vaccination, as well as social media's role as an intervention platform to address vaccine hesitancy [3,4].

In addition, the media organization is not an independent unit from the society, so it must be from one side to the other economic, political, social and cultural organizations establish balanced and reasonable communication and on the other hand, to know the opinions of the audience and pay attention to the correct methods of persuasion. The media (sender) and the audience (receiver) are two sides of the same scale, which have mutual influence on each other directly, in case of quantitative and qualitative changes in each of these two, and the opposite party is also changes. In other words, the absence or reduction of the audience directly affects the performance of the media and on the other hand, the reduction of the quantitative and qualitative level of media production also affects the quality and the quantity of the audience has a negative effect [5].

Nowadays, while the media (in this research, television) has three roles of information, awareness, education and training, entertainment, it should be mentioned that in some cases, although these approaches are different. In many cases, they have the ability to cover each other in order to serve the fundamental feature of the media, i.e. audience and message transmission.

Communication plays a key role in the successful implementation of the Sustainable Development Goals (SDGs), especially since these processes need to be carried out across social, economic, institutional and governmental sectors. Therefore, the media is needed to ensure success, as the media's responsibility is to inform, tell the truth and give voice to the voiceless [6]. The media also has a mission to engage with current issues (e.g. the SDGs) that affect their respective communities and the wider world, in order to regain their popular base [7,8].

The main issue of this research is, what role does the media management of television productions play in increasing or decreasing the cognitive selection of programs by the audience?

The other objective of this research is to assess how media management practices affect public awareness and participation in local development programs and planning initiatives.

In other words, this research tries to determine whether there is a meaningful relationship between the independent variable of media management and the dependent variable of the cognitive selection of television productions by the audience?

Media management

The growth and expansion of media in the last few decades in terms of number and diversity, the issue of competition and audience attraction went hand in hand so that these organizations need managers, policy makers and strategists who can lead the field of competition by formulating and implementing efficient management strategies. to be Under such conditions, attention to the management aspect of mass communication organizations became the focus of experts' attention, and thus an academic field called media management was born. Media management on the other hand it is the product of the specialization of management science and at the same time it has the characteristic of being interdisciplinary [9]. As a scientific and academic discipline, media management studies media organizations and the strategic management of these large and complex organizations, and like other management trends, many principles and concepts of public management are used here, hence management. The media organization takes on certain differences and complications from some aspects, which are naturally originated from of this organization. Having a complex, variable and uncertain activity environment, along with some other characteristics such as difficulty in measuring effectiveness, makes management work difficult in these organizations. The existence of diversity and the possibility of choice in the content of communication is a prerequisite for democratic participation, each individual or group must be able to form opinions based on comprehensive information and diverse messages and opinions and have the opportunity to share these opinions with others [10]. And the development of diverse communication means should provide more opportunities for real and direct participation of people in communication processes. However, to date and to the best of our knowledge, little is known about the link between media management and public health planning in Babylon Province.

The seven-stage process of media management has a cyclical state, meaning that the results of the effectiveness evaluation stage are used in determining media policies and programming priorities (Figure 1).

