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**A Textual Stylistic Analysis on WHO Posters
and Social Media in Raising Awareness
during COVID-19.**

A Dissertation Submitted to the Department of English in Partial Fulfillment
for the Requirements of the Master Degree in Linguistics

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Dedication

*The completion of this work would not have been possible without the support and patience of a few individuals. First and foremost, we would like to express our sincere thanks to our thesis supervisor, Miss **MARHOUM RAFIKA** for her unwavering assistance at every stage of this research process. Thank you for challenging us with your insightful comments and constructive criticism, which put us in the right track. Your guidance has increased our confidence of what we can do and helped us unpack the best of our potentials. For this and more, we shall remain grateful to you. Without forgetting the support and love of family and friends who accompanied us all the way and support in all the obstacles.*



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Thank you.

Abstract

At the end 2019, a deadly virus (COVID-19) appeared that spread very quickly around the world, which made all the experts very confused, and after determining the location of its discovery in the Chinese region of Wuhan, all countries decided to close their borders with China at first, but the virus had spread to other countries. Multiple diseases due to the transmission of people, because it was transmitted as an infection through touch, spit and cough, so it is transmitted from one person to another in a very short time, and it is transmitted with the movement of people, so it was spread very quickly between family members. Coronavirus has greatly affected the individuals and society, as it has resulted in the infection of more than 600 million people worldwide. It has changed the livelihood of individuals and closed the stores, which has led to the spread of poverty and lack of resources in all areas and this has greatly affected the psych of individuals. On the other hand, the closure brought a family closeness, which was lacking in most families due to the daily work and demands of life. This closeness led to harmony among the family members. Social media in the corona era had a positive impact on society because of the remote activities, studies, and work it provided from home, and even obtaining a medical diagnosis remotely. Social media has also helped raise awareness and knowledge of the severity of this virus and how to deal with it to limit its spread.

Key words: COVID-19 / awareness / social media /communication/ posters.

List of Acronyms

W.H.O: The World Health Organization.

HCW's: Health Care Worker's.

UN: United States.

PPE: Personal Protective Equipment.

MH: Ministry of Health.

ATM: The American Time Magazine.

USA: United States of America.

IHME: Institution for Health Metrics and Evaluation.

OSN: Online Social Network.

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General introduction

The new Corona virus identified in 2019 represents a new strain that has not yet been identified in humans, and it has been rapidly developing.

The first case appeared in Algeria itself in February 2020. Like the rest of the world, the disease has affected several sectors, especially the healthcare sector, which is feeling the impact of the pandemic. The health crisis is there, and its impact is enormous.

Hospitals are suffering with super-occupancy of resuscitation beds to trying to take care of the infected patients. Hospitals that are under pressure right now are trying to organize themselves in the best possible way to deal with this extraordinary situation.

The crisis has prompted countries, especially government agencies, local authorities and healthcare institutions, to urgently create a new organization around hospital and social activities to respond effectively and efficiently to the health crisis.

The virus is spread through human-to-human transmission. We already know a lot about other viruses in the coronavirus family and most of these types of viruses have an origin in animals. The possible animal source of COVID-19 has not yet been confirmed, but researchers ongoing studies have shown that the virus can survive for up to 72 hours on plastic and stainless steel, less than 04 hours on copper and less than 24 hours on card board.

The Internet and social media have wildly come up with ways to share health information and raise awareness about COVID-19 in a borderless world. A lot of information has been spread about COVID-19 all over the world and in all languages, but there are correct and false information, and likewise, a lot and untrue rumors have been spread that negatively affect internet users, especially on social networking sites as Facebook, Twitter, Instagram, and WhatsApp, which cause fear and anxiety in society.

Language is one of the means of awareness, persuasion and influence on people's decisions and actions. It is a communicative way to describe things like the Corona virus and its danger to society and social networking sites, and its mission is to educate people.

Background Significance:

1-ResearchTopic:

General introduction

Raising awareness is a procedure and action that inform and educate people about a danger, or an issue, or a pandemic, such as COVID-19, with the intention of having an effect or guiding their behaviors towards the achievement of a defined purpose. In our case, we will study textual stylistic analysis on WHO posters and social media in raising awareness during COVID-19.

2-Research Questions:

- 1-How do social media and the WHO contribute in raising awareness about COVID-19?
- 2-Does social media have a positive or a negative role in public awareness?
- 3-How do WHO posters make people more aware of the pandemic?

3-Research Hypothesis:

- 1- The use of social media platforms is significantly increasing public health awareness.
- 2- Public health awareness is significantly contributing to public health behavioural change.
- 3- Public health behavioural change is significantly mediating the relationship between the use of social media platforms and public health awareness.

4-Aim of Study:

The aim of this research is to show how social media and WHO posters have a huge effect on raising awareness and sharing information with the public about the COVID-19 pandemic.

Research Design:

1-Methodology:

Bibliographie

Aucune source spécifiée dans le document actif.

In the field study, based on a quantitative methodology, we used a questionnaire intended for first-year students at Ibn Khaldon university of Tiaret, and the most widely used means of collecting and analysing the necessary data are a set of questions. This choice we adopted to

General introduction

see how well people are aware of the pandemic, as well as to analyse articles and posters from the World Health Organization (WHO) related to the Coronavirus.

2-Process:

This study will contain three main chapters: the first will provide the outbreak of COVID19 pandemic, and its effect on the world quarantine, people mental health, and the awareness raising about the virus, as well the safety measures. In the second chapter we will talk about the awareness raising of social media, and the World Health Organization during the pandemic, and the role of Facebook, and Twitter, in spreading the awareness in the world. The third chapter will provide the analysis of questionnaire, WHO posters and articles.

Introduction

COVID-19 is caused by a coronavirus called SARS-Cov-2. This new virus was first detected by WHO first learned of this new virus on December 31, 2019, following a report of a cluster of cases of so-called viral pneumonia in Wuhan, People's Republic of China.

COVID-19 is easily spread between people. Data has shown that the COVID-19 virus is mainly transmitted from one person to another through contact.

1.1. Historical Context of the COVID-19 Health crisis:

COVID-19 and the health care system through this section we will take a broad look at the scope of the global health crisis, and understand a little more about the impact this new disease has had on the world. Some of them cause the common cold in people. Others infect animals, including bats, camels, and cattle. But how did SARS-CoV-2, the new coronavirus that causes COVID-19, come into being?

Here's what we know about the virus that was first detected in Wuhan, China, in late 2019 and has set off a global pandemic.

1.1.1. Where Did the Coronavirus Come From?

There have been numerous investigations to determine the origins of SARS-CoV-2 but none has been conclusive. The coronaviruses behind Middle East respiratory syndrome (MERS) and severe acute respiratory syndrome (SARS) developed from bats.

The virus first appeared on a small scale in November 2019 with the first large cluster appearing in Wuhan, China in December 2019. It was first thought SARS-CoV-2 made the jump to humans at one of Wuhan, China's open-air "wet markets." Later theories voiced concern that it may have originated as a biological weapon in a lab in China.

As COVID-19 spread both inside and outside China, it infected people who have had no direct contact with animals. That meant the virus is transmitted from one human to another.

Its spread continued to the U.S. and around the globe, meaning that people are unwittingly catching and passing on the coronavirus. The worldwide transmission is what is now a pandemic declared on March 11, 2020 by the World Health Organization.

Currently, there are two hypotheses as to its origins: exposure to an infected animal or man-made in a laboratory. There is not enough evidence to support either argument.

The latest intelligence reports agree that the virus is not genetically engineered or developed as a biological weapon. They do say it is possible the version of a coronavirus was being studied with animals in a lab and exposure occurred there. Again, however, there is not enough evidence for a definitive conclusion.

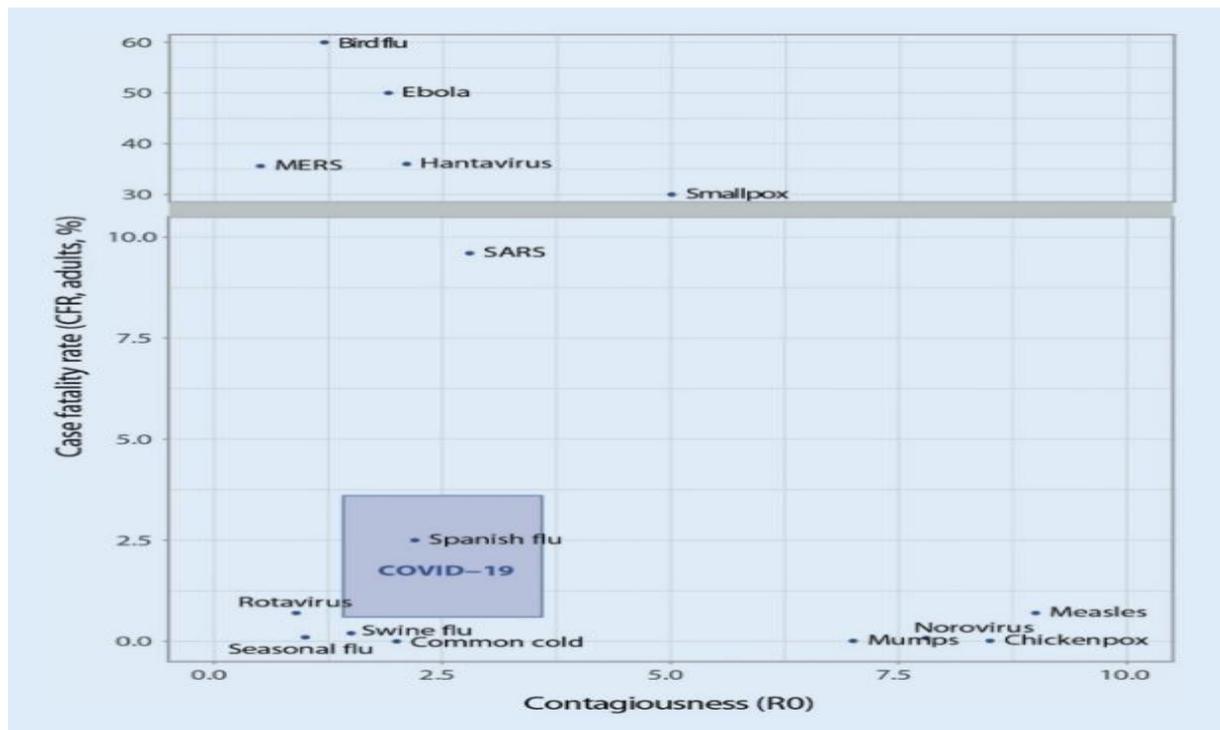
1.1.2. Coronavirus Evolution:

Scientists first identified a human coronavirus in 1965. It caused a common cold. Later that decade, researchers found a group of similar human and animal viruses and named them after their crown-like appearance.

