

HEALTH AWARENESS OF EMPLOYEES IN ALGERIA THROUGH ELECTRONIC ADVERTISING DISCOURSE DURING THE CORONA PANDEMIC

*A field study of employees at Ministry of Public Works,
Hydraulics and Basic Infrastructures*

Nasri Charhane^{1,*}, Abdiche Sonia²

¹ University of Algiers -3-, Nasri.ch77@gmail.com

² University of Algiers -3-, Abdiche_s@yahoo.fr

Received: 27 /02 / 2023 Accepted: 25 /05 /2023 Published:10 /06 / 2023

Abstract:

This research paper aims to identify the role of electronic advertising discourse displayed through Facebook pages in spreading health awareness during the spread of the Corona pandemic. The sample of the study was identified in a group of fifty (50) employees at the Ministry of Public Works, Irrigation and Basic Infrastructures as followers of electronic advertising discourses via Facebook. The study was conducted in an analytical descriptive approach that relied on questionnaire in addition to the interview, the most prominent results were represented in the following: The electronic advertising discourses via Facebook have contributed to the creation of health awareness among The employees of the MPWIBI at a significant level which is sufficient for what they aspire to due to the positive repercussions it had on them.

Note: The abbreviation "MPWIBI" stands for: "Ministry of Public Works, Irrigation and Basic Infrastructures."

Keywords: Electronic advertising discourse, Health awareness, Corona pandemic

المخلص:

تهدف هذه الورقة البحثية إلى التعرف على دور الخطاب الإشهاري الإلكتروني الذي يعرض عبر صفحات موقع الفيسبوك، في نشر الوعي الصحي أثناء انتشار جائحة كورونا، وتم تحديد العينة في مجموعة مكونة من خمسين 50 موظف بوزارة الأشغال العمومية والري والمنشآت القاعدية، كمتابعين للخطابات الإشهارية الإلكترونية عبر موقع الفيسبوك، حيث اندرجت الدراسة ضمن الدراسات الوصفية التحليلية واعتمدنا فيها على المنهج الوصفي التحليلي وعلى أداة استمارة الاستبيان بالإضافة إلى مقابلة، ذلك لتحقيق الأهداف المسطرة، إذ كانت أبرز النتائج كالتالي:

أن الخطابات الإشهارية الإلكترونية عبر موقع الفيسبوك قد ساهمت في خلق الوعي الصحي لدى الموظفين بوزارة الأشغال العمومية والري والمنشآت القاعدية بمستوى معتبر كاف لما تطمح إليه أهداف الخطابات الإلكترونية الصحية، لما فيها من انعكاسات ايجابية عليهم خلال انتشار جائحة كورونا.

ملاحظة: وجود الاختصار التالي: وأ ع ر م ق في متن الدراسة معناه: وزارة الأشغال العمومية والري والمنشآت القاعدية.

الكلمات المفتاحية: الخطاب الإشهاري الإلكتروني، الوعي الصحي، جائحة كورونا

* Corresponding Author.

I. INTRODUCTION.

The media and all new technologies, to realize health awareness campaigns and spread health awareness, have to adopt well-defined media and strategic campaigns, and the same for institutions of different activity, which aims to provide health awareness campaigns such as electronic advertising, which cannot be considered as merely promoting and selling products or just an intermediary between the seller and his customer, It is a social phenomenon in the first place. It therefore performs multiple and diverse functions that are multiple in value and role. This is evident through the models it puts forward in various fields, including the sensitive field of the individual and society, which is health, especially with the emergence of dangerous and deadly viruses such as the Corona pandemic. Here, the media and the new media did not only provide awareness campaigns, but expanded all the contents even publicity, in an attempt to spread health awareness among members of society, especially employees in various institutions of the country, and what we have under our study as a sample is a group of employees in the Ministry of Public Works, Irrigation and Basic Infrastructures.

Problematic

The new reality has produced tremendous progress and technological development, due to the new methods and techniques it has known, and the emergence of so-called social networking sites that have become used by young and old, educated and illiterate, especially Facebook the global site, which is easy to use and more widespread in the community, and broadcasts through its pages various contents in various fields, including electronic advertising discourse, which has become among the priorities of each technology, means or medium of new media, which seeks to deliver and communicate a message to the audience. Due to the spread of many diseases and health problems that would affect the individual and society alike, especially with the period of the spread of the Corona pandemic, the emerging virus Covid 19, which created fear and panic throughout the world without taking into account the level of urbanization in all countries.