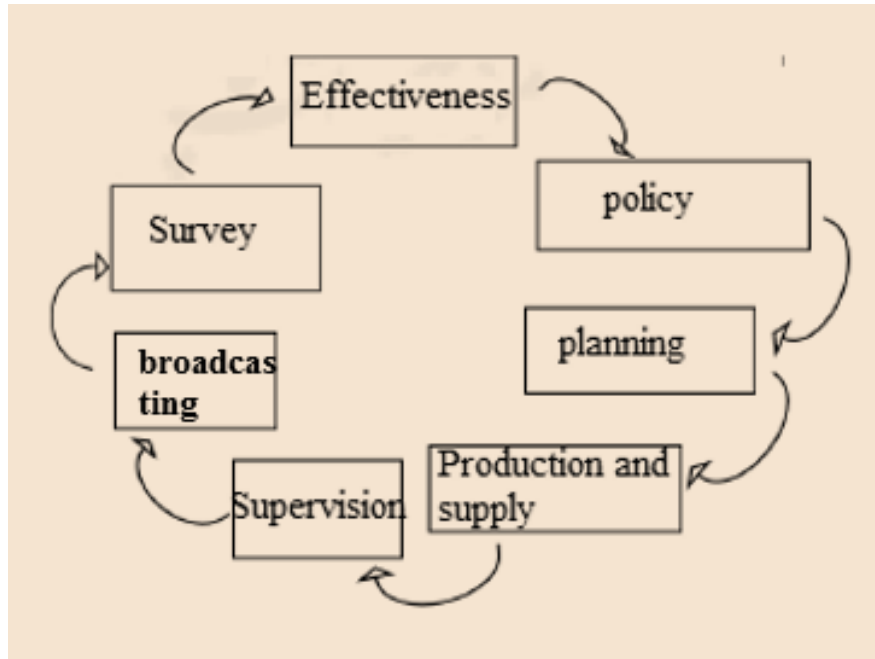


Figure 1: Diagram of the theory of the seven-step process of media management.

The role of media in local government engagement

Social media has given organizations the opportunity to engage with citizens in real time. Research has shown that social media, especially for local governments, can enhance transparency, public trust, and citizen-to-citizen engagement. Therefore, Mansour's (2021) study on the relationship between good governance practices, government responsiveness during the COVID-19 pandemic, and provision of quality information on social media by government organizations on citizens' trust in government examines these relationships. The results show that perceived responsiveness, accountability, and transparency, all components of good governance, have a favorable and significant impact on citizens' trust in government [11].

Yuan et al., studied how government social media supports digital government activities, with a particular focus on the adoption of government-sponsored digital currency in China. In addition to the necessity of using social media to help disseminate government digital projects and policies, the study emphasizes the importance of public education and fostering positive media sentiment. The results show that a number of factors significantly influence individuals' digital participation, including accessibility, privacy concerns, trust in technology, information quality, and government social media activity. The study uses statistical analysis to test the proposed links and also overcomes common biases in the approaches. Taking all aspects into account, the study provides

useful information on what influences people's participation in government digital projects and suggests useful strategies for government organizations to use social media to promote digital innovations [12].

Nguyen et al., present a model that identifies the critical elements that influence citizens' trust in using social media for e-government services. Government organizations can increase citizens' trust and engagement in e-government services by considering the salient features of the model. The importance of public trust at the administrative and operational levels is also highlighted in this study. The study suggests focusing on those who are less inclined to trust and encouraging them to have more faith in using social media for e-government services. According to this model, competence, honesty, and goodwill are critical components of trustworthiness. To gain citizens' trust, government organizations must be honest, respect their rights, and show concern for them [13].

Santoso et al., focused on Twitter and Facebook in their study on the adoption and use of social media by local governments in Indonesia. They found that while local governments have embraced social media, the main functions of these platforms are not being used effectively, especially when it comes to public information. Social media is a popular tool used by governments to communicate one-way with the public by sharing information about various government initiatives, both current and past. Furthermore, the survey found that people prefer multimedia content, that is, content containing images and videos, over text or links. The results of this study included information on the varying

degrees of acceptance and engagement that city governments in Java had on Twitter and Facebook [14]. Senior et al., study sought to examine the impact of government institutions providing high-quality information on social media on individuals' online political participation. The study examined the mediating functions of transparency, trust, and accountability in this relationship. The findings suggest that providing excellent information on social media has a significant impact on perceived transparency, trust, accountability, and online political participation. The relationship between information provision and trust in the organization is mediated by perceived transparency. Trust in the organization and perceived accountability have a detrimental effect on online political participation [15]. According to their findings, governments around the world are turning to social media platforms due to their low communication costs, wide reach, and active user base. While wealthy countries have realized the value of social media in improving government-citizen relations and public participation, developing countries are still lagging behind. Government institutions need to have a presence on social media platforms to reduce people's distrust of government institutions.

Media management styles

Media management style, that is, the method and format used by a media and based on it deals with the production of content and media services, various theories have been proposed so far regarding the styles of media management, which due to the few sources in this regard and the fact that four styles are examined in this research, we only Authoritarian, liberal, social responsibility, and developmentalists will be raised [16].

Authoritarian theory

The term authoritarian was coined by Seibert, and is still quite appropriate. This theory refers to the state of the press in the first societies in which they appeared, which were mainly monarchies, and in which the press was subservient to the power of the government and the interests of the ruling class. The basic principles of this theory including:

- The media should not take action that weakens the existing power or disturbs the order.
- The media must always and ultimately be subservient to the established power.
- The media should avoid insulting the majority or dominant moral and political values.