Seven coronaviruses can infect humans. The one that causes SARS emerged in southern China in 2002 and quickly spread to 28 other countries. More than 8,000 people were infected by July 2003, and 774 died. A small outbreak in 2004 involved only four more cases. This coronavirus causes fever, headache, and respiratory problems such as cough and shortness of breath.

MERS started in Saudi Arabia in 2012. Almost all of the nearly 2,500 cases have been in people who live in or travel to the Middle East. This coronavirus is less contagious than its SARS cousin but more deadly, killing 858 people. It has the same respiratory symptoms but can also cause kidney failure.

Figure below demonstrates a comparison between COVID-19 and other viruses in terms of their average basic reproduction number (contagiousness) and the fatality rate (deadliness) (McCandless, Kashan, Quick, Webster, & Starling, 2020).



1.1.3. The Impact of COVID-19:

During the COVID-19 pandemic, 954 participants (78.7%) said they did 68 participants (5.6%) said they were staying at home more than before the pandemic spend less at home, with 188 participants (15.5%) saying they spend the same time was in her apartment as before. Two participants chose not to answer this question. 800 participants (66%) said they go out less often during the pandemic, 879 participants (72.5%) said they had fewer opportunities to interact 403 participants (33.3%) said they had more family time due to the COVID-19 pandemic. 91 participants (7.5%) reported losing a job due by the time of the COVID-19 outbreak, 50 participants (4.1%) reported finding a new job as a result pandemic.

Regarding physical and emotional state, 308 participants (25.4%) indicated that they had been exercising less during the COVID-19 pandemic. Against 275 participants (22.7%) reported having more opportunities to exercise. 284 people also attended(23.4%) felt depressed, 423 participants (34.9%) felt anxious, 471 participants(38.9%) feel stressed due to the COVID-19 pandemic. Last 96 participants (7.9%)felt the COVID-19 pandemic had no impact on their lives, 225 participants (18.6%)think their health status has not been affected by the pandemic. The two participants do not provide answers about how the COVID-19 pandemic has affected their daily life or health status.

1.2. Communication and Health Behavior during the Pandemic:

Individuals' awareness, knowledge, attitudes, self-efficacy, abilities, and commitment to behavior change can all be influenced through communication, that plays a significant role in shaping health behavior. Effective communication strategies can inspire individuals to adopt healthier behaviors, promote positive health outcomes, and contribute to the overall improvement of public health. Here are some critical aspects of the relationship between communication and health behavior.

1.2.1. Information and Education:

Communication offers individuals crucial information about health risks, preventive measures, and the benefits of healthy behavior. By raising awareness and increasing knowledge, communication helps individuals make informed decisions about their health and inspires them to adopt healthier behavior. During the pandemic, information and education about communication played a crucial role in shaping health behaviors and promoting adherence to preventive measures.

1.2.2. Behavior Change:

Effective communication can encourage change by delivering persuasive messages and promoting change models. Health promoters can address specific and motivate individuals to adopt healthier habits by using targeted and tailored communication techniques. Effective communication played a crucial role in promoting behavior change and encouraging individuals to adopt and maintain healthy behaviors.

1.3. The Role of Communication in Health Promotion:

Communication plays a vital role in promoting health by aiding in the distribution of information, promoting behavioral and communities to make informed decisions about their health. Effective communication is crucial in health promotion by raising awareness, disseminating information, influencing behavior change, empowering individuals and communities, advocating for policy changes, and improving health literacy. By utilizing successful communication strategies, health promoters can encourage positive health behaviors, decrease health disparities, and enhance overall population health. Here are some key aspects of the role of communication in health promotion.

1.3.1. Raising Awareness:

Communication is critical for raising awareness about health issues, preventive measures, and available healthcare services. Health promoters can use various communication channels, such as mass media, social media, campaigns to educate the public about specific health risks, diseases, and the importance of healthy behavior.

1.3.2. Information Dissemination:

Communication is essential for the timely and accurate dissemination of health-related information. This includes sharing knowledge about disease prevention, symptoms, treatment options, and available healthcare resources. Individuals can make informed decisions about their health and take appropriate actions by providing accessible and understandable information.

1.3.2. Behavior Change:

Communication strategies that are effective can influence attitudes, beliefs, and behaviors related to health. Health promoters can use persuasive messages, social marketing, and behavior change models as communication techniques to encourage individuals to adopt to encourage individuals to adopt healthier lifestyle.

1.3.3.1. Awareness and Information Dissemination:

Awareness and information dissemination are crucial components of effective communication in various fields, including public health, social issues, and marketing. Awareness and information dissemination are important for getting the word out about important issues. Social media is a great tool for spreading awareness and sharing information.

1.3.3.2. Promoting Behavior Change:

Providing individuals with knowledge about the consequences of certain behaviors, the benefits of adopting healthier alternatives, or the impact of specific actions is often used as a way to encourage behavior change. By raising awareness and disseminating information, communication can influence attitudes and motivate individuals to adopt new behaviors. This approach is commonly used in public health campaigns that aim to educate about the hazards of COVID-19.

1.3.3.3. Knowledge Sharing and Collaboration:

Communication that raises awareness and disseminates information fosters knowledge sharing and collaboration among individuals and organizations. By promoting the exchange of information, insights, and experiences, stakeholders can be seen in various settings, such as research dissemination, professional networks, or community forums that help people share knowledge and solve problems together.

1.3.4. Definition and Dimensions of Awareness:

Awareness refers to being conscious or cognizant of something, and it involves having knowledge, understanding, or recognition of a particular object, idea, situation, or phenomenon. The depth and scope of awareness can vary depending on the context. It is the state or ability to perceive, feel, or be conscious of something. There are different dimensions of awareness, including self-awareness, environmental awareness, social awareness, and cultural awareness.

1.3.4.1. Importance of Visual Communication:

Visual communication is the use of images, symbols, and other visual aids to convey information. It is essential because it enhances comprehension, captures attention, elicits emotions; improve memorability, and surpasses linguistic barriers. Visual communication is important because it helps us to process and understand information more quickly and effectively than text or spoken words alone.

1.3.4.2. Effective Communication:

Images and other visual aids can convey intricate ideas and messages in a quick and efficient manner. They can overcome linguistic barriers and captivate audiences from diverse cultural and social backgrounds. The human brain processes visual more rapidly than written language, rendering them more memorable and powerful. Effective communication is about conveying a message clearly and accurately, while also being receptive to feedback and understanding the perspective of the person you are communicating with.

1.3.4.3. Enhancing Understanding:

Visual can simplify and clarify information by breaking down complex data or ideas into easily understandable and digestible segments. They can help viewers comprehend and retain information by presenting it in a clear and organized manner. Visual aids like graphs, charts,

and infographics can present data in an attractive and structured format, enabling viewers to analyze and interpret information more efficiently.

1.3.4 .4. Grabbing Attention:

In the fast-paced digital world of today, it is vital to capture and retain the attention of your audience. Visual communication can help you do this quickly because visuals are more captivating and interactive than plain text. Companies, advertisers, and content creators can differentiate themselves from the competition and make a lasting impression on their target audience by utilizing engaging visuals.

1.3.5.5. Memorable and Shareable:

Visuals are more memorable than plain text. Studies indicate that people remember visual information better and for longer periods. When information is presented visually, it is easier to retain and recall. Furthermore, visuals are highly shareable on social media platforms, allowing information and messages to spread more quickly.

1.4. The Transmission of COVID-19 on the World

1.4.1. In the World

China is the country on the mainland of Asia that has experienced the largest outbreak of COVID-19; the first infected individuals were all in a seafood market in Wuhan; 103.651 people have acquired the virus and 4.846 have died so far (on June 24, 2021); and 98.243 patients have recovered from the disease. The first occurrence of symptoms outside China was in Thailand on 13 January 2020, less than two weeks after the start of the epidemic, when a Chinese traveler carried the virus. However, East Asian countries have contained the disease well, the countries hardest hit by the epidemic, other than China, are the United States, Italy, Brazil and Spain

To date (06/24/2021), of the 179,984,999 proven cases globally, 3.899.767 (2%) are dead, 29% are ill, and 69% have recovered.

1.4.2. In Algeria

The 1st case, an Italian national, was declared on February 25, 2020, at a base in Hassi Messaoud in the Wilaya of Ouargla. As of March 2, 2020, a new outbreak was detected in the Wilaya of Blida following an alert launched by France after the COVID-19 confirmation of

two Algerian citizens residing in France who had stayed in Algeria. Since then, the epidemic has spread throughout the country, with a clear predominance in the northern Wilaya.

The table below represents the epidemiological situation in the world and in Algeria.