Therefore, employing electronic advertising discourse with targeted health content and activating it through Facebook pages in our societies is an essential step to address these situations and issues. It is very important for such new media to keep abreast of events and highlight topics in the framework of addressing them, looking for ways to avoid them, prevent them and limit their spread. During the spread of the Corona pandemic, we noticed that the electronic advertising discourse ensured also the transmission of health and awareness messages that carry connotations about everything related to man, his interest and the public interest. Some Facebook pages raise various issues, the most important one is health, in which they also present public speeches about medical, nursing, health and medical problems and issues that the community faces, and provide guidance and advice in order to guide individuals; However, However, it often remains an advertisement for some goods, services or brands although it carries in another part an attempt to raise health awareness, health education and the process of insight, enlightenment and development of perception among followers especially employees of the Ministry of Public Works and Irrigation and Basic Infrastructures mainly with the spread of the Corona pandemic. Health awareness leads to protecting them from contracting various diseases and to realizing what the problem is rather the virus itself; thus employees enjoy good health mentally, spiritually and physically. In this sense, the question raised is: What is the role of the electronic publicity discourse in spreading health awareness among the employees of the Ministry of PWIBI during the spread of the Corona pandemic?

Under this main question, a set of the following sub-questions are included:

- 1 How does the electronic advertising discourse contribute to spreading health awareness for employees in the Ministry of Public Works, Irrigation and base infrastructures during the spread of the Corona pandemic?
- 2 What is the level of health awareness among employees during the spread of the Corona pandemic ?
- 3 What are the repercussions of electronic advertising discourse on employees in the Ministry of Public, Works Irrigation and base infrastructures?

1.The importance of study

the importance of the study stems from the fact that it deals with an important topic which is electronic advertising discourse and the dissemination of health awareness among employees in the Ministry of Public Works, Hydraulics and basic infrastructures during the spread of the Corona pandemic. Since this institution is considered among the major institutions and the backbone in the country, awareness was necessary for the whole citizens in general, including the category of employees in particular. Healthy life in Algeria has deteriorated as a result of the emergence and the spread of epidemics, serious diseases and viruses such as the Corona virus or the "Covid-19" pandemic which has swept Algeria since 17 February 2019.

This study aims to achieve the following objectives:

1. Identify the contribution of electronic advertising discourse in spreading health awareness during the spread of the Corona pandemic.
2. Detecting the level of health awareness among employees at the Ministry of Public Works, Hydraulics and Basic Infrastructures during the spread of the Corona pandemic.
3. Identifying the implications of electronic advertising discourse on employees at the Ministry of PWHBI during the spread of the Corona pandemic.

2.Basic and implicit concepts of the study:

1.2 Advertising discourse

Advertising discourse is one of the most important types of discourses because it is directly related to human life, and it is distinguished by building a special arbitrator that includes its various components and mechanisms of work in order to express an opinion or in order to convey a specific message. This has made it one of the discourses " that falls within the cultural practice such as literary, cinematic or visual discourse, and has a cultural character represented by its linguistic, semiotic and deliberative components, in addition to its economic and social dimensions associated with commercial propaganda ". (نوسسي، 2009)

2.2 Electronic advertising:

Electronic advertising is one type of advertisement that it is done through electronic means through an Internet connection. This has increased the demand for it from different age groups and educational levels which made it an important destination for advertisers and economic establishments to advertise their products, services and even ideas.

Philip Kotler and Kevin Keller define it as "a form of impersonal communication that uses a paid means for a known and specific entity." (kotler and other, 2009)

Thus, electronic advertising has one feature throughout this definition, as it is an impersonal and indirect communications in which advertisers use means of communication which have become represented in modern technologies and social media. Advertiser as well pays a fee for it with the disclosure of its identity. Electronic advertising is "a paid form that acts as a mediator through means of communication from an identifiable source, designed to persuade the recipient to take certain actions, now or in the future." (shimp and other, 2013)

3.2 Electronic advertising discourse :

It is an audible, written or audible and written electronic discourse that depends on presenting the requirements of the public through social media such as: Facebook, YouTube and other popular websites.

4.2 Procedural electronic advertising discourse :

It is that discourse whose contents have turned into awareness campaigns displayed through social media especially with the spread of the Corona pandemic. Also the advertising content focuses on awareness and health education.

5.2 Digital Awareness Campaigns :

Digital awareness campaigns are the main tool or means to bring about the process of modification and change towards the behavior of the individual or group in the direction desired by the concerned authorities through using the Internet and various social networking sites in an

attempt to change some behaviors and mindsets and modify them in a positive direction and at specific periods of time and reasonable costs (حواس وآخرون، 2019).

6.2 Procedural Digital Awareness Campaigns:

It refers to the group of communication activities and the series of electronic messages i.e. digital ones presented through the electronic advertising discourse through Facebook website, with the aim of providing information and bringing about changes in the behaviors and attitudes of the target audience represented by employees, and in order to raise awareness about the Corona virus and show ways to prevent it and limit its spread

7.2 Health awareness

Health awareness is a reflexive mental trend that enables the individual to be aware of one's own self and the environment surrounding him with varying degrees of clarity or complexity. It includes awareness of one's mental and physical functions and awareness of objects of the outer world. (مدار، د.ت)

8.2 Corona virus pandemic:

Corona virus "COVID-19" is known by the World Health Organization (WHO) as a large family of viruses that can cause humans a spectrum of morbidity ranging from a common cold to severe acute respiratory syndrome (SARS)(نوري وآخرون، 2020)

9.2 Corona pandemic procedurally:

It is a virus from the strain of Corona viruses and one of the global epidemics known to Algeria in all its parts and in its various sectors and institutions including the Ministry of Public Works, Hydraulics and Basic Infrastructures.

