

Media Campaign Design Stages.

مراحل تصميم الحملات الاعلامية

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Abstract :

ملخص :

The aim of this research is to review and explore the stages of media campaigns design and to attempt to plan for new complimentary stages' outline. Thus, previous studies were examined, observations on stages of design were drawn, and then different design stages were selected and suggested to be implemented. This aims at guiding institutions to design their best media campaigns by establishing design stages' rules and principles for successful media campaigns.

Keywords: Communication Campaigns, Social Marketing, Media Campaigns..

تهدف هذه الورقة البحثية إلى إعادة النظر فيما طرح من مراحل لتصميم الحملات الإعلامية ومحاولة التخطيط لبناء مراحل جديدة متماسكة تكون دليلا للمؤسسات من أجل تصميم أمثل لحملاتها الإعلامية بعد دراسة كل مراحل التصميم السابقة وإبداء الملاحظات حولها ومآخذ كل منها، ومحاولة إيجاد نوع من التكامل بين مختلف المراحل المقترحة، من خلال وضع القواعد والاسس لمرحل تصميم الحملات الإعلامية والتي حاول الباحث التأصيل لها من أجل تصميم أمثل ونجاح محقق للحملة الإعلامية.

الكلمات المفتاحية: الحملات الاتصالية، التسويق الاجتماعي، الحملات الاعلامية

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INTRODUCTION:

A house can be built without an architectural plan, yet it will not be safe to live in it. Besides, time, money, and lot of building materials will be wasted due to the unsatisfactory final results. This applies fully to a media campaign plan that needs a specific drawn-out outline. Further, each campaign has its own unique characteristics; nonetheless, there are key stages that can be implemented to all information campaigns. Hence, to achieve the aims of the study, a carefully conceived scientific plan is applied in the design of information campaigns; this is by setting design stages' rules and principles for successful information campaigns.

Stage One: Identifying the Problem or Analyzing the Situation:

The main step of designing information campaigns' stages begins by problem identification or a situation analysis. This stage aims at identifying the problem of the campaign setting, and determining its nature and importance in order to plan for an appropriate design and find suitable solutions. Hence, problems of the studied phenomenon will be investigated; data and figures will be explained, analyzed, and interpreted. Thus, the process of defining this stage characteristic is facilitated, priority to its problems' resolution is given, and solutions to address them under the available possibilities are suggested (Meriden, 2001, p. 78). However, only aspects that negatively affect social development are addressed by current information campaigns, i.e., economic, social, political, and cultural aspects. Rather much effort is required to identify these phenomena's scope and define ways to address them.

Furthermore, scholars emphasize that the problem must be defined comprehensively before dealing with it. Thus, the problem is a new undesirable situation, which emerges as a result of a change in any phenomenon due to a particular circumstance. Accordingly, to identify and determine any problem, these questions should be asked; What is the nature of the phenomenon?

Why has it changed?

Are the new results acceptable or not?

What is the purpose of solving the problem?

Problem Identification:

Before problem resolution, it must be understood. Accordingly, its nature must be identified and then classified based on the experience and the expertise of several key references including:

A literature review about problems, consequences, and solutions.

A Design or layout information comparing expected results to targets set.

An Outside criticism from relevant actors.

A Comparison to some similar phenomena.

An awareness of a problem existence is an important step in the process of its resolution. Additionally, it is very important to determine the exact nature of the problem; otherwise the suggested media campaign design will not achieve the anticipated results. Moreover, problem identification means to spot the real problem out of its causes and/ or symptoms; thus, there will be a clear distinction and a greater focus on the diagnosis process; in addition to establishing the standard of deviation in the phenomenon, and to be able to answer the following questions:

What are the causes of this problem?

What are the different alternatives to solving this problem?

What are the different constraints hindering its resolution?

What are the ideas put forward required for the information campaign?

What attitudes should be changed specifically?

Stage Two: Setting Media Campaign Objectives

To set the interesting goals of the plan, a list of wishes or dreams should be drawn out in all life areas. Hence, goals' drafting will promote new insights. However, at this stage, thinking about how these goals can be achieved is damaging; as these goals are still far from being achieved, there will be a lack of confidence in the designer's ability to plan. However, why there should be a draft for a list of target goals," one may wonder.

Hence, new opportunities may arise in life after drafting important goals. Besides, an unconscious engaging in these opportunities may occur, and capabilities toward realizing these dreams will develop. Accordingly, proper organization and prioritization of thoughts will help achieve these goals. However, goals are not always met the way they were planned, and new experience with some creative plans may lead to unexpected directions that will often be more successful than the planned ones. This is probably due to the fact that the plans depend on the current capability that can develop over time, which may help in attaining target goals.