(<https://www.who.int/countries/dza>)

Case Location	Total number of case	Cases per million inhabitants	Total Deaths
In the world	179.984.999	23.153	3.899.767
In Algeria	137.403	3.195	3.669

1.5. The Effect of Social Media and Healthcare Awareness Campaigns during the Coronavirus Pandemic:

The COVID-19 has become one of the most famous viruses in the world in the twenty-first century, not only because it causes a serious disease that threatens human health but also because of its ability to spread in the global way, rapidly between large numbers of people, which enabled it to invade countries and cross borders without permission, threatening all members of society, which made the World Health Organization (WHO) classify it as a global pandemic.

1.5.1. The Awareness Raising Campaigns:

At the time of Corona, the main social media platforms were busy facilitating interactions between people during relatively long periods of isolation around the world.

In the spread of the virus and isolation at home, Europe and the United States have been swept by the phenomenon of home study and work, and both of these dangerous development in the areas of work and education in particular have relied on Facebook platforms, in particular the Messenger service, and the WhatsApp and Instagram services and their ability to chat and transfer images and files of different sizes.

In this context, social media provides users with materials through which they express their individual and collective responses to the outbreak of coronavirus pandemic.

The United Nation Fund, in cooperation with the National Women’s Council, the Ministry of health Organization, and with the support of the Italian Agency for Development Cooperation, is participating in awareness-raising campaigns that include a set of videos presented by women doctors in various fields. The videos contain medical information and tips to prevent the corona virus; which are posted on social media platforms, and are also launched on the council’s and partners’ social networking sites.

The campaign is part of educating citizens in a practical and accurate manner, raising awareness and correct prevention methods, especially in light of the many false reports that may contribute to its spread, as well as providing important and specialized advice to raise awareness among women in the pregnancy and breastfeeding phases, as well as those with a medical history who are most vulnerable to contracting the virus in the event of infection, in addition to providing psychological and social support and assistance to the family, taking into account the preventive precautionary measures that require a commitment to stay at home for a long period of time.

The awareness campaign, in which the United Nation Population Fund participated, aimed to present the modes of transmission of the Coronavirus infection, the seriousness of the infection, the health instructions necessary for prevention, the methods of treatment of the infected person, the importance of physical distancing in crowded places, the observance of daily blackout hours, and not to go out unless absolutely necessary.

1.5.2. Precautionary and Educational Measures in Schools to Prevent COVID-19:

Ministries of education in most countries of the world have published on their websites and their official accounts on the social networking platforms (Twitter, Instagram, and Snapchat) how to prevent the emerging corona infection, known as 2019-nCoV. This message emphasize the importance of observing preventive precautions against respiratory infections in general, including: constantly washing hands with soap and water; and covering the mouth and nose when coughing and sneezing, as the emerging corona virus, which has recently emerged in China and causes varying degrees of respiratory infections.

1.5.3. Telehealth: Technology Meets Healthcare Equipment:

Telehealth is the use of digital information and communication technologies to access telehealth services and manage your health care. These technologies include computers and

mobile services, such as tablets and smart phones; this is one of the technical means you can use at home.

Telehealth services can also be provided by a nurse or other health professional from a medical clinic or mobile van in rural areas. It can also be technology that a doctor uses to improve or support healthcare services.

The objectives of telehealth, sometimes called e-health or mobile health includes:

- Facilitate access to healthcare for people living in rural communities or remote areas.
- Protect yourself and others from infectious diseases such as COVID-19.
- Provide primary care for many cases.
- Facilitate the provision of services and increase their availability for people with limited mobility, time, or transport.
- Provide access to medical specialists.
- Improving communication and coordination of care between members of the healthcare team and the cared-for person.
- Advice on self-care.

1.5.4. The Awareness Campaigns:

Public awareness campaigns adopted by states are considered an urgent necessity in developing countries of the world. These campaigns aim at raising the level of public awareness and enhancing the participation of the masses in the development process managed and implemented by the government ministries and departments.

The aim of the campaigns is to publicize achievements and build trust between the state (government) and the public. One of the most important axes of the media campaigns launched by the world to comfort the Corona virus is the social networking site Twitter, which is relied upon to send awareness messages to everyone because it is one of the most used applications in the world.

Coronary awareness is one of the most important measures that can be taken to combat this epidemic. This task has been undertaken by many concerned authorities in various countries in the Arab world, where awareness campaigns have been spread with the aim of providing comprehensive and accurate information to people and clearly informing them of the ways to prevent corona.

1.5.4.1. Stay Home in Arab Countries to Prevent Coronavirus:

“Stay at home” is one of the most popular campaigns in the Arab world, as it has attracted various Arab countries, starting with Lebanon, Egypt, the Emirates, Saudi Arabia, and others.

The hashtag #StayHome dominated the Arab trend. Millions of social media pioneers participated in the campaign, and media professionals and celebrities contributed greatly to raising awareness through social media and TV channels under the slogan Stay Home.

1.5.4.2. Awareness and Health Promotion in Algeria during COVID-19:

1.5.4.2. Coronavirus Vaccination Campaign:

Algeria launched the vaccination campaign against the corona virus, and state television broadcast footage of the first vaccination against the virus for medical staff in the state of Blida, south of the capital, which was the first epicenter of the pandemic in the country.

The state health director also received the vaccination as the first government official to receive the vaccine, in the presence of health minister Abd al Rahman ben Bouzid, who said the choice of Blida as the starting point was symbolic, as it was the first epicenter of the pandemic in the country, and the first area to impose quarantine and curfew.

The authorities have announced that they have concluded contracts to import three types of vaccines, “Sputnik-V”, “Sinovac”, and “AstraZeneca” (Reuters).

1.5.4.3. A National Awareness Campaign:

The ministry of health, population, and hospital reform has launched an awareness campaign to combat the emergence of the coronavirus in order to update the basic rules to prevent the coronavirus and take the necessary preventive measures in case of its spread.

In a correspondence sent to directors of health and population, he urged the ministry to develop a local communication plan to update the rules of prevention, in coordination with all relevant sectors and under the supervision of the state governor’s office, while opening communication channels and holding scientific forums, through all local communication channels.

The communiqué called on those concerned to place posters in public places, and this awareness campaign is based on opening doors to raise awareness of the risks associated with

the disease throughout all public hospitals and public health faculties and displaying them through local media and during peak hours.

Frontline workers in clinics and hospitals around the world are waging a fierce battle against the emerging Coronavirus, but the success of medical teams in eliminating the virus still depends on the effectiveness of each country's health system.

1.6. The Impact of COVID-19:

1.6.1. The Effectiveness of COVID-19 on Mental Health:

Recovering from Corona does not mean the end of the problems; there is constant fatigue and breathing difficulties, in addition to depression, anxiety, psychosis, and dementia.

The emerging coronavirus attacks the nervous system, particularly the brain, resulting in psychological and neurological conditions associated with the infection that may persist after the infection has ended.

The coronavirus affects brain cells, and some of them may be damaged, as well as the chemical neurotransmitters in the brain. According to the studies available to date, COVID-19 affects society in general, and cases of corona phobia, anxiety, obsessive-compulsive disorder, addiction, and suicide develop. It affects those infected during and after infection, and psychological injury after corona infection can reach 50% of patients.

Depression and mental disorders are prevalent among those recovering from Corona and can total up to 50%, with depression accounting for the largest proportion, followed by anxiety, schizophrenic psychosis, dementia, and other disorders.

The corona pandemic is a viral disease, but its impact on mental health is now apparent, and a large wave of mental health disorders is expected to continue for a period after the pandemic ends.

The emergence of the new corona virus (COVID -19) worldwide and the high rates of infection with it have led to social and economic crisis and deep psychological distress around the world, as well as various psychological problems and significant mental health consequences, including stress, anxiety, depression, and frustration.

British psychiatrists have said that the Corona epidemic represents the greatest threat to mental health since the Second World War, and its impact will persist for years after the virus is brought under control.

Mental health encompasses different dimensions relating to perceived well-being, the presence of symptoms associated with psychological distress, or the presence of a mental illness, which may itself be very different.

The World Health Organization estimates that mental illness ranks third in prevalence after cancer and cardiovascular disease. The rapid emergence of the COVID-19 pandemic and the restraint measures taken to control it have aggravated anxiety and sleep disorders in part of the world's population, and depressive states are on the rise.

In spring of 2020, up to 4,6 billion people worldwide were confined to their homes, almost 60% of the world's population. Many countries have taken coercive measures to curb social life in an effort to curb the COVID-19 pandemic.

The health and economic consequences of the epidemic are glaring, but this crisis also has psychological repercussions for the affected populations. More difficult to identify, but no less important, these consequences for the mental health of the population are of growing concern to professionals.

The epidemic has led to an increased demand for mental health services, as COVID-19 has led to neurological and mental health complications such as delirium, agitation and stroke, and people with pre-existing mental or neurological disorders or conditions are also more susceptible to infection.

The emergence of COVID-19 has several effects on psychological and mental health, including:

- High levels of anxiety.
- Obsession with hygiene and germs.
- Increased stress and anger.
- Difficulty or disturbance of sleep.
- A glitch in people's daily routine.
- Committing some bad behavior.

The corona virus (COVID-19 pandemic) can cause stress and strain in individuals. Common causes of stress during epidemics include:

- Fear of illness and death.
- Avoiding treatment for fear of infection while in hospital.
- Fear of losing work and livelihoods.
- Fear of social isolation.
- Fear of being in quarantine.
- Feeling powerless to protect oneself and one's loved ones.
- Fear of being separated from loved ones and health-care providers.
- Refusing to care for vulnerable people (People with weakened immune systems) for fear of infection.
- Feeling generally helpless, bored, lonely, and depressed because of isolation.
- Fear of reliving the experience of spreading epidemics after having experienced them before.

In addition to these problems, the corona virus can cause other psychological reactions and phenomena, for example:

- Fear of the risk of infection.
- Confusing common symptoms of various other health problems with symptoms of Corona virus.
- Increased concern about children being home alone during school closure when parents have to be at work.
- Fear of the risk of deterioration in the physical, mental, and psychological health of vulnerable people if there is no support available to care for them.