3. Elements of the media awareness campaign:

Rogers and Storey believe that the media awareness campaign consists of four important elements:

1. It should have a specific reason.
2. It should be directed to a large audience.
3. It should have a specific time.
4. It should include a range of organized media activities. (المشاقبة، 2012)

4. The reality of health in Algeria during the spread of the Corona pandemic:

The health sector is of great importance in preserving citizens and society as a whole. Health is the basis and the pillar of life. With the spread of diverse diseases, the need for health institutions, officials, tires, media and all modern technologies and various new media has increased in order to preserve the health of citizens of different categories including the category of employees. Among the States concerned is Algeria, which has confronted in recent years with many diseases, whether they are transmitted by water, animals, or others such as AIDS, Avian and Swine Flu until another virus, called COVID-19, emerged and swept the whole world. This virus caused a wave of panic all over the world and even in Algeria and in all its fields, institutions and frameworks including the Ministry of Public Works and hydraulics and Basic infrastructures and their employees who have gone through the same crisis that the country has gone through due to the Covid-19 pandemic.

5. The relationship between electronic advertising discourse and health awareness in Algeria:

Health is one of the government's most important concerns. As a result of the high prevalence of epidemics and diseases caused by individuals' ignorance of health rules, the government seeks to establish an integrated health system, forming individuals who are aware of various health issues and providing them with diverse health information. (حامدي وآخرون، 2019)

This is what electronic advertising discourses seek it through digital awareness campaigns that it carries out; in addition to the important role it plays in shaping the awareness of employees at the Ministry of Public Works. These campaigns also affect the way employees perceive things; (شعبان، 2006). Besides, it paints a mental picture of advertising discourses which does not aim for financial profits only, rather it strives in such difficult circumstances to provide guidance and raise awareness among employees because it uses several methods in these campaigns, as Sharma states:

(Print media, such as newspapers, magazines, leaflets, pamphlets... etc. play an important role in informing and educating people about important events related to their daily life)

(kumar and other, 2014)

By analogy, the same thing applies to the role of social media and to Facebook ,the most widespread and widely used website, in order to spread health awareness and try to change the behavior of employees, because health education is an important component of public health and health promotion; it aims to positively influence people's health behavior by informing and guiding citizens about health and hygiene. (kumar and other, 2014)

Furthermore, The need to take the necessary precautions for prevention in light of the outbreak of this virus and the need for employees in the Ministry of PWHBI to translate health information into sound health behaviors so as to raise the health level and reduce the spread of this virus; thus achieving health awareness.

II. Methods and Materials:

1/ **Methodology :** The method used in this study is the descriptive analytical approach since the study is descriptive and exploratory; thus, it is appropriate for it .

2/**Data collection tools:** The study was based on two tools: the interview and the questionnaire that was distributed to the employees of the Ministry of Public Works ,hydraulics and basic infrastructures, who follow the electronic advertising discourse through Facebook.

3/**Study Sample:** The study relied on the type of sample that is not probabilistic, its type is intentional or deliberate, intended or targeted, in which individuals are deliberately selected due to the availability of characteristics in those individuals only. (عبيدات وآخرون، 1999)

The researcher selects this sample because he knows that it accurately represents the community on the basis of reliable statistical data. (عبد المجيد، 2000)

This type is compatible with our study as we have selected a group of fifty employees in the Ministry of Public Works, Hydraulics and Basic Infrastructures, who follow the electronic advertising discourses through Facebook.

III.Results and discussion:

1.Presentation and analysis of data and study results

Note: The sum of the frequencies or percentages in most of the tables that will be displayed is sometimes increased and sometimes decreased due to employees answering more than one suggestion in many questions, forgetting to answer many other questions, and going through a question without answering it, may be due to pressure at work; therefore there is a kind of lack of focus or perhaps deliberately not understanding the question.

Chapter one: personal data

Table N°1: the distribution of informants according to gender

Gender	Repetition	percentage
Male	25	50
Female	25	50
The Total	50	100

The table above shows the distribution of the informants according to gender. The percentage of both “males and females” was equal to 50% for each. Thus, the Ministry of PWHBI has a variety of employees between the male and female categories; both genders have a scientific sense and the ability to respond without arguing for any reason or obstacles.