- Censorship to enforce these principles can be justified.
- Unacceptable attack on authorities, deviating from official policy or insulting moral principles should be considered a crime.
- Journalists or other media workers within their media organization have no independence.

On the other hand, in the information age book by Castells regarding the authoritarian style and the challenge of globalization.

Historically, the control of information and entertainment, the control of opinions and perceptions has been the lever of the government's power, which should have been perfected in the age of mass media. Consolidation of ownership, flexibility and global spread of technology, autonomy and diversity of media, in fact, in many countries, the government has surrendered to these challenges.

Liberal theory

The liberal product of the 19th century is based on the values of romanticism. This point of view says that the absolute scale, origin and space of human value lies in the human person, thus individual freedom is of the first degree of importance. No one can tell you what to do, what to think and what to believe.

The liberal school says there is no such thing as society, you cannot see that we are all people, this (liberal) approach is also known as methodological individualism. The liberal theory, which is another name for the libertarian theory of Seibert and others, has its roots in the emergence of the press free from government control in the 17th century and is still considered as the basic principle of legitimacy for the press in liberal democracies. The principles and values of this theory are the values of the liberal-democratic government. Belief in the superiority of the individual, wisdom, truth and progress and finally the sovereignty of the will of the people. The basic principles of this theory are:

- The media must be free from any kind of pre-determined censorship by any third party.
- The act of publication and distribution should be free without the need of any permission by any individual or group.
- Attacking the government, authorities or political party (as opposed to

attacking individuals and treason or threats Security) is not traceable, even after the fact.

- There should be no pressure to produce any media content.
- No restrictions should be imposed on the information collection by lawful means for publication.
- Media messengers must be able to have a considerable amount of professional independence within their organization

Theory of social responsibility

The theory of social responsibility has a wide scope of application, because it includes several types of private media, government and public institutions. Therefore, the theory of responsibility should combine independence with commitment to the society, and its main foundations are the assumption that the media have basic duties in the society. Especially in relation to democratic politics, media ownership and control is a kind of service to the public.

This theory has to reconcile three relatively incompatible principles; Individual freedom and choice, media freedom, and the media's commitment to society. This theory leans toward two main types of solutions to resolve potential inconsistencies: first, the growth of public but independent institutions to manage broadcasting—a development that in turn increases the scope and political strength of the concept. It expands social responsibility, and secondly, the further development of professionalism as a means of realizing higher standards of practice, while maintaining the principle of media self-management.

The basic principles of social responsibility theory are:

- The media must accept and fulfill certain obligations regarding the society
- These commitments can be fulfilled by setting high standards or words of awareness, truth, accuracy, objectivity, and engagement.
- To accept and implement these obligations, the media must act within the framework of the law and self-governing institutions.
- The media must avoid anything that may lead to crime, violence, social disorder or aggression against minority groups.

- According to the first principle of this theory, society and the general public have the right to benefit from high standards of practice. So, the intervention to ensure the supply of these public goods is justified.

The style of social responsibility is considered to be a kind of hybrid system, which is prevalent in Western Europe and in which there is extensive involvement of people in broadcasting, and several institutional methods make private media accountable to society. In this style, which is under the support of public power and control, the weight of content production is heavier in favor of cultural, educational and informational content.

Developmental theory

The normative elements of this theory are against dependence, foreign domination and authoritarianism. It respects the independence and cultural identity of each particular national society and is largely in favor of democratic and popular responsibility and thus supports cooperative communication models.

These positions are, on the one hand, generalization of the same principles of independence and opposition to authoritarianism, and on the other hand, an effort to recognize the need to realize development through the means of cooperation and cooperation.

The basic principles of social responsibility theory are:

- The media should accept and fulfill the tasks of positive sector development based on established national policy.
- It should be possible to limit the freedom of the media based on the economic priority and development needs of the society.
- The media should give priority to the national culture and language in their content.
- Media messengers and other media workers in the field of their duties, i.e. collecting information and broadcasting, while having responsibility, should also have freedom.
- The government has the right to intervene or limit media activities for the benefit of development goals, and in this way, the use of direct control and subsidy tools is justified.