1.6.2. The Impact of COVID-19 on People's Work:

Beyond the health consequences, the COVID-19 pandemic has shaken the balance of the global economy and consequently the world of work. Following by the example of countries affected by the pandemic, Algeria is adopting a strategy to combat its spread, which is not without consequences for labor relations. Since the announcement of the first death from COVID-19 in Algeria, the public authorities have developed a series of measures to prevent and combat the spread of the coronavirus. These measures are focused on social media distancing and tend to avoid physical contact between citizens in public spaces but also in the

workplace. Applicable throughout for a period of 14 days at the beginning, these measures were renewed continuously until the containment was partially lifted. These measures disrupted the world of work, leading to a massive suspension of labor relations and numerous job losses.

1.6.2.1. The Suspension of Labor Relations Inherent in the Cessation of Activities:

The first sector to be affected by a near-total suspension of its activities was the transport sector. All passenger services are suspended during the period of containment. Only the personal transport still in operation was maintained. As a result of commercial activities, firstly, the number of shops has been reduced and restaurants have been closed, except those serving the public and restaurants offering home delivery, leisure, entertainment, ect. Entertainment venues were closed only in large cities, the education ministries, training centers, cultural spaces, mosques and all gathering places were closed. The mosques and all places of assembly were also frozen until the almost total freezing of economy, and this continued until the lockdown was gradually lifted.

1.6.2.2. Job Losses due to the Health Protocol:

As soon as the first cases of COVID-19 appeared, the Algerian government adopted a sanitary health protocol aimed at sanitary containment and the suspension of activities, which led to a number of job losses, with several companies cutting jobs and mass layoffs.

But despite gradual easing and economic recovery, the labor market has yet to recover. According to the above-mentioned ministerial survey, the vast majority of employees have lost their jobs forever, and others whose future is uncertain are postponed until the economic fallout of the crisis decides their fate.

Algerian law organizes the use of redundancies for economic reasons by forcing companies to develop, through negotiation; a social component includes measures to safeguard employment. However, this process has encountered many pitfalls, such as the difficulty of establishing a framework conducive to negotiation.

As a result, the health protocol has rendered the majority of the population unemployment, which in turn has major social repercussions. It increases the risk of separation and social isolation, affects a child's academic future due to stress and lack of money, but also creates a level of compassion of fatigue that can weigh on everyone. Every individual has some degree of compassion fatigue, which accompanies any person who has lost their job.

1.6.3. The Impact of COVID-19 on the Population's Consumption:

The COVID-19 health crisis has caused a downturn in the global economy, particularly in Algeria. Its most remarkable social consequences are certainly the increase in the unemployment rate (following the sudden closure of several economic enterprises and businesses) and the reduction of income for certain sectors. Such a development has significantly affected the consumption behavior of individuals.

Apart from the public service, which continued to provide a minimum service, only the food and pharmaceutical sector continued to operate due to the need for continue their activities, following the population's need for these two functions, which are essential.

1.6.4. Reducing Risk in the Workplace:

The Risk Reduction Framework can help employers to ensure that appropriate adjustments are made to reduce the risk of COVID-19 to high-risk NHS staff. Employers will need to take into account of local circumstances and other structural factors when consultation with their staff.

This may include redeployment of those considered to be at highest risk of adverse outcomes, such as reassignment to lower-risk environments. In the acute sector, as the NHS begins to focus on the development of green (COVID 19 negative clinical pathways) and blue (potential COVID 19 patient pathways), organizations will find that potential redeployment opportunities to green pathways will exist either within or across organizations, and therefore, where an organization cannot redeploy staff within an organization, it should consider redeployment across the health system.

In primary care, non-patient-facing roles are emerging that could be used as redeployment opportunities, or measures such as avoiding direct contact in hot hubs may be appropriate precautions.

In the community, increased testing in care homes and community settings will identify areas of lower occupational risk. Managers may also consider referral to occupational health for further assessment of risk factors related to underlying health conditions and their management and for psychological support. Staff should also be able to access occupational health services on a self-referral basis. Occupational health services should include an accredited specialist in occupational medicine.

There is an urgent need for a greater understanding of why workers and indeed patients, including those from a BAME workplace, should have access to occupational health services. Indeed, patients, including those from BAME backgrounds, appear to have a disproportionate morbidity and mortality from COVID-19 infection.

A significant research and audit programmed is also underway. This is the first attempt to develop such a risk reduction framework with the currently available evidence, and the tool will be reviewed and updated in the light of all evidence. However, it is important to recognize that this is an evolving field, and this framework provides a baseline but remains fluid.

1.7. The Psychological and Social Effects of Home Quarantine:

Humans are social by nature; this means that he cannot live apart from the group. Perhaps the most important thing that distinguishes humans when they communicate with each other is the occurrence of interaction, on which a number of relationships are based.

Social interaction is one of the most important features of social life. Some considered that social contacts are one of the greatest sources of well-being for people who spend most of their lives in the company of others.

The appearance of the new coronavirus, COVID-19, has forced many countries including Algeria, to take a number of precautionary measures, as part of their strategies to contain the virus and prevent its spread, and quarantine is one of the most important measures taken, and in this study we have examined the most important and negative repercussions of this stone, whether psychological or social on Algerian society.

The corona pandemic, which necessitated the imposition of a quarantine measures to limit its spread following the appearance of its first outbreak in the state of Blida in March 2020, has caused numerous negative repercussion at various levels, economic, social, and psychological, all the more so as the affair has lasted over a year and a half.

The corona crisis left many psychological repercussions for families, especially those who lost a member because of the virus.

According to the psychologist « Nassiba Rahal » the crisis had many repercussions, particularly during the first days of quarantine, which was a new affair for citizens, as it forced them to stay at home and isolate themselves from the outside environment for fear of

contracting this deadly virus. As well the psychologist added that the greatest shock was especially for those who had lost a family member and were even prevented from organizing a funeral for them, nothing that the tragedy was « double » for the loss of the deceased and the absence of sympathy from the family.

The quarantine affects the lifestyle and may cause many problems, such as boredom, tension, anxiety, depression, sleep disorders, addictive behavior, hostile behavior, and others.

Mental health specialists agree that the quarantine imposed on more than a billion people around the world due to the coronavirus pandemic is neither an easy nor an underestimated matter, as it is an exceptional and unprecedented measure that restricts individual freedom even in democratic countries.

This situation causes psychological problems for many people, especially for those who fail to deal positively with it. Staying at home for several days or weeks because of the quarantine imposed in several countries around the world in a step to contain the outbreak of coronavirus is unusual for the general public, expert in exceptional circumstances, which in many cases causes severe psychological effects that require follow-up and treatment by specialists.

Staying at home is a necessary measure to reduce the transmission of coronavirus infection, but restricting freedom leads to psychological problems and sometimes hostile behavior. Psychiatrists warn of a mental illness that results from the problems that accumulate during the lockdown period and home quarantine due to the emerging COVID-19 pandemic.

1.7.1. Domestic Violence:

The World Health Organization (WHO) has been receiving reports since the beginning of April from several countries on an increase in the rate of domestic violence in the light of home quarantine as one of the social distancing strategies in the light of the spread of the new coronavirus.

Domestic violence is considered one of the most common forms of gender-related violence, and various studies estimate that between 10 and 35% of woman experience domestic violence at some point in their lives.

The report published by the United Nations on domestic violence revealed that approximately 243 million woman and girl have been subjected to forms of domestic violence, sexual harassment, and abuse, and this has increased alarmingly since the start of the

outbreak of the new coronavirus, and countries have begun to implement home closure and quarantine measures, particularly since March.

In the meantime, about 58% of the world's population is in home isolation, according to the closure procedures to limit corona.

China has seen an increase in the number of cases of domestic violence, which in some places has reached three times the previous rate after only weeks of strict isolation measures, and in Germany, statistics have revealed that at least one woman suffer physical injury every hour on average at the hands of her partner.

1.7.2. Home Quarantine:

1.7.2.1. Home Quarantine's Conditions:

A person coming from an infected country or suspected of having had an epidemic in the last 14–24 days. A person who has been in contact with another person in an infected country or suspected epidemic in the last 14–24 days, if symptoms of infection have developed. A person who has been in contact with a person with confirmed coronavirus infection in the last period of days.

1.7.2.2. Duration of the Home Quarantine:

The home quarantine period is estimated at 14 days and can extend to 24 days, the period of incubation of the virus before the onset of symptoms and before the infected person becomes a carrier of the infection, bearing in mind that the virus can be contagious before symptoms appear.

1.7.2.3. Benefits of Joining the Home Quarantine:

To help control the disease and limit its spread locally if the person is a carrier or infected with the virus. This is the best option in cases where all quarantine and isolation wards in public hospitals are full and cannot accommodate more cases in case of an outbreak.

Conclusion

On January 30th, 2020 the World Health Organization, declared an international emergency to deal with the new coronavirus, based on the increasing number of infections with the new virus, based on the increasing number of infections with the new virus outside China and the need to intensify international efforts to limit the spread of the new virus outside China and

control it as much as possible, he said that the number of infections with the new virus outside China is expected to increase and will reach other countries, and stressed the need for countries around the world to make measures to ensure the rapid detection of any infection with the corona virus on their soil, and the need for rapid isolation and treatment of cases.

Introduction

Social media sites have become more important in our normal and practical daily lives; they are what most people depend on for all the updates in every aspect of the day. In this chapter, we address how health awareness has been spread among people through media and WHO posters during the pandemic.

2.1. The World Health Organization (WHO):

2.1.1. History of WHO:

It was created in 1948. Its decisions are taken by the World Health Assembly which is the organization's supreme body. One of its objectives pursues health issues and provides technical support to member countries, and it has a 34 member Executive Board.