Setting campaign's objectives is a key step in media campaigns design, as several media campaign factors and variables will be identified such as message, method, and time. Therefore, it is necessary to have a number of interim or secondary objectives that may ultimately reflect the achievement of the general or strategic objective of the campaign." (Meriden, 2001, p. 88)

The objective-setting stage is important as it determines the campaign's mission and defines efforts for attaining objectives.

Moreover, objective-setting can be used as a monitoring gauge during and after design implementation, i.e., it is used as a means that determines what needs to be achieved and thus the campaign's achievement can be evaluated and assessed.

Furthermore, objective-setting helps allocate the campaign's adequate budget for its suitable purpose, and thus the designer will be able to choose and use the right messages and media. (Al-Bakri , 2007, p. 80)

Levels of Objectives:

The main objective of the contact person or the manager is to know how to communicate over, i.e., to affect the persuasiveness of a message on a large audience. Yet, this is a strategic objective and it should be divided into tactical objectives.

Level One: Strategic Objectives (Al-Bakri ,2007, p.79):

Strategic objectives are long-term objectives that aim at conceptualizing the plans that the campaign's administration seeks to attain, maintain, change, modify particular attitudes, and/or communicate specific ideas.

These are the actions or decisions that the media campaign forage achieving in the long run. Besides, they address the main causes of the problem, which is precisely what the current research seeks to attain in a relatively long period of time.

Level Two: Interim Objectives "Tactical Objectives":

The interim objectives are the sub short-term objectives that lead to the achievement of the long-term ones. (Al-Bakri, 2007, p. 79). These objectives are a reformulation of strategic objectives. However, they are implementable within a relatively short time period.

Furthermore, the campaign is also intended to change or develop ideas or trends among the mainstream of the targeted audience and to encourage them to take new positive and favorable positions. (Al-Bakri, 2007, p. 77)

Stage Three: Identification of the Target Audience of the Information Campaign:

The audience is the key component of the communication process and thus the media campaigns' designers work on outreaching and influencing. Besides, the key

principle in the communication process is "to know the audience", thus, the audience's knowledge is an important foundation for the success of the media campaign. This is because if the audience can't be reached, its influence will not be possible. (Al-Bakri, 2007, p. 104). Moreover, accurate audience identification increases media message effectiveness, and it is a basic foundation for media campaign's design, where the audience does not constitute any constraint or opposition to the objectives and ideas of the campaign and in accordance with cultures, norms and social values. (Al-Bakri, 2007, p. 87).

For that reason, variable media campaigns fail because the campaign plans to reach an audience do not meet the target audience. For instance, birth spacing campaign designers in Oman identified the target audience to be women. However, it was subsequently revealed through the initial field study and discussion groups that men, not women, in Omani society, were the decision-makers in the issue of reproduction and births succession. This is probably because a group of foreign experts, who contributed in this campaign' planning, may have had the greatest impact on Arabs perception. Hence, the designers have begun to reconsider the type of media message to be sent to the audience.

Furthermore, audience identification is very important in formulating the media campaign message that can have an influence on it, and in determining time and appropriate means of broadcasting and publishing such messages. Thus, identifying the target audience-specific formats, needs, impulses, habits, values, and media exposure are essential in any media campaign, and this can be attained in two steps. (Qazadri, 2005, p. 136).

Audience Study:

It refers to the recognition of the concerned community groups, i.e., their needs, impulses, opinions, beliefs, attitudes, problems, educational levels, culture, ethics, and socio-demographic and the psycho-social components.

In the same vein, audience studies are important in the analysis of the social and individual features of the targeted community groups to achieve the set objectives. This is because the targeted behaviour of the media campaign's design must initially conform to the prevailing social norms and values that are either imposed on or adopted by the target audience. This may explain the success and failure of some media campaigns in certain social communities. (Al-Bakri, 2007, p. 87).

Audience rating:

A successful media campaign implies that its contact persons are aware of the expectations, concerns, and problems of their audience, as one of the key concepts in the design of information campaigns. (Meriden, 2001, p. 89). Besides, there are several methods to identify audience's characteristics including: (Thomas J. & Gannn, 1998, p. 145)

Available data:

It is collected from previous studies and research conducted on audience's characteristics, besides the baseline data available held by official bodies.

Statistical research:

It is conducted on samples that are representatives of the targeted audience, which provides reliable results and may include social or public opinion research, or other research types that can reveal different aspects of the targeted audience.