Theoretical and conceptual model of research

The theoretical model of this research is a conceptual model because it shows the effectiveness of the audience's cognitive selection from different styles of media management. In other words, in the questionnaire that we prepare according to the characteristics of independent variables (four styles of media management) and dependent variables (cognitive selection of programs), after collecting and analyzing statistics from the audience, we must conclude that The tendency of the audience who

have a cognitive choice is close to which of the four media management styles, and which management style leads the audience to recognize and perceptually choose the programs. In this research, he collected information with the help of survey and questionnaire method. In this research, 300 teenagers from the city of Babylon city in Iraq country were considered as the statistical sample of the research. The Conceptual and theoretical model of this research is shown in (Figure 2).

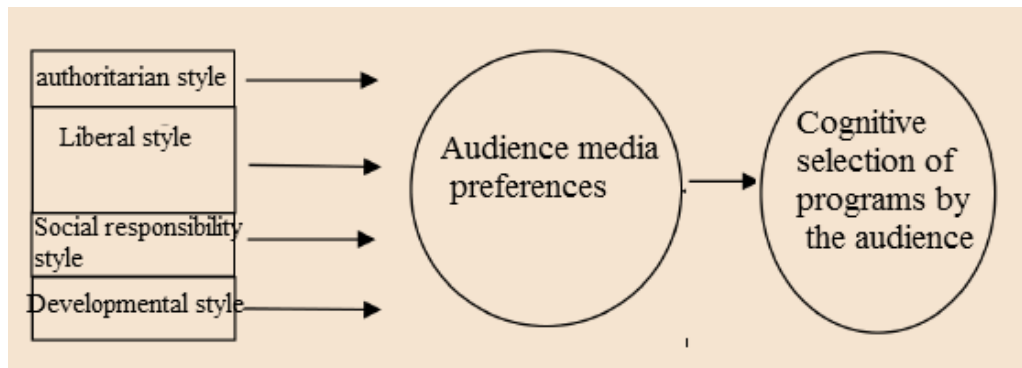


Figure 2: Conceptual and theoretical model of research.

MATERIALS AND METHODS

In this study, survey method and correlation method are used and t-test and f-test and multiple regression analysis collected and analyzed the relevant data of dependent variables are: scores of audience expectations from television in terms of needs. The five elements and the expectations of the audience met through television in the dimensions of

those needs and the data related to the prediction variables, including the scores obtained from individual characteristics, social base economic and religious-cultural characteristics and the extent and manner of their use of new media. In this research, according to the nature of the subject and the variables and how to conduct the research, a survey method has been used (Table 1). In the measurement section of the macro variables, it is designed based on the 5-option Likert scale (Table 2)

Table 1: Index and measurement components of the questionnaire.

Measurement of individual variables	
Variable	Criterion
Age	20 to 60 years
Gender	
Job	Occupational class
Education	Level of education

Table 2: General format and scoring of questions.

Completely disagree	Disagree	No idea	Agree	Completely agree	General format
1	2	3	4	5	scoring

The general form and scoring of the questions are as follows:

With the evaluation method mentioned above, for options that are completely opposite to the Likert

spectrum, value of 1, and for strongly agreeing options, a value of 5, considered an ordinal scale or the rank becomes a spatially scale that allows the

researcher to use parametric statistics and structural equation modeling.

RESULTS AND DISCUSSION

In according to the data, out of 388 respondents, 12.9 percent or 50 people have no opinion about the role of social responsibility style media management and 87.1 percent or 338 people agree with the role of social responsibility style media management in television productions. Also, 15.5 percent or 60 people have no opinion about the role of development-oriented style media management and 84.5 percent or 328 people agree with the role of development-oriented media management in television productions.

In addition, 3.1 percent or 12 people are against the media management of TV productions, 14.2 percent or 55 people have no opinion and 82.7 percent or 321 people agree with the media management of television productions.

Hypothesis 1: It seems that there is a meaningful relationship between the media management of television productions and the cognitive selection of programs from the audience.

In according to the chi-square test calculated about 3.104 and degrees of freedom 2 with 5% error and 95% confidence.

It is shown that the relationship between 2 variables is not significant. In other words, there is no relationship between media management of television productions and cognitive selection of programs.

Hypothesis 2: It seems that there is a meaningful relationship between the media management (Authoritarian style) of television productions and the cognitive selection of programs from the audience.