2.1.2. Incorporation:

The World Health Organization was established on April 7, 1948, and is one of the specialized agencies of the United Nations.

2.1.3. Headquarters:

The organization is headquartered in Geneva, Switzerland, and has six regional offices around the world:

- Regional Office for Africa.
- Regional Office for the Americas.
- Regional Office for South-East Asia.
- Regional Office for Europe.
- Eastern Mediterranean Regional Office.
- Western Pacific Regional Office.

2.1.4. Objectives:

The organization states that it seeks to solve global health problems, adjust the health research agenda and provide technical support to member countries. It also aims to support development and health security, and to strengthen member countries' health systems, in addition to disseminating reliable health information and establishing an effective partnership with multiple parties to implement health programs.

2.2. WHO's Communication Strategies during Pandemic :

During the COVID-19 pandemic, the World Health Organization has implemented various communication strategies to ensure that the public receives acute and timely information. Some of the key strategies that WHO has utilized include: using social media platforms to share updates and advice, establishing a COVID-19 website with information for the public and health professionals, holding regular press briefings and conferences, and partnering with other organizations and influencers to spread awareness.

2.2.1. Risk Communication and Community Engagement:

The World Health Organization prioritizes risk communication and community engagement to provide the public with clear and evidence-based information about COVID-19. This involves communicating the risks associated with the virus, promoting preventive measures, and encouraging community participation in implementing public health measures.

2.2.2. Regular Press Briefings:

The WHO holds regular press briefings to keep the media and the public informed about the latest developments regarding the pandemic. These briefings feature WHO experts who provide updates on the global situation, guidance on prevention and control measures, and address common questions and concerns.

2.2.3. Information Dissemination:

The World Health Organization shares information about COVID-19 through various channels, including its official website, social media platforms such as: Twitter, Facebook, Instagram, and YouTube. They provide guidelines, technical documents, infographics, and videos to help individuals and communities understand the virus, its transmission, prevention, and control measures.

2.3. Effectiveness of Various Awareness Strategies:

The effectiveness of awareness strategies can depend on various factors such as the target audience, the nature of the issue or message, the channels used for communication, and the context in which the strategies are implemented. Here are some commonly used awareness strategies and their potential effectiveness.

2.3.1. Social media and Digital Platforms:

Social media platforms can provide opportunities for targeted messaging and interactive engagement, making them effective in reaching specific demographic groups and facilitating two-way communication. However, the effectiveness of social media campaigns depends on factors such as audience engagement, credibility of the source, and the ability to counter misinformation and engage in dialogue with users.

2.4. WHO Mechanisms for Dealing with Epidemics and Pandemics:

The World Health Organization has developed several mechanisms to handle epidemics and pandemics effectively.

2.4.1. International Health Regulations (IHR):

The (IHR) is legally binding international agreement that provides a framework for countries to prevent, detect, and respond to public health threats. It outlines the rights and obligations of WHO Member States and establishes a set of core capacities required for effective preparedness and response to epidemics and pandemics.

2.4.2. Emergency Response Framework (ERF):

The (ERF) is a framework created by WHO to direct the organization's response to public health emergencies. It provides a structured approach to evaluate, coordinate, and mobilize resources for emergency response activities. The ERF enables the deployment of multidisciplinary teams technical expertise, and operational support to countries dealing with epidemics and pandemics.

2.4.3. Knowledge and Information Sharing:

WHO plays a crucial role in gathering, analyzing, and sharing scientific knowledge and information related to epidemics and pandemics. This includes publishing guidelines, technical documents, and situation reports to offer countries with evidence-based guidance on disease prevention, control measures, and treatment options.

2.5. The importance and Awareness of Social Media in Time of COVID-19:

Technology is usually accused of offending fraternity and direct communication between people but it may be able to polish its image, thanks to the Coronavirus and quarantine, due to the activities and meetings it provides, and even remote work and study.

Social media platforms provide many different services that meet a range of human needs, most notably communicating with people who may be impossible to contact in reality, by passing geographical and linguistic boundaries.

In the latest statistics estimate the number of active social media users around the world until the year 2020 at about 3,8 billion people , or nearly half of the world's population .After the spread of the corona virus, this number increased to about four billion people. During COVID-19, social media played a rescue role for many people who suffer during quarantine due to isolating. Perhaps never before in human history has the communication process been completed so quickly, which is what happened during the spread of the COVID-19, as websites as (Twitter, Facebook, Instagram), and others have become one of the most important primary sources of information which prompted some to ask: What is the importance of social media in the corona era?

Social media played many roles as saviors of humanity, in the past few months the world has witnessed large-scale events organized digitally by social media platforms, in addition to that educational and professional activities have been shifted to the digital space. With the beginning of the spread of the corona virus around the world, we did not have more information about this global event, which could help keep us safe, but social media were helping us to better understand what is happening and how it could affect us and those we love. Technology is generally accused of offending the brotherhood and direct communication between people, but it may be able to polish its image through the corona virus and quarantine, because of the activities and meetings it offers, and even remote working and studying.

2.5.1. Influencing Public Response:

Billions of people enjoy the freedom to share their opinions on COVID-19 via various social media platforms, such as Facebook, Twitter, and LinkedIn. With the spread of corona pandemic day by day, we have seen individuals, institutions and businesses using communication sites to spread the world about the corona virus, in addition to general actions that can be taken.

2.5.2. A Powerful Way to Convey Positivity:

We don't deny that through social media platforms there was an abundance of vital information that saved the lives of millions of people around the world, and it also played an important role in the process of video communication by activating many technologies that allow the participation of more than 100 people in a single call, in addition to that facilitating the ability of the individual to share experiences with family and friends, to fight isolation while reminding us that we are all in the same boat.

2.5.3. Social Networking Sites and E-Commerce:

Social networking sites played a pivotal role in the revival and progress of the field of e-commerce during the spread of the coronavirus. As consumers were shopping during the home isolation period through social media platforms and were looking to brands to obtain the products and services that were necessary for them.

2.5.4. Social Media an Effective Marketing Platform:

The spread of the new corona virus (COVID-19) represents a defining moment for many brands in how they choose to market their products or services among users of social media, taking advantage of the period when half of the planet's population spent 8 to 12 hours a day on communication platforms, which helped them achieve the highest possible sales rates.

In the time of corona virus, the social networking site Twitter launched a search service specialized in the corona virus from the official classification of the virus to ensure that people get reliable information about the virus and that correct and accurate content appears at the forefront of search results.

The platform stated that it monitored conversations on this service, to ensure that the search keywords provide the desired results; the platform also concluded partnerships in all countries in which the initiative was launched with national public health authorities or with the World Health Organization directly.

The Twitter platform has made it possible to go to the (WHO) website when searching for publications related to this virus. Twitter announced the intensification of its efforts with all its internal and external departments to build partnerships, protect public conversations, and support people on Twitter in finding reliable information, removing misinformation, and ensuring that false news about the corona virus is spread. This is part of the global efforts to contain the spread of this pandemic. Statistics show that today, approximately 4,1 billion people use social media platforms, more than half of the world's population. The use of social media to communicate social and behavioral change is a natural and necessary next step in addressing major challenges, including the crisis caused by the coronavirus outbreak. These methods have clear potential.

The COVID-19 pandemic has isolated a large part of the world's population from human contact with family and friends in the real world. Virtual social media have compensated for this lack, whether it is family or friends on the other side of the world or down the street from the user of communication technologies. Social media, or most of them have played the role they deserve.

A study by the global web Index Center for website use research indicates that about 50% of users in western countries have increased their use of websites including social media, to search for information, especially regarding the dangers of the epidemic and how to avoid them.

In the case of Facebook, statistics show an 11% increase per day during the month of March 2020, compared to the rate of use in the same month in 2019. It was the start of the government's advice to stay at home to avoid contracting the new corona virus, the use of Messenger to send and receive SMS messages doubled, and the use of the WhatsApp platform also doubled, especially in the areas most affected by the spread of the virus.

The Facebook virus information center provides local information about the area in which the user lives, based on their phone number. It includes the latest information available from the official authorities, including the number of casualties and deaths locally and globally, as well as the latest news available.

The Facebook administration has taken this initiative in order to provide an opportunity for correct information to the users of the site, in addition to exposing the falsity of any misleading news published by other parties on its platform.

The information center also includes the ability to search for services the user needs on the services closest to them, purchases they need and other useful requests in times of crisis. The role of social media channels is to serve the community and raise public awareness, about the current epidemic. For example, we find a strong presence of guidance and awareness campaigns on social media channels, it has been launched by many government and official agencies and brands in the face of the corona virus the novelty (COVID-19), in an effort to limit the spread of the disease, and contain it among all different groups in society.

On Twitter, the hashtags #Corona_Saudi and #Prevention_from_Corona have become one of the most popular hashtags in Saudi Arabia. They are used with publications issued by government agencies and official Companies. The public sector providing advice on how to protect against corona and instructions for prevention and isolation, and advice that companies give to their employees when working remotely.

2.5.5. Contextual Message S-Awareness Campaigns via Official Websites:

Digital media platforms versus corona, we also note that some medical websites have activated contextual messages, which appear to visitors as an advertisement on the homepage of the site,

and offers them to download applications which allows medical consultations about corona with specialized doctors.

2.6. The role of social media in spreading the awareness in society during COVID-19 (Twitter, Facebook, Instagram):

Numerous of us are in strange region and have never experienced such a widespread amid our lifetimes. The COVID-19 widespread is the primary to happen in an age of hyper-connectivity. Arranging is basic to moderating the sudden and possibly disastrous effect of an irresistible infection widespread on society. They watched that national widespread approach archives cover a wide assortment of control alternatives, regularly with nonspecific proposals for action. Despite propels in explanatory strategies for picking up early situational mindfulness and for foreseeing the likely adequacy of intercessions, a major hole exists all inclusive in terms of joining these yields with the counsel contained in arrangement reports. The analysts watched that choice models give an approach to characterizing and assessing elective arrangement alternatives beneath complex and changing conditions. A choice show for irresistible infection pandemics is an fitting strategy for joining prove from situational and intervention examination instruments, at the side the data in arrangement reports, to supply strong exhortation on conceivable reaction alternatives (counting vulnerability).