Stage Four: The Preparation, Design, and Production of the Media Message:

These depend on the objectives of the communication plan and on the audience characteristics. Hence, the message must be unique, authentic, defined, short, expressive, and in a format accepted among the audience.

Moreover, the campaign's media message is directly related to the targeted objectives. As mentioned earlier, these objectives are divided into cognitive, behavioural, attitudinal, or belief changes.

In light of these objectives, the media message that is oriented to the audience, no matter its variants, should not depart from the general objective of the campaign. Further, campaigns are based on compartmentalization rather than on providing a single media message throughout the media campaign. (Meriden, 2001, p. 105)

Messages Compartmentalization:

A set of objectives can be achieved (M. C. Debourg; 2004, p 301)

To alleviate monotony, in a single message that is frequently published or broadcasted. This is because the broadcasted message changes its format namely conversation, investigation, interviews, seminars, drama, and animation, aiming at addressing the topic from its various healths, economic, psychological, and social aspects.

Furthermore, the message means putting ideas in forms appropriate to the addressed situation or problem. Besides, its content should be well prepared in terms of rational arguments that would persuade the audience. Hence, content plays a key role in influencing individual attitudes toward accepting or rejecting the media message.

Conditions for formulating an effective media message:

An effective media message should include a pull factor, fit into the audience customs and traditions, and its content must be honest and accurate. It ought to be as well;

Readable: the message is intended to be communicated to audience quickly and easily, for its content to be remembered.

Flow: the flow out of ideas and their coherent and cohesion organization.

Agility: It's about addressing the topic directly and specifically for reaching the goal quickly.

Clarity: use words that make a clear sense.

Defining accurately the message content:

At this phase, a set of questions should be answered: (Faraj, 1986, p. 33).

What is the academic content of the message, and who is preparing it?

What materials should be produced?

Who is the producer and how does he/she perceive/recognize the audience?

What is the linguistic standard used in the message?

What are the technical features?

Stage Five: Identify Means and Methods of Communication:

An efficient choice of media campaigns' means generally depends on the awareness of the media campaign designer about the means' characteristics, advantages, and disadvantages. Hence, there will be available information, an awareness of both the strategies for using the best means of the media campaign and of the influential factors in selecting key and subsidiary means. (Meriden, 2001, p. 98)

The process of defining the means in the media campaigns is often subject to a set of factors (Sndage & his colleagues 1983; p.p 266-288). This is outlined in four questions that contribute to the choice of the method, and they have called it The 4 W's Is Media planning.

Who do we want to reach?

Where are they located?

What is the message?

When do we run the ads?

Therefore, to effectively use the means of communication, recognition of the capabilities of these communications and identification of the targeted kind of impact are required such as supporting trends, providing information or identifying issues to create new views and trends, and changing attitudes or changing behaviour (Rashty, 1992, p. 88).

Determinants of communication means' choice in the media campaign:

Set campaign's objectives and size up audience and targeted categories' needs. (Benseghier, 2004, p. 45)

Elimination of inappropriate advertising means for media campaigns as some methods may be impossible to use due to their high cost. (Benseghier, 2004, p. 46)

Choose media that will fit the campaign's topic, where the methods fit the messages' content to achieve the campaign's objectives. (Benseghier, 2004, p. 46)

The method should be adequate to contact person's physical and technical capabilities and competencies. (El-Kahki, 1998, p. 133).

Communication means should match the target audience in terms of its demographic profile and geographical allocation. (El-Kahki, 1998, p. 133)

Communication means' appropriateness to the target audience: It is essential that the means be tailored to the audience needs and requirements and commensurate with its habits and nature when it is exposed to a certain medium.

Stage Six: Management and Organization of the Information Campaign:

The concept of managing and organizing media campaigns is not different in its theoretical dimension from the media administration, its definition, and target objectives (Jaad Mohsen, 2008, p. 83). This is the practical step for the implementation of the campaign's organizational structure, with all functions and powers distributed independently. This may foster the creation of a distinct management for activating the media campaign and implementing its plan.

Media campaign management features (Jaad Mohsen, 2008, p. 87).

Independence: in order to conduct a media campaign, a dedicated team is assigned to process a problem by providing resources far from the formal and established rules of the institution's work staff.

Specialization: the working group can employ the capabilities available in the campaign topic to accomplish its mission and reach the target objective in a record time compared to a task team implementing and managing non-specialized campaign.

Participation in campaign design: a group effort is required to enable the working group to implement the media campaign in a smarter and more creative manner. Besides, experiences have shown that the plans in which the campaign staff has participated are the most successful.