Table N° 2: the distribution of informants according to age

Age	Repetition	percentage
From 20 years old to 25 years old	01	02
From 26 years to 30 years	04	08
From 31 years old to 35 years old	10	20
From 36 and above	33	66
Total	50	96

This table demonstrates the distribution of informants according to age. As we note that the group aged "36 and above" has the largest percentage due to the large number of employees with higher ranks, and this of course requires a greater level of education and greater experience, and whoever reaches that in the Algerian administration in particular has reached the age of thirty years and more.

Table N3:the distribution of informants according to educational level

Educational Level	Secondary	University: classic system			University: LMD system			Engineer
		License	Magister	Doctorate	Bachelor	Master	PHD	
Repetition /50	14	12	01	01	03	08	01	08
Percentage %	28	24	02	02	06	16	02	16
Total %	96%							

The chart above shows the distribution of informants according to the educational level; noting that the level in the "secondary" proposal is slightly higher than that of holders of a bachelor's degree and lower than that of other levels, and this is due to the difference in the directorates of affiliation and the number of informants in each directorate in the Ministry of PWHBI. On the other hand, the continuous need for employees in the following ranks: author, administrative assistant, commissioner..., this is achieved at the secondary level and has a large percentage of the classical bachelor's degree, and this confirms the justification in the previous second question (the Personal Data Hub, age).

Table N° 4: the distribution of interviewees according to professional rank

Professional rank	Repetition	percentage
Central manager	01	02
Deputy Director	01	02
Chief engineer at the PW	06	12
State engineer in statistics	01	02
State engineer in the PW	06	12
Documentary archivist	01	02
main conductor	04	08
Analyst performer	02	04
conductor	07	14
conductor assistant	01	02
Principal management assistant	01	02
Administrative assistant	01	02
Administrative attaché	01	02
senior computer technician	02	04
Principal management accountant	01	02
Management Accountant	01	02
Chief Director writer	02	04
Directorate clerk	05	10
Chief Warehouse	01	02
financial framework	01	02
Janitor	01	02
First-class professional worker	01	02
Total	48/50	96/100

The above table shows the professional ranks of the employees in the Ministry of PWHBI, as they differ and vary of course according to the different and varied needs of the Ministry for different directorates and sub-directorates.

Table N° 05 :shows the Directorate of Personnel Affiliation at the Ministry of PWHBI

Affiliation Directorate	Repetition	Percentage
Ministry of PWHBI	02	04
Directorate of Public Administration	15	30

Directorate of Planning and Means of Studies and Achievement	01	02
Directorate of Basic Installations of Roads and Highways	02	04
Directorate of Research, Standardization and Cooperation	01	02
Directorate of Roads Management and Maintenance	08	16
Financial Control Directorate	04	08
Directorate of Organization ,Legal Affairs and Archives	06	12
Airport Basic Facilities Directorate	02	04
Sub-Directorate of Public Means	04	08
Total	45/50	90/100

The above table shows the directorates' membership of employees in the Ministry of PWHBI. We note that the affiliation to the Directorate of Public Administration is at the highest percentage and the other directorates are in close different proportions. This is due to the importance of the Directorate of Public Administration, but it does not detract from the importance of other directorates. The ministry, on the other hand, was a very important topic for them, as they are more vulnerable and in contact with the pandemic during its spread, and being the directorate that the Ministry cannot dispense with its services at all times and for the good and rational conduct of its various affairs.

Interpretation of the results of the first chapter based on the opinion of the head of an office in the sub-directorate for users as an effective element who knows all the affairs related to the employee at the Ministry of PWHBI :

The majority of the informants aged 36 and above because most of the employees are veterans of the ministry and because of the freeze on of recruitment. Therefore, there are no competitions and nothing to recruit new employees, including those under the age of 36 despite the exploitation of liberated positions, but very little. The general administration also consists of a large number of employees because it has other sub directorates, and it has a large number of employees in the technical and administrative branches.

As for the number considered for secondary education, this is because the Ministry's directorates are numerous, and the continuing need for such ranks as writers, administrative officers and others. The ranks also differ due to the difference in the administration's need for various positions, including technicians and administrators, as well as employees in promotion to higher ranks, such as the rank of state engineer in public works, who is promoted to the rank of chief engineer by virtue of seniority and other criteria and conditions, and so on in various other ranks.

The second chapter: the contribution of the electronic advertising discourse in spreading health awareness for employees at the Ministry of PWHBI

-Table N° 06: show the exposure to the electronic advertising discourse

Exposure for electronic advertising discourses	Repetition	percentage
Much	16	32
A little	22	44
Rarely	11	22
Total	49/50	98%

The above table shows the exposure of employees to electronic advertising discourse, as we note that the majority of interviewees are exposed to electronic advertising discourse in a small percentage; this indicates the mediation and moderation of employees in their use of social networking sites on the one hand and their exposure to advertising discourses on the other hand.