In any case, decisions demonstrate for widespread reaction cannot capture all of the social, political, and moral contemplations that affect decision-making. Such a demonstrate ought to subsequently be implanted in a choice back framework that emphasizes this broader setting. The COVID-19 widespread has raised challenges in managing with data sharing by the open and the specialists. Utilizing online social networks to track a widespread, an efficient audit of the utilize of Online Social Systems was conducted. The analysts conducted a precise writing explore for ponders with the essential point of utilizing OSN to identify and track a widespread.

The found out those OSNs have wealthy data that can be utilized to create a nearly real-time widespread reconnaissance system. They recognized the degree of utilizing OSNs to track a widespread and concluded that OSNs contain critical data to track a widespread nearly in genuine time. In the confront of COVID-19, social media may be a incredible way for people and communities to remain associated indeed whereas physically separated. With the approach of social media within the 21st century, not as it were are we learning the most recent news updates, but we're moreover utilizing stages like Facebook and Twitter to supply individual and trade upgrades. For businesses, this implies leveraging social media to bolster workers and clients like

never some time recently. For the government, it implies doing its best to proficiently share truthful and up-to-date data.

2.6.1. COVID-19 and the Role of the Media:

As a global health crisis, COVID-19 has disproportionately affected various aspects of life around the world. As the number of cases continues to skyrocket, information from multiple sources is constantly evolving. Unlike previous global pandemics, people today are more connected than ever before with instant access to information. Information, accurate or not, spreads rapidly around the world through word of mouth, social media, news and medical journals. This creates a stark difference between current and past pandemics with virological coincidences and transmissibility, where not only the virus itself spreads very quickly, but also misinformation and disinformation deviate from epidemic. Therefore, effective communication about the outbreak, especially in its early stages, has never been more essential to address public fears, while raising risk awareness, empowering the public to they take protective measures and gain public trust.

The pandemic has also cleared up some of the barriers to effective risk communication. In times of crisis affecting public health and livelihoods in general, technical information must be compiled and presented with meticulous attention to be understood by different audiences. This requires identifying key stakeholders, understanding who those stakeholders are, identifying competing ideas on the topic, and presenting information strategically with stakeholder views in mind. In addition, pandemic risk communication efforts pose specific challenges such as the need for communication in a time of scientific uncertainty regarding certain timelines, risks or threats of the pandemic such as deaths, health and economic losses resulting from the collapse of the system, and above all the need to stay behind, in order to prevent further harm, while at the same time meeting the emotional needs and people's mentality.

2.6.1.1. Twitter:

Scientists in various fields recognize the importance of social media, Twitter, in particular, has been used as a messaging tool to make a big difference in political and health attitudes. For example, when we analyzed Twitter updates, we found significant evidence of the prevalence of health information and news on the platform.

The researcher found that health information related to COVID-19 was widely shared on his Twitter in some regions. Extensive health data related to COVID-19 demonstrates the importance

of the platform. An individual may view health news related to her COVID-19 on her Twitter and find it threatening or non-threatening.

Additionally, platforms like Twitter encourage user expression, so individuals may voice their opinions about major health events like COVID-19.

Individual opinions rarely matter, but the aggregation of millions of messages yields important knowledge and deep insight into collective public opinion. In fact, as of May 11, 2020, researchers at the University Of Southern California Institute Of Information Sciences have identified more than 123 million of his tweets related to COVID-19, the pandemic on Twitter. It shows the scale of communication about Researchers also confirm that Twitter is an effective source of health news related to COVID-19 due to its clean and concise news style.

However, despite health news related to COVID-19 circulating on Twitter, individuals in the United States are not fully adhering to public health guidelines. According to a recent Gallup poll, only 44% of Americans said they wear face masks outside their homes. As such, Twitter is an important platform in assessing risk messages for health messages related to COVID-19. Some scholars argue that social media, including Twitter, enhances society's perception of risk more than traditional mass media.

2.6.1.2. Facebook:

Social media applications can be used strategically to promote open government and improve interactions between citizens and public institutions. Previous research has highlighted the importance of using government social media to facilitate communication between the public and government. Some scholars identify challenges, risks, organizational barriers, and cultural differences from state social media. In certain situations, Facebook is preferred over other social media platforms to get involved in local government affairs. This means Facebook is a key tool for effective communication between the public and government regarding public health emergencies. The government encourages Facebook users to share and spread public health messages posts and informations about the virus.

Recent research suggests that public health agencies need communication strategies to improve preparedness and response to public health crises. There is a growing body of research on social media use during COVID-19. As electronic word of mouth, online information such as reviews and social media posts can change people's behavior, so misinformation and fake reviews are a problem in fighting the pandemic. Some academics have expressed concern that it becomes difficult to build trust when misinformation is shared on social media. Others recognize the

potential of social media for positive causes. Additionally, research shows that many categories of information are posted on social media.

2.6.1.3. Instagram:

During the COVID-19 pandemic, Instagram usage increased significantly as people turned to social media to stay connected with friends and family and stays up to date with the latest news and developments related to the pandemic increased. There are some ways people used Instagram during the pandemic and to get attached about what is going on about the pandemic.

- **Stay connected:** With social distancing measures in place, people are turning to Instagram to stay connected with friends and family. Instagram features such as direct messages, video calls, and live streams have allowed people to stay connected virtually.
- **Information sharing:** Instagram has become a popular platform for sharing information related to COVID-19, including: News, Safety Guidelines, and Information on Vaccine Availability.
- **Online shopping:** With many brick-and-mortar stores closed due to lockdowns and social distancing measures, shopping on Instagram has proved popular with businesses and consumers alike. **Entertainment:** Instagram has become a popular platform for entertainment as people spend more time at home. Many people use Instagram to watch live concerts, comedy shows, and other types of performances.
- **Mental health:** Instagram has become a platform to promote mental health during the pandemic. Many mental health professionals and organizations use Instagram to share tips and resources for managing stress and anxiety.

Overall, Instagram has played a key role in keeping people connected and updated during the pandemic.

2.7.How do Social Media Companies deal with the Corona Epidemic? :

Although the corona virus pandemic is similar in nature, it will naturally bring about dramatic changes in almost every area of human existence in an extraordinarily short period of time. This is particularly true in the realm of social media, which we are using more and more on a daily basis.

Journalists have consistently reported on changes made by social media cites and technology companies in response to corona virus related misinformation. These changes include actively promoting reliable health information, adjusting more questionable content, reducing message forwarding and restricting advertising.

2.7.1. Prompting Reliable Information:

In early March 2020, many people wanted to know more about this mysterious virus. Is it really deadly? Who is most at risk? What can they do to protect themselves?

With so many unknowns, the internet environment was ripe for health –related lies. Social media gives everyone in the world an equal chance to get their message out.

Facebook has created a COVID-19 information center to share information about the virus from government sources and trusted media. This center has been upgraded with all sorts of.

In addition, YouTube has started asking people who watch videos related to the coronavirus to get the latest facts about the coronavirus, from official sources such as the World Health Organization and national governments.

Twitter, Instagram and TikTok have all done similar things. Expert information sources are also placed next to Google search results and in banner ads on websites.

2.7.2. Limit WhatsApp Transfer :

Deceptive content on the internet is usually more sophisticated than outright fraud. Recent research by the results Institute found that more misinformation about corona virus is repackaged, where existing and often correct information is hijacked, distorted, paraphrased or reworked – rather than entirely fabricated content.

In April 2020, WhatsApp made a major change to the way the platform works, imposing stricter limits on the number of people a message can be forwarded to at the same time.

Despite this change, it is still all too easy for lies to spread on social networks at an alarming rate, with platforms and regulators struggling to keep up.

2.7.3. Limiting Advertising Restrictions:

As well as Charlatans and scaremongers, the virus has also been a boon for scammers. A UK website illegally selling corona virus Kits for use at home, promoted via Facebook ads have been investigated.

This is just one example of people trying to profit from the virus by selling things that people suddenly needed most, such as test Kits, face masks and hand sanitizer.

Social media companies acted by restricting advertisements that sought to profit from public health issues. During the pandemic, social media companies showed signs of going further than before in removing content. In addition to deleting content, Facebook also used third-party fact checkers to flag posts as containing potentially misleading content.

2.8. Social Media Interaction with the Corona Pandemic:

As a global health crisis, COVID-19 has disproportionately affected various aspects of life across the globe. As the number of cases continues to skyrocket, information from multiple sources is constantly evolving. Unlike previous global pandemics, individuals nowadays are more interconnected than ever with instantaneous access to information. Information, accurate or otherwise, is rapidly flowing from one side of the world to the other via word of mouth, social media, news, and medical journals. This has created a striking difference between the ongoing and previous pandemics with the coincidence of virology and virility, in which not only did the virus itself spread very rapidly but also did the information and misinformation about the pandemic.

As a result, effective outbreak communication, particularly at the early stage, never has been as fundamental to deal with public fear, while at the same time promoting risk awareness, empowering the public in taking protective actions, and gaining public confidence and trust. The pandemic has also elucidated several barriers to effective risk communication. During a crisis that affects public health and livelihood in general; technical information must be compiled and presented with meticulous attention to comprehension by different audiences.