Democratic administration:

Despite media campaign's work specifications of commitment, rigor, and precision, it is perfectly democratic. This is due to the effective participation of the working group in achieving, designing, and in decision-making related to the campaign's topic. Hence, appropriate conditions' creation is required for organizing courses and seminars for conducting research on campaigns. This will be by starting with problem identification stage, then evaluation and assessment, and later selecting the qualified human resource that is aware of the assigned media campaign's functions.

Therefore, considering the characteristics of media campaign management, it is observed that the system of regulating in media campaign design differs from one campaign to another according to the set objectives, activities, and target audiences that seek to gain their support. Therefore, determining the effective method before

time is considered impulsive. Moreover, there is a lack of a detailed research in this topic and there are no readymade patterns applicable to specific cases.

Method One:

It is about creating an integrated department in the organizational structure. Thus, it shall incorporate practitioners in advertising and public relations' field besides an administrator and ongoing activities which will perform according to the work nature, its responsibilities, and its target goal.

Method Two:

It is the use of an external campaign consultant. He/she is the person who dedicates part or all of his/her time for a particular institution. Hence, this person can be natural or legal person such as public relations agencies.

Method Three:

It is the integration both methods applied by many institutions. This is to minimize disadvantages and benefit from the two previous methods.

Stage Seven: Determining the Resources Available for the Media Campaign

Preparing training programs and human resource management and development for campaign implementation is one of the challenges facing designers of contemporary media campaigns. Accordingly, human resources experts who are well aware of the campaign's message and can design programs and activities suitable to target audience are required.

Available resources are of two parts

Material resources: such as installations, equipment, tools, vehicles, furniture, etc.

Financial resources: funds, stocks, bonds, instruments, gold, deposits, bank cash balances, etc.

Additionally, the campaign activity is based on financial allocations approved by the media campaign contact person and in coordination with the managing conservator, by meeting the media campaign management's needs namely currency and financial resources to be used to accomplish activities and programs.

Nonetheless, these financial resources should be exploited rationally according to the principles and the rules set by the managing conservator. This is to reach a right tactic for the operation of the campaign capital and to achieve the target objective at the least-cost.

Campaign financial officer:

Campaign financial officer terms of reference (Jaad Mohsen, 2008, 101)
Prepare a monthly plan for financial expenditure level in each sector by sectors' heads and campaign's director-general, discussed with the campaign consultant under available information.

Prepare employment records, and pay salaries monthly.

Arrange a plan to measure the campaign's financial performance considering the targets for financial expenditure.

Check different sectors to ensure that the financial expenditures categories are within the campaign's objectives.

Provide a monthly detailed statement to the campaign consultant on the level of expenditure, and provide an analytical report with recommendations for future financial performance improvement.

Establish a database of persons, their contact information, the scale of financial assistance, regional public projects, and provide a monthly report to the campaign manager, sectors' heads, and campaign consultant to help prepare detailed plans of handling with persons.

Stage Eight: Media Campaign Scheduling

Scheduling a campaign means arranging messages and means in timetables where time and subjects to be implemented are defined. This also means designing an executive program for ads that will be published, displayed, or broadcast within a selected period in which the campaign will be launched according to the future format of the campaign. Thus, the timing of the advertisement is of great importance in the case of seasonal goods consumption, the campaign designer should therefore identify: Coverage rate: the audience percentage that will be exposed to the target message.

Media Campaign arrangement:

The duration and schedule of the campaign are conditioned by several factors:

The nature of the campaign.

The nature of the campaign's topic and the audience's awareness of it.

Available resources for media campaign activity.

Scheduling campaign activities and programs.

Sizing up the periods for each activity.

Arrangement of campaign activities is a significant process within the campaign's scheduling stage. Besides, it is a timeline in which the campaign designer defined the beginning and closing of each campaign activity. Moreover, it includes a series of consecutive operations:

For example, preparing a room for holding a scientific symposium on media campaign "together for a meaningful media briefing" at the Faculty of Information at Mohamed Khider Biskra University, all the necessary materials should be ready; for instance, there must be equipment of food, chairs, invitation cards, tables, projectors, the plans for the hall, the setting of the lights, scheduling assignments, and preparing the program for the ceremony.

The officials responsible for arranging the ceremony should be aware of priorities for preparing the venue, for example, chairs and tables can be placed only after the room is designed, or for example food and drinks cannot be brought before placing tables and chairs, etc. Hence, each activity specific time is measured and the cost of all equipment is estimated; so, any large or small activity has to be scheduled.