Table N 07: Clarifies employees' beliefs in the statement provided by the electronic advertisement

Answer	repetition	percentage
Treatment of some diseases	14	28
Preventing spread diseases such as the Corona virus	38	76
Identifying some diseases	29	58
Others	9	18
Total	90/50	180/100

The above table shows the following results:

The majority of employees believe that the awareness campaigns provided by electronic advertising are useful in preventing spread diseases such as the Corona virus as well as in identifying some diseases; this indicates that employees are keeping abreast of health developments and their interest in this sensitive field. Therefore, the role of advertising in this case is social and educational as **Bernard Katola** confirms: advertisement does not only sell products, it is not an interface for neutral communication, and it is also not a mediator between the seller and his customer; however it is a social phenomenon in the first place which performs cultural functions that vary in value and function (كاتولا، 2012).

Table N 08: shows that employees follow the advices and instructions provided by the advertising discourses through Facebook pages

Answer	Repetition	Percentage
Often	19	38
sometimes	28	56
I don't follow them	03	06
Total	50	100

The data of the table above shows that the majority of the employees surveyed sometimes follow the advices and instructions provided by advertising discourses through Facebook pages; This is confirmed by the first question in the same chapter, on the little exposure to discourses by employees. On the other hand, a smaller percentage in which there is greater exposure and tracking of letters, instructions and advice, are interested in their health and know how to deal with the pandemic .

Table N 09: shows the contribution of the health contents provided through Facebook in changing the behavior of employees towards

Answer	Repetition	Percentage
Chronic diseases	14	28
Seasonal diseases	18	36
Covid-19	36	72
Total	68/50	136/100

The above table shows that the majority of employees agree with almost all suggestions, regarding the contribution of the healthy advertising contents submitted via Facebook in changing their behaviors towards Covid-19 in a greater percentage, due to the fear and panic they experienced during the spread of the pandemic.

Table N 10: shows the rate of increase in health awareness among employees through their exposure to electronic advertising

Answer	Repetition	Percentage
Much	16	32
a little	15	30
To some extent	15	30
Total	50/46	100/92

The results of the above table show that the majority of the employees answer and confirm that electronic advertising contributes to increasing their health awareness by a big percentage; thus, it indicates the importance and the usefulness of the awareness campaigns that were carried by the electronic advertising discourses in that period.

The third chapter: the degree to which the level of awareness of the employees at the Ministry of PWHBI reaches during the Corona pandemic .

Table N 11 shows employees' opinions on the inevitability of awareness campaigns

Answer	repetition	percentage
Very necessary	48	96

Unnecessary	02	04
Total	50	100

The above table shows the following percentages: The majority of employees believe that awareness campaigns during the Corona pandemic "Covid-19" are inevitable and very necessary. A very few consider them unnecessary. It is inferred that this answer is compatible with previous answers in the previous chapter (Question 5 of chapter 2).

Table N 12: shows the degree to which health advertising discourses displayed on Facebook during the Corona pandemic raised the level of awareness among employees

Answer	Repetition	Percentage
Much	23	46
a little	17	34
To some extent	09	18
the total	49	98

The table above shows the following results: health advertising discourses displayed on Facebook during Corona raised the level of awareness among employees to a greater extent sometimes or less, perhaps at other times, but what is clearly agreed upon is that the level of awareness increases even if there is some degree of gradation and development.

Table N 13: presents the degree of interaction of employees with the contents of health advertising discourses through Facebook pages

Answer	Repetition	percentage
Always	02	04
Mostly	19	38
Sometimes	27	54

Table N 14: shows how employees interact with the health implications:

Answer	Repetition	percentage
Like	21	42
Comment	10	20
Post	12	24
Share	08	16
Just Surf	17	34
Total	68/50	136/100

The two tables above show that employees sometimes interact with health advertising messages via Facebook by liking mostly or just surfing. There is also a category that often interacts through posting, commenting and sharing, and this is due to the nature of the employee who uses social networking sites in general and Facebook in particular .

Table N 15: shows employees' assessment of their level of understanding of health electronic advertising discourses:

Answer	Repetition	percentage
High	25	50
Medium	19	38
A little	04	8
Total	50/48	100/96

The above table shows that the majority of employees unanimously estimate their level of understanding of the contents in a high or at least medium level because of the understandable message that these contents carry and the ability of presenters to persuade and simplify the message. In this regard Robert Ludek refers to the dominance of advertising over the contemporary communication discourse, as it is like the air that is inhaled in the morning and evening (بنكراد، 2010).