This requires identifying key stakeholders, understanding who these stakeholders are, identifying competing ideas on the topic, and strategically presenting the information with the stakeholders' perspectives in mind. In addition, risk communication efforts during the pandemic present specific challenges such as the need to communicate at times of uncertain science with certain deadlines, the danger or threat of the pandemic such as deaths, health system collapse, and economic loss, and most importantly the need to leave no one behind, prevent further damage, while at the same time addressing people's emotional and psychological needs

2.8.1. Promote your Health Information using Social Media:

Over the past decade social media has become a popular communication platform. The advent of social media has enabled health promotion interventions to adapt to the ever-changing and growing influence of social media, greatly improving the promotion of health information. Unlike traditional media, social media offers the advantages of mass and interpersonal communication. Social media can be used as an awareness and dissemination tool to enhance messages

disseminated through traditional media and enable audience engagement and interaction through content collaboration and co-creation. As a communication tool, social media has proven to be superior to traditional mass media as it can reach a wider audience across geographic boundaries.

2.8.2. Social Media use during Public Health Emergencies for Health Promotion:

Media is a platform tool for dissemination health information and subsequently contributes to health awareness and promotion, which allows it to be an essential mediation for health communication to assist in changing attitudes and inventions of influenza health behavior. It plays a crucial role in the public response to the pandemic or health emergency as it serves as a means of communication between the government, health institutions and the public, as well as it allows the media to the eye of the public.

Media channels have become windows through which the public looks for accurate information, scientific sound facts, government decisions and reactions of the general public which allows the public as receivers to shape their actions and reactions during the pandemic. Social media has also been used to support interaction with its consumers by engaging its audience in two-way communication with the institutions and health experts as well as providing them with platforms for support group discussions social media platforms have been used by a wide range of users especially during the pandemic like COVID-19, where social media was seen as the primary source of information for the public. Health institutions, including governmental and non-governmental organizations such as the world health organization (WHO), centre for disease control and prevention and locally the National Department of Health, have made use of social media to keep track of the more recent pandemics including COVID-19.

Health organizations can educate the public about common health issues such as, healthy living, vaccination and smoking. Communicate the risk of disease outbreak. Briefly explain how to prevent disease outbreaks for a wide audience which share the latest news and inform the public about the government's response to the outbreak.

Media also enabled timely intervention by enabling rapid and widespread dissemination, public health information reach leading to increase security communication in health practices associated with COVID-19 such as increase hand washing, mask use and social distancing have been observed.

One of the main characteristics of social media is the rapid dissemination of information; social media provides a new avenue for immediate publishing of medical information and can be seen as a channel through which medical professionals can communicate directly with the public. Thus

enabling two-way communication through social media encourages interaction with any engagement by the public and healthcare professionals, this may be an indication of why the National Health Ministry have used various social media platforms to disseminate information regarding COVID-19 prevention strategies as well as messages based on general information and misinformation about COVID-19.

2.9. The Role of the World Health Organization (WHO) Combating COVID-19:

The process of preventing is a common concern, and there is a disparity in the capacity of countries to deal with these epidemics due to many factors, including poverty and weak health systems, but the practical reality after the experience of corona has proven the fragility of many health systems around the world, requiring the search for new ways to deal with it.

The problem and the development of a set of legal measures that lead to the organization of society and follow the instructions that would reduce rates of the coronavirus. In January 2020, China informed the World Health Organization of the outbreak of the Covid disease, after which the organization announced thousands and millions of confirmed infections of the virus outside China and in many parts of the world, and as a result, the virus was described by the organization as a pandemic and considered it an emergency.

A similar series of strict measures and steps have been taken in one way or another between many countries in the world to stop the spread of the virus, with the possibility of imposing severe criminal penalties for resistance to these preventive measures and steps. The study concerns the World Health Organization, which is considered one of the most important international institutions concerned with human health, especially since the spread of the corona virus is the possibility of the international community as a whole, of which the WHO is one of its most important pillars in the field of health.

The World Health Organization study was chosen as the main international reference for dealing with epidemics and diseases, the most important of which is coronavirus. The WHO seeks to develop binding legal texts to ensure global health security. Since its inception, the organization has attempted to deal with all epidemics and pandemics that spread around the world by approving a number of mechanisms and measures. The organization has had several interventions to stop the outbreak of the new coronavirus.

2.9.1. WHO Mechanisms for Dealing with Epidemics and Pandemics:

The WHO is the guiding and coordinating authority in the field of global health, and is the party empowered to set international rules and standard, manage staff training and control epidemics. The WHO is the forefront of the fight against global epidemics, particularly with regard to public health emergencies in many of the organization's member states, as launched by the organization (The thirteenth general programme of work 2019-2023), in which the goal of achieving universal health coverage was proposed, in addition to the fact that every country is vulnerable to epidemics and emergencies.

2.9.2. The World Health Organization Measures and Recommendations to Combat the COVID-19:

Since the beginning of the spread of the virus, the WHO has begun to take numerous measures and actions to address this global crisis, and in April 2020, the WHO announced five organized measures to address the pandemic:

2.9.2.1. Countries Prepare and Respond:

The WHO has announced the preparedness and response plan and strategy through which it is working to develop the basic procedures that countries need to implement. The plan relies primarily on the development of continuously updated data to understand the nature of the virus and its most important development, as the data is seen as a guide for plans related to different countries, especially the poorest ones.

The organization's various regional offices are also working alongside the country offices in cooperation with the countries represented by the governments to prepare the health sector to deal with the virus and to try control it, especially in the early stages of its spread. The Solidarity Response Fund is considered one of the most important measures taken by the WHO to provide care for Covid patients and accelerate the vaccine development process.

2.9.2.2. Correct Informations and Avoiding Lies:

It is well known that the internet and social media have many inaccurate sources in handling news and information, which negatively affects in many cases, and the organization is developing accurate and targeted guidelines that help reduce disease rates. The organization WHO published more than 50 tips for public sector and health workers, and social media and social applications on the internet published all the special data and information that would lead to community awareness and activation of legal controls for virus protection.

2.9.2.3.Ensure that Life-Saving Supplies Reach Frontline Health Workers:

The organization has sent more than two million items of personal protective equipment to over 133 countries, while more than one million diagnostic tests have been sent to 126 countries.

2.9.2.3.1.Training and Mobilizing Health Workers:

The WHO has been working to train millions of health workers around the world, users participate in the global social learning network through interactive web-based courses, and over 1,2 million people have registered in several languages.

2.9.2.3.2. The Search for a Vaccine:

Many laboratories around the world have begun testing for a vaccine and unifying global efforts, as the WHO brought together more than 400 medical experts and specialists from around the world to determine the organization's priorities in the fight against the virus.

The WHO has played a major role in raising awareness, providing assistance and carrying out many of the studies and tests needed to prevent the spread of the corona virus around the world, especially as it has over 196 member countries. Although the WHO has played a major role in combating the spread of the coronavirus, it has not been able to put a definitive stop to the virus, and most efforts have been limited to support, information change and afocus on preventive measures to prevent the spread of corona.

2.10. Social Media Benefit and Satisfy Informations during the Pandemic:

Social media platforms are considered one of the most widely used sources of information in the world. Inexpensive Internet access, easy connectivity, and the presence of a large number of users make social media one of the easiest and most effective means of disseminating information. During the COVID-19 crisis, everyone's response is to seek more information regarding the coronavirus outbreak. Social media platforms have played a positive and negative role during the COVID-19 pandemic.

Social media has become a useful tool for individuals to communicate with friends and family during quarantine in order to minimize the negative effects of isolation that are associated with anxiety, stress, and anxiety, scared. In addition, it helps to quickly disseminate needed information, identify symptoms, share treatment and use control measures from other countries, and adapt them with available resources.

In contrast, the COVID-19 pandemic has opened up various problems on social media platforms including false rumors, misinformation, and deadly consequences of a drug that is supposed to cure disease, causes, prevention, vaccination and conspiracy theories about the origin of this virus. The dangerous problem is that false information and rumors spread on social networks faster than reliable information, damaging the authenticity and balance of the information system, in particular the health system.

Social media platforms are considered an important source for spreading and publishing information to the public. Social media platforms are considered an important means and effective source for disseminating reliable information to the public, especially for students who have recently used digital platforms. For continuing education or for those isolated during hospitalization or during home isolation.

2.10.1. The Importance of Using Social Media during the COVID-19 Pandemic:

In the modern discourse on the effects of media, one researcher said that in some countries, social media affected the buying situation, when some people attempted to get some items because of the spreading anxiety of COVID-19 on social media.

According to the press that starts, social media is in charge of some of the fear surrounding coronavirus, internationally leading to the place where social media corporations attempted to eliminate posts about COVID-19 from their platforms. Moreover, people saw posts of empty stores and roads on social media, which made anxiety associated with food and necessary needs shortage.

Therefore, country mentioned that social media gave everyone the opportunity to get knowledge with everyone else; this is why people posted on social media as soon as they see things about the virus. The public aspect in the 21st century has undergone the change generated by the acceptance of one-line communication technologies.

2.10.2. Using Social Media for Positive Change:

In the wake of the coronavirus disease (COVID-19), many people have turned to social media for information and guidance. There are both positive and negative aspects to this behavior. These range from the spread of misinformation to the important role social media plays in disseminating accurate information and mental health education. Challenges and benefits, considering who is more likely to use social media and thus be influenced by the information conveyed on digital platforms, which are now an integral part of our daily lives.

2.10.2.1. Downsides of Social Media and COVID-19:

Social media and other digital platforms play a role in providing information and maintaining contact. However, the spread of misinformation on social media and other digital platforms is considered as a serious threat to public health as the virus itself. Attempts to undermine and control help undermine the global response to the pandemic. Their spread, the ubiquity of pessimistic information about this COVID-19 and related deaths in social media newsfeeds exacerbates the risk of mental illness. It's normal to turn to social media when you're feeling anxious. For example, using a platform like Facebook can temporarily soothe the negative emotions of users, but all the positive aspects associated with social media use are associated with addictive behavior known to exist. Excessive use can reverse the benefits of social media use in reducing emotional distress. Excessive use can increase mental health risks. Research results show potential risks between social media use and emotional trauma.