In according to the chi-square test calculated about 60.848 and degrees of freedom 5 with 1% error and 99% confidence.

The relationship between 2 variables is significant. In other words, there is a relationship between authoritarian style media management and cognitive selection of programs. Therefore, self-censorship, control of television productions, determining the intellectual framework and targeted productions has a statistically significant relationship with the audience's benefit, satisfaction, trust, cognitive choice of television programs and productions.

Hypothesis 3: It seems that there is a meaningful relationship between the media management (liberal

style) of television productions and the cognitive selection of programs from the audience.

In according to the chi-square test calculated about 23.89 and degrees of freedom 6 with 1% error and 99% confidence.

The relationship between 2 variables is significant. In other words, there is a relationship between libertarian style media management and cognitive selection of programs. Therefore, paying attention to individual freedoms, uncensored television productions, freedom of information and professional independence has a statistically significant relationship with the audience's benefit, satisfaction, trust, cognitive choice of television programs and productions.

Hypothesis 4: It seems that there is a meaningful relationship between the media management (Social responsibility style) of television productions and the cognitive selection of programs from the audience.

In according to the chi-square test calculated about 12.156 and degrees of freedom 4 with 1% error and 99% confidence.

In other words, there is a relationship between social responsibility style media management and cognitive selection of programs.

Therefore, freedom of information along with media commitment, television productions to solve social problems, productions that answer society's questions, and productions with educational, cultural and information topics are related to the benefit, satisfaction, trust and cognitive selection of television programs and productions. It is statistically significant.

Hypothesis 5: It seems that there is a meaningful relationship between the media management (Developmental style) of television productions and the cognitive selection of programs from the audience.

In according to the chi-square test calculated about 6.519 and degrees of freedom 4 with 5% error and 95% confidence.

It is shown that the relationship between 2 variables is not significant. In other words, there is no relationship between developmental style media management and cognitive selection of programs. Therefore, television productions with economic issues and developments, consolidation and strengthening of national independence, consolidation and strengthening of national culture and language, reflecting the programs of developing

countries with the benefit, satisfaction, trust and selection of television programs and productions from There is no statistically significant relationship with the audience.

To investigate the relationship between cognitive selection of programs and television management styles, using Pearson's correlation test, authoritarian management style has a direct relationship of 0.338 and social responsibility style has a negative relationship of -0.133.

Therefore, the more self-censorship, control of television productions, determining the intellectual framework and targeted productions, the greater the audience's benefit, satisfaction, trust and cognitive choice of television programs and productions.

CONCLUSION

This study demonstrates that regional media management plays a vital role in supporting healthcare communication and development planning, helping to bridge gaps in public health literacy and policy implementation. According to media management styles in this research, TV media was evaluated based on four authoritarian, liberal, social responsibility and developmental styles. The data shows that the respondents consider these roles as medium and high and evaluate these roles positively in the cognitive selection of TV programs. An audience that uses television with the motive of gaining awareness, acquiring news and information, training and acquiring skills, when any of these management styles.

If he directs to this need, his satisfaction will also be provided and he will be directed to the conscious choice of television productions. Therefore, the results show that the media management style of the television productions of the national media does not lead the audience to the satisfaction of the programs and their selective attention and retention towards the television programs is at a low level. This research seeks to find ways to increase the amount of conscious choice of television programs by the audience, which leads to satisfaction. One of these ways is using media management styles. Based on the results of the present research, the media management role of authoritarian, liberal and social responsibility styles of television productions on the

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cognitive selection of programs by the audience has been evaluated positively, and this shows that these three media management styles can influence the selection b) be effective in knowing the audience and play a big role in this field.

Effective regional media management can be a transformative tool in informing the public, reducing inequality in access to developmental knowledge, and shaping public opinion in alignment with regional planning priorities.

DECLARATIONS

Conflict of interest

The authors declare that there is no conflict of interest in this study.

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Author Contributions

The author solely contributed to the conception, design, analysis, interpretation, and writing of this manuscript.

Ethical approval

Not applicable. This study did not involve human participants or animals, and no ethical approval was required.

Consent for publication

Not applicable.

Availability of data and materials

All data generated or analysed during this study are included in this published article. Additional information can be provided by the corresponding author upon reasonable request.

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