Table N 16: shows the advantage that makes health electronic advertising messages affect employees:

Answer	Repetition	Percentage
The simplicity of the advertising discourse	21	42

Creativity in Presentation	13	26
Use of motivational methods	20	40
Total	54/50	108/100

The data of the above table shows that a significant number of employees believe that the simplicity and ease of understanding of the message of advertising discourses is the most advantage that makes it affect them in addition to the use of motivational methods, and the creativity in presentation cannot be neglected. The employee needs something that takes him out of the ordinary or the so-called routine; Therefore, he draws his simple attention towards stimulation and creativity in order to be updated to what is new away from despair and depression. As Dieter Flader says: "publicity does not address our mind or the rationality that is embodied in us, but rather addresses the child who resides within us, and this child does not respond except to what is summarized, simplistic, and my girlhood in an indescribable way". (عليوي, 2016)

The fourth chapter: the repercussions of the electronic advertising discourse on the employees of the Ministry of PWHBI during the Corona pandemic:

Table N 17: shows the degree to which employees are affected by the advertising discourse on Facebook pages

Answer	Repetition	Percentage
High degree	12	24
Medium degree	30	60
Small degree	5	10
Total	47/50	94/100

The data of the above table shows that the majority of employees agree that the advertising speech on Facebook affected them to a medium degree, and there are a group who were affected to a high degree and some to a very small degree. This indicates the employees' rational use of Facebook as well as their taking things in a balanced and reasonable manner that is not exaggerated compared to what was presented during the pandemic, and to what some contents bear in terms of intimidation, panic and intimidation.

Table N 18: shows employees' feelings when exposed to electronic advertising discourse:

Answer	Repetition	Percentage
Fear	04	08
Anxiety	17	34
Satisfaction	12	24
Nothing	17	34
Total	50	100

The data in the above table shows that there are some employees who do not feel anything when they are exposed to the electronic advertising discourse, which proves what was discussed in the previous question (Question 1 of Chapter 4), whereas some of them feel anxious and others feel satisfied or afraid, which are feelings that they may or may not exist in one person, because the matter of feelings is flexible and difficult to control. It is greatly affected by external circumstances including electronic advertising discourse. So It is not possible to actually realize the quality of the message that he received even if it is all within the framework of awareness and education.

Table N 19: shows the conduct of behavior prompted by electronic advertising discourses on Facebook pages related to Corona virus

Answer	repetition	Percentage
Social physical distancing	30	60
Commitment to hygiene and sterilization	35	70
Purchase and acquisition of specific products for sterilization and prevention	14	28
Commitment to home quarantine	18	36
Others	01	2

Total	50/98	100/196
-------	-------	---------

This table shows that the majority of employees acquired from electronic advertising discourses via Facebook the behavior of commitment to hygiene and sterilization, physical distancing, adherence to home quarantine and the purchase and acquisition of products for prevention and sterilization. This indicates the convergence of their interests and their acquisition of a special health awareness of personal health interest. Through these behaviors as the researcher Oxenfeld confirms that advertising is a process of persuasive communication aimed at transferring influence from a seller to a buyer on a non-personal basis, urging him to turn up on the offer and benefit from its services (عبد الرحمن، د.ت).

Table N 20 :shows the employees' response about the positive follow-up to the electronic advertising discourse:

Answer	Repetition	percentage
Yes	41	82
No	08	16
Total	49/50	98/100

Table N 21: shows how the electronic advertising discourse reflects employees:

Answer	Repetition	Percentage
Health education	18	36
Acquiring new information	25	50
A change in behavior or mindsets	16	32
Total	59/50	118/100

The results of the two tables above show that the majority of employees answer “yes” on the basis of the positive reflection of their follow-up to the electronic advertising discourse on them with various effects, primarily in acquiring new information as well as health education in addition to a change in behavior or mentalities, and this is evidence that employees benefit from what was presented via Facebook through public health awareness speeches during the Corona pandemic "These discourses were like a cultural media industry that received great attention in various societies, including various groups, because of its high ability to crystallize public opinion and form individual and collective awareness." (Sellami, 2014).

2.Presentation and analysis of interview data :

The first interview: on Tuesday, January 03, 2023, at 10:00 a.m., with Mrs. H.S., Head of Office, Analyst Administrator rank, in the Personnel Sub-Directorate, Directorate of General Administration of the Ministry of PWHBI:

The first question: It is assumed that the ARM Ministry has provided you, as employees, with a set of measures and the precautions to comply with?

The interviewee’s answer: Frankly, there were not enough necessary precautions and measures, even in terms of sterilization products. The preventive measure was given to the security agents and cleaners while the focus was on the repeated sterilization process when placing the finger on the pointing machine.

Second question: How was the method of awareness implemented by the higher authorities and employees?

The interviewee’s answer: There was no awareness as much as there was the issuance of various instructions , and our response was through internal memos..

The third question:did you really notice the interest of the employees in this matter?

The interviewee’s answer: During that period, there was a shortage of employees since most of them took advantage of the Covid-19 vacation. Whether those who contracted it or suffer from other diseases such as chronic diseases, or employees who live outside the capital; in addition to those who have children under 14 years of age, and other exceptions.

the fourth question:was the working hours like normal days?