Stage Nine: Implementation and Monitoring:

The success of the campaign depends on the achievement of its consecutive complementary stages, namely this stage of media campaign implementation and monitoring. Accordingly, after reviewing the results of the experiments and tests that precede the campaign's initiation, and assuring the results objectivity and reliability, the campaign manager schedules the campaign's launch as timing is the key to the success of the campaign, so practical times are set for its launch and closing.

Conditions for media campaign implementation (Al-Bakri, 2007, p. 107)

To ensure the success of the campaign, some conditions must be taken into account by the campaign owner or designer in the media campaign implementation:

The campaign designer ought to apply common means of attracting audiences, informing and disseminating information about campaign topics. Besides, campaign managers and planners are required to provide the most appropriate communication means, to reach the audience and to achieve campaign target objectives, through different channels of presenting integrated information.

All available means and programs to implement the plan have to be used, combining two types of public and personal communication whenever possible. Besides, appealing factors for the institution or the campaign supervisory body should be considered.

Consider preparing events that are enthusiastic for the audience in which it is psychologically ready to receive and process media news and to track business or

activities of different enterprises. This is a public relations effort that seeks to hold conferences, festivals, visits to employees and audiences, or printing special brochures and publications.

Avoid the constraint of audience absentmindedness after the implementation of the campaign program. Therefore, giving consideration to the use of communication strategies and to the recalling process by using repetition strategies is necessary. It is preferable to have one spokesperson, to avoid any inconsistencies in the issued information, to be objective, honest, and not over-represented, and to avoid controversy between reality and broadcasts of the campaign program.

Choose the appropriate timing to launch the campaign program and taking into account the events prevailing in the community, as well as the efforts of competitive or similar institutions. This should be without minimizing the interest in the campaign and without confusion about miss-selection of the campaign timing. The campaign designer must coordinate the messages and media provided by the responsible for the institution. This aims at creating a positive telepathic image for the audience to achieve the campaign target objective and scheduling; namely media duration, frequency, and campaign duration.

The media campaign principles should foster persuasion and submit accurate information in respect of individual and community freedom, away from sensational information that drives reaction of rejection or opposition to behavioural change. Addressing audience's sensation and enthusiasm within the media campaign is essential. It is also necessary to address the element of personal interest. A media campaign ought to present positive examples and prioritize them over the disquieting and stimulating audience's negative aspects.

The campaigns should be preceded by adequate field studies followed by long-term monitoring. Additionally, the varying target audience's categories and campaigns' allotment on the basis of different time-frames should be considered. Make use of the positive religious values, cultural and civilizational and historical customs, and traditions of the society in presenting the campaign and its slogans. Implementing reward and punishment method and working to encourage the self-participation of individuals and nongovernmental organizations in the campaign.

Stage Ten: Assessment and Evaluation of the Media Campaign :

Evaluation is the final stage of media campaigns' design. It intends to assess the value of the service or communication activities that have been achieved during the media campaign and to identify the different impacts of these activities on the audience.

Assessment and Evaluation Techniques:

Diagnostic Assessment and Evaluation:

The diagnostic evaluation aims to determine the validity /or invalidity of the media campaign's design before the implementation process. For example, to determine whether a certain design is reliable and can be implemented, a diagnostic assessment and evaluation process should be conducted. Hence, a power placement test or an aptitude test will be administered on the one hand, and the suitability of the design will be assessed on the other. Thus, conclusions about readiness of the working group and the suitability of the design to the standards applied in the media campaigns can be drawn.

Diagnostic assessment and evaluation shall define the availability of organizational, administrative and human resources requirements before the process of activities and programs' implementation. Thus, the communicator in the media campaign will

perform effectively without making mistakes that may lead to the failure of the media campaign.

Formative Assessment and Evaluation:

It is applied to assess the media campaign progression during the implementation of the various programs and activities, and the application of the schedule set up according to the approved design. At this phase, reviewing and revising the campaign performance to eliminate any negative aspects or correct them to be avoided in the future, and valuating the positive aspects in subsequent implementation phases.

Summative Assessment and Evaluation:

At this phase, all campaign performances are assessed; from campaign design to messages, tools, management body, implementation process, team, and The extent to which the campaign's objectives have been achieved.

CONCLUSION:

It can be concluded that these stages represent the scientific steps that have been studied and constructed systematically to accomplish a perfect media campaign design and achieve success. This was after reviewing all the stages suggested by researchers that we could not cite them all whether Arab or foreign as they are numerous. Besides, the tenth design stages are complementary establishing a successful media campaign design, which contributed to avoid some constraints faced in previous campaign designs

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