2.10.2.2. Upsides of Social Media and COVID-19:

The COVID-19 pandemic has ushered in a global mental health crisis. Managing and disseminating accurate information about the virus is essential to remove the fear and anxiety that exacerbate stress and mental illness. A major advantage of social media and other digital platforms is easy access to information. This easy accessibility provides ample opportunities for education. Providing important information like this can help reduce the mental health impact of the pandemic. With Smartphone, tablets and other electronic devices within reach in the event of a health crisis, many people are turning to news feeds on social media platforms instead of traditional media sources. In addition to health information, these platforms are also remedies and outlets for mutual support. In the event of a health crisis, such emotional outlets have proven essential.

2.11. Fighting Misinformation in Social Media about COVID-19:

Since the crisis began with the spread of the virus in China, and then it has become clear on many social media platforms that there is something of a state of mass panic, and panic being promoted by many of the pioneers of those platforms.

It was remarkable to see how Twitter, the most widely distributed in many Arab countries, acted to announce a ban of misleading content about the epidemic and to say that it would remove any content promoting unspecified and misleading claims about the corona virus.

The social media site said that tweets, which could put people at risk of contracting COVID-19, would be blocked under revised rules. According to Twitter, this includes any unreliable claims

that specific groups are most likely to contract the virus. Twitter's statement in this regard follows a joint announcement by Facebook, Google, and Microsoft, in which they pledged to work with governments to combat misinformation and to help contact those who have placed themselves in personal isolation.

The joint statement read: "We help millions of people stay connected, together we fight fake news and misinformation about the virus, publish content from relevant authorities on our platforms and share important updates in coordination with government health agencies worldwide"; In addition to the intention of some, limiting their posts on social media platforms to highlighting the dark and gloomy side, and the details of the dead cases, which deepens the already existing state of fear, there are others who have sought to benefit from the crisis by promoting fake medicines, which they claim treat the corona epidemic.

In several Arab countries, the authorities seemed interested in combating the spread of rumors or false news during the crisis via social networks. In Qatar, the Ministry of Interior warned all citizens and residents not to participate in spreading or disseminating it "A very dangerous matter that can expose those responsible to legal action".

In Saudi Arabia, the authorities have imposed sanctions on publisher of anonymous news, and the promotion of rumors that aggravate panic in society in light of the corona virus outbreak, as it affects public order. On the other hand, part of the test that a social media face in this crisis seems to be related to credibility. Although it has been known in recent years as a fast way to circulate and transmit information, people _it seems _ automatically rush in times of crisis to the traditional media, especially the sober ones, which reflects a crisis of confidence in the new social media, especially in times of crisis.

In Corona's time, the main social media platforms were busy facilitating interaction between people during relatively long periods of isolation in the world, but social communication has also become negative, as rumors, and fabricated news circulate at full speed. The American Time magazine, published a study on social media trends in the United States of America on Facebook and Twitter platforms in particular during the corona pandemic, as they are a crucial mediator in the flow of information that people needs in light of preventive isolation and working and studying at home, and at the same time, these platforms have become a decisive mediator in the promotion of cheap information that seeks excitement, false rumors and even false advertisements, which in this case have become areas on to increase people's anxiety and spread panic among them.

On Twitter and Facebook in the Arab world, both platforms were plenty of torrent lies, fabricated stories and videos, most of which focused on the link between the coronapandemic and the causes of backbiting and comparing Islam to other religions with what they described as a response of the pandemic, and most of them focused on Italy, which was hit hard by the epidemic, and this become rich material fake news with a fertile imagination.

2.11.1. Platforms to Combat Fake News and Misleading Information in the Time of COVID-19:

In recent years, a number of specialized platforms and initiatives have been launched to examine and verify what is published in various media or social media after the phenomenon of fake news, spread like wildfire with rapid technological development.

In times of major epidemics or crisis, the danger of misleading information and fake news for societies is multiplied because of the state of anxiety and fear, which can reach patients that afflicts people in such circumstances. Below, the International Network of Journalists present five platforms from five Arab countries that are fighting manufacturing and counter fighting and playing their part in the corona era, some of them are:

2.11.1.1. Fatabyyano (<https://Fatabyyano.net>):

Independent Jordanian platform specializing in news verification, its objective is to purify Arab content on the internet of myths and rumors, established in 2014; its working method is based on a set of organizational rules, the most important of which are:

- Return to the origin of the news and the primary source of all information.
- Attach as much evidence as possible to confirm or refute any claim.
- Communicate directly with Fact-Checkers investigators in 122 countries around the world to facilitate the verification process.
- Provide a list of hundreds of specialists in various fields to cooperate with the platform on complex allegations.

2.11.1.2. No rumors (<https://norumours.net>):

A Saudi platform launched by Saudi blogger (Rayan Adel) in 2012, specializing in fighting rumors on social network. The independent project according to the official website, has allocated a bottom on its website to report citizens' rumors, as well as its rumor monitoring unit. The

commission uses the international press archive and Twitter filter to check for false texts as part of its verification procedures.

2.11.1.3. Verify: (<https://verify-sy.com>):

Syrian platform specializing in news review and verification of information, established in 2016, and offering its content in English and Turkish, in addition to Arabic. Verify-sy's team is composed of journalists with media expertise, and the platform seeks to monitor the state of media chaos on the Syrian scene, by monitoring media institutions and their trend and watching what is published through them to verify and correct it, using investigative research tools.

During the corona pandemic, the platform worked to refute the rumors through the health department, and recently the platform revealed a false news published in the Arabic version on the Russia Today website indicating that China had sent medical aid to Syria to detect corona, as it became clear after verification that it was incorrect and that it only reached Syria World Health Organization aid.

Conclusion

The aim of this chapter is to show that the publications have always been the preferred means of spreading public awareness message through communication channels, also some posts which can be digitally printed, there is no single application for delivering messages to the target population or the importance of combining different methods to conduct awareness activities on the risk associated with covid-19 in order to achieve sustainable behavior change and success overtime.

To this end, WHO has developed awareness raising tools and materials to facilitate public information and sensitization through the dissemination of posters on the epidemic.

Introduction

The aim of this chapter is to use a questionnaire to verify the validation of the hypothesis and to know the importance of the WHO posters in the period of COVID-19.

This chapter is divided into two parts, one is about the questionnaire design, and the other one is about data collection and analysis.

3.1. Data Collection:

3.1.1. Questionnaire Design:

The student's questionnaire is divided into two sections that contain 07 close-ended questions and 02 open-ended questions, 40 students joined us and completed the questionnaire.

3.1.2. Difference between an Online Questionnaire and a Paper Questionnaire:

A paper questionnaire students don't give it importance and cost a lot of money and take a lot of time by giving them paper by paper, on the other hand, an online questionnaire can collect a lot of data in a short period of time, and no waste of money, and participants can answer at any time they want to.

3.1.3. Research Setting:

The participants of this study are students of English first year in our University of Ibn Khaldoun Tiaret. The total number of students was 40 by an online questionnaire.

3.1.4. Sample:

The current study focuses on first year English students at Ibn Khaldoun University of Tiaret, the questionnaire was shared via Messenger, WhatsApp, Email and Facebook groups, and students donated their precious time to assist us.

3.2. Analysis of the WHO Posters and Articles:

Poster 01:



Poster Title: Effective hand-washing.

Linguistic Features:

The poster uses an imperative tone to give instructions to the reader. The word Rub is repeated multiple times for emphasis and clarity. The poster also uses alliteration with the words (Hand, Finger, and Thumb) to make the message more memorable. The language is straight forward and uses short, simple sentences to make the message easy to understand.

Structure:

The poster is divided into twelve (12) sections, each section with a different instruction: Wet hands, apply plenty of soap, and Rub your hands ...; each section is accompanied by a simple graphic to illustrate the instruction. The poster follows a logical order, starting from wet your hands with water to dry your hands and keep the towel in your hands, and your hands are clean now.

Intended Audience:

The poster is targeted at the general public, with the intention of educating people about simple measures they can take to wash their hands and stay cleaned. The poster is designed to be easily understood by people of all ages.

Cultural Context:

The poster reflects the global response to the COVID-19 pandemic, and the emphasis on individual responsibility in preventing the spread of the virus. The use of simple, clear language and graphics is consistent with a public health message designed to be easily understood by diverse audiences.

Effectiveness:

The poster is effective in conveying in a clear message about the importance of hand Hygiene. The use of repetition and alliteration makes the message memorable and easy to remember. The simple graphics help to reinforce the message and make the poster accessible to a wider audience. Overall, the poster is an effective example of public health communication that is clear and easy to understand.

Poster02:



Poster Title: Stop the Spread of Germs. (Help prevent the spread of disease like COVID-19)

Linguistic Features:

The poster uses an imperative tone to give instructions to the reader. The poster also uses alliteration with the words (Hands, nose, mouth, eyes) to make the message easy to understand.

Structure:

The poster is divided into seven (07) sections, each with a different instruction: Stay at least 06 feet from other people, Cover your cough or sneeze with a tissue, wear mask over your nose and mouth, Do not touch your eyes, nose, and mouth, Clean and disinfect frequently touched objects and surfaces, Stay home, Wash your hands often with soap and water for at least 20 seconds. Each section is accompanied by a simple graphic to illustrate the instruction. The poster follows a logical order, starting with physical distance and processing the more general advice about wearing mask and not touching eyes and nose and staying home if necessary.

Intended Audience:

The poster targeted at the general public, with the intention of educating people about simple measures they can take to prevent the spread of COVID-19. The poster is designed to be easily understood by people of all ages and backgrounds.