The interviewee’s answer: This depends on the interests of the public servant in accordance with the nationally imposed ban.

The fifth question: How did you deal with each other?

The interviewee’s answer: since there were a limited number of employees, we just took some precautions like wearing a mask and adhering to physical and social distancing.

Sixth question: Have you had many infections with Corona? How did you overcome this crisis?

The interviewee's answer: There were infections, of course, but it depended on each directorate and the precautions it took. And how to overcome the crisis was by taking various precautions and organizing remote work such as meetings and avoiding direct encounters

Seventh question: According to your personal opinion, do you think that the ministry of PWHBI fulfilled its role towards the employees during that critical period?

The interviewee's answer: not one hundred percent compared to other ministries; according to our information, the techniques and the methods of virus prevention were personal efforts and expenses.

To be honest, only as a positive matter, transportation was provided and temperature was measured upon entry to the Ministry's headquarters, in addition to some agreements that the Ministry made with some hospitals to carry out the vaccination process.

Question eight: If the decision is yours, what solutions would you propose for the progress of work on one hand and for the benefit of the employee on the other hand?

The interviewee's answer: It would better to provide various supplies in addition to transportation, especially for those who live outside the state so that justice will be achieved among employees. Also, I would work on the basis of a rotation system, as well as enhance technological training so as to be able to work remotely; thus compensate for the shortage of workers.

The second interview: on Wednesday, January 04, 2023, at 11:30 am, with Mrs. J.S., Head of Office, rank of Administrator, in the Users Sub-Directorate, Directorate of General Administration of the Ministry of AARMS:

The first question: It is assumed that the Ministry of PWHBI has provided you, as employees, with a set of measures and the precautions for its commitment?

The interviewee's answer: There are not enough precautions and necessary measures, nor products, but only special possibilities, but what is positive in the subject is the provision of transport

The second question: Being an officer who deals with the directors of public works directorates in various states of the country, how was the interaction between you?

The interviewee's answer: There was a lack of direct dealings, and the focus was more on issues and urgent matters.

The third question: Did you really notice the interest of the employees in this matter?

The interviewee's answer: At that time, there were limited number of employees (only 50%); the remaining 50% of them benefited from the exceptional Covid-19 vacation which was given to patients with Corona virus or chronic diseases. It was also given to employees who live outside the state and to those who have children under 14 years old.

Question 4: Was working hours like normal days?

The interviewee's answer: Work wasn't on a daily basis because of work shifts and workers get out of work before time out of respect for quarantine.

Question 5: in your opinion, do you consider that the ministry of PWHBI played its role towards employees in that critical period?

The interviewee's answer: its role did not emerge fairly among the employees. We believe that laying off employees outside the state without others is unfair to the rest while we have the same rights and the same duties. On the other hand, on normal working days, they all have residency in the capital but during the pandemic, the majority of them stated to live outside the state.

Question 6: If the decision is yours, what solutions would you propose for the progress of work on one hand and for the benefit of the employee on the other hand?

The interviewee's answer: It is supposed to be fair with employees so that workers outside the state would have working hours or rather work shifts in the departments like the rest of the employees and even provide them with transportation. With regard to other requirements, they should be available and should be given a limited budget.

3.A comment about the informants ' answer:

The answers of the two informants were frank and clear, characterized by honesty and transparency because of the great convergence between their responses despite the interview

was conducted in private; this shows their transfer of the living reality in the Ministry of PWHBI during the Corona pandemic.

The general results of the study :

- The results of the study revealed that all employees of the Ministry of Public Works, Irrigation and infrastructure, both females and males, follow the electronic advertising discourses.
- The study concluded that the majority of the interviewees are of the elderly category, ranging from 36 years and over.
- The employees of the ministry of PWHBI Employees use Facebook rationally, which has led to moderation in exposure to its healthy advertising discourses and being affected in a realistic way.
- The results of the study conclude that the employees of the Ministry of PWHBI benefit from health awareness campaigns provided through advertising discourses on Facebook and they are considered necessary and inevitable to raise awareness.
- The contribution of health advertising discourses in spreading health awareness among employees at the Ministry of PWHBI.
- The level of health awareness among employees of the Ministry of PWHBI during the spread of the Corona pandemic has increased significantly
- The repercussions of health awareness campaigns on employees during the spread of Corona pandemic were positive, which push employees to change some of their wrong behaviors and attitudes or even change their mindsets. This indicates the increase of their health awareness towards the pandemic and their acquisition of new information.

IV. Conclusion

Electronic health advertising discourses are one of the most important contents that can be provided by social networking sites especially Facebook, which is the most widespread and used site by various age groups and academic levels, because advertising of all kinds is always associated with financial profit. Corona pandemic, despite all its disadvantages and negative effects at the time of its spread, it worked strongly to change or at least correct this idea (linking advertising to financial profit only) and to unify the goal of media and electronic contents which is trying to raise awareness as much as possible and spread health awareness by offering health awareness campaigns to all members of society, without exception, for employees in various sectors including employees of the Ministry of PWHBI. These discourses play an important role in communicating health information and concepts related to the physical, psychological and social health of individuals and employees. It should be noted that these campaigns are an educational process related to health education, through which raising health awareness among employees is achieved since the advanced stages of their lives; This can only be achieved through the concerted efforts of all those in charge of the health field as a whole, in all parts of the country, from institutions and individuals by various means and media in order to spread awareness and health education. Also it was a priority of electronic advertising discourse during the Corona pandemic by presenting various digital campaigns on several topics and focusing more on the campaigns related to the Corona virus. The pandemic, which did not distinguish between developed or underdeveloped countries, led to the death of many people as a result of the severity of the disease, and this seriousness also affected the employees of the Ministry of PWHBI and made them more keen on their health and their families. This study confirms that electronic advertising discourses via Facebook have contributed to creating health awareness among employees of the Ministry of Public Works, Hydraulics and Basic Infrastructures at a significant level that is sufficient for what the objectives of electronic health discourses aspire to, due to its positive repercussions on them during the spread of the Corona pandemic.

- **Referrals and references:**

- (1) (نوسي، عبد المجيد، 2009)، الخطاب الإشهاري بالمغرب إستراتيجيات التواصل، منشورات كلية الآداب والعلوم الإنسانية الجديدة، ص14.
- (2) * Philip Kotler et Kevin Keller ,Marketing Management,15ème Global édition,public par Pearson éducation inc/prentice Hall ,France,2009,p: 637
- (3)* Terence A. Shimp, J. Craig Andrews. Advertising, Promotion, and other aspects of Integrated Marketing Communications.9th edition,2013.p: 234
- (4) (حواس، مولود وآخرون، 2019)، مساهمة حملات التسويق الاجتماعي، مجلة التنمية الاقتصادية، العدد 5، ص170
- (5) (مدار، فاروق، (د.ت)، قاموس مصطلحات علم الاجتماع، دار مدني، ص297.
- (6) (نوري، تقي وآخرون، 2020)، مستوى قلق الناتج عن جائحة كورونا في ضوء بعض المتغيرات لدى عينة من المجتمع العراقي، مجلة كلية التربية لجامعة واسط، العدد 3، ص352.
- (7) (المشاقبة، بسام عبد الرحمان، 2012)، الإعلام الصحي، الأردن، دار أسامة للنشر والتوزيع، ص145.
- (8) (حامدي، كنزة وآخرون، 2019)، واقع التربية الصحية في المناهج التعليمية الجزائرية، المدرسة الابتدائية نموذجاً، مجلة أفق العلمية، المجلد 11، العدد 4، ص65.
- (9) (شعبان، اليمين، 2006)، الإعلام والتوعية الأسرية في المجتمع الجزائري (دراسة ميدانية للأسر المقيمة بالمدينة)، (جامعة الحاج لخضر، ص06.
- (10)+(11)* Sushil Kumar Sharma and drYgesh Kumar Gupta ,Mass media for health education, a study in the stats of rajasthan, globalresar.chademy- uk, 01 january 2017-2014, 1-15.
- (12) (كاتولا، بيرنارد، 2012)، الإشهار والمجتمع، ترجمة: سعيد بنكراد، ط6، سوريا، دار الحوار للنشر والتوزيع، ص15
- (13) (عبيدات، محمد وآخرون، 1999)، منهجية البحث العلمي، القواعد والمراحل والتطبيقات، ط2 عمان، دار وائل للنشر، ص96.
- (14) (إبراهيم مروان عبد المجيد، 2000)، أسس البحث العلمي لإعداد الرسائل الجامعية، ط2، عمان، مؤسسة الوراق، ص163.
- (15) (بنكراد، سعيد، 2010)، استراتيجيات التواصل الإشهاري، ط1، سوريا، دار الحوار للنشر والتوزيع، ص72.
- (16) (عليوي، بنيونس، 2016)، الإرسالية الإشهارية وإعادة تشكيل الذات الحضارية، من موقع: <https://www.alukah.net> (زيارة الموقع يوم السبت 2023/01/28 على الساعة 12.30)
- (17) (عبد الرحمان، الخطاب الإشهاري والقيمة الحجاجية، منتديات تخاطب ملتقى الفلاسفة واللسانيين واللغويين والأدباء والمتقنين، اللسانيات النظرية: علم الدلالة والتخاطب (التداولية)، من موقع زيارة الموقع يوم الجمعة بتاريخ 2023/01/28 على الساعة 11.45) <https://tqkhqtub.ahlamontada.com>
- (18) Sellami, Abdelkader,(2014), discourse of advertising between semantics and pragmantism, university of Telemcen-Algeria,vol 02, n01, p 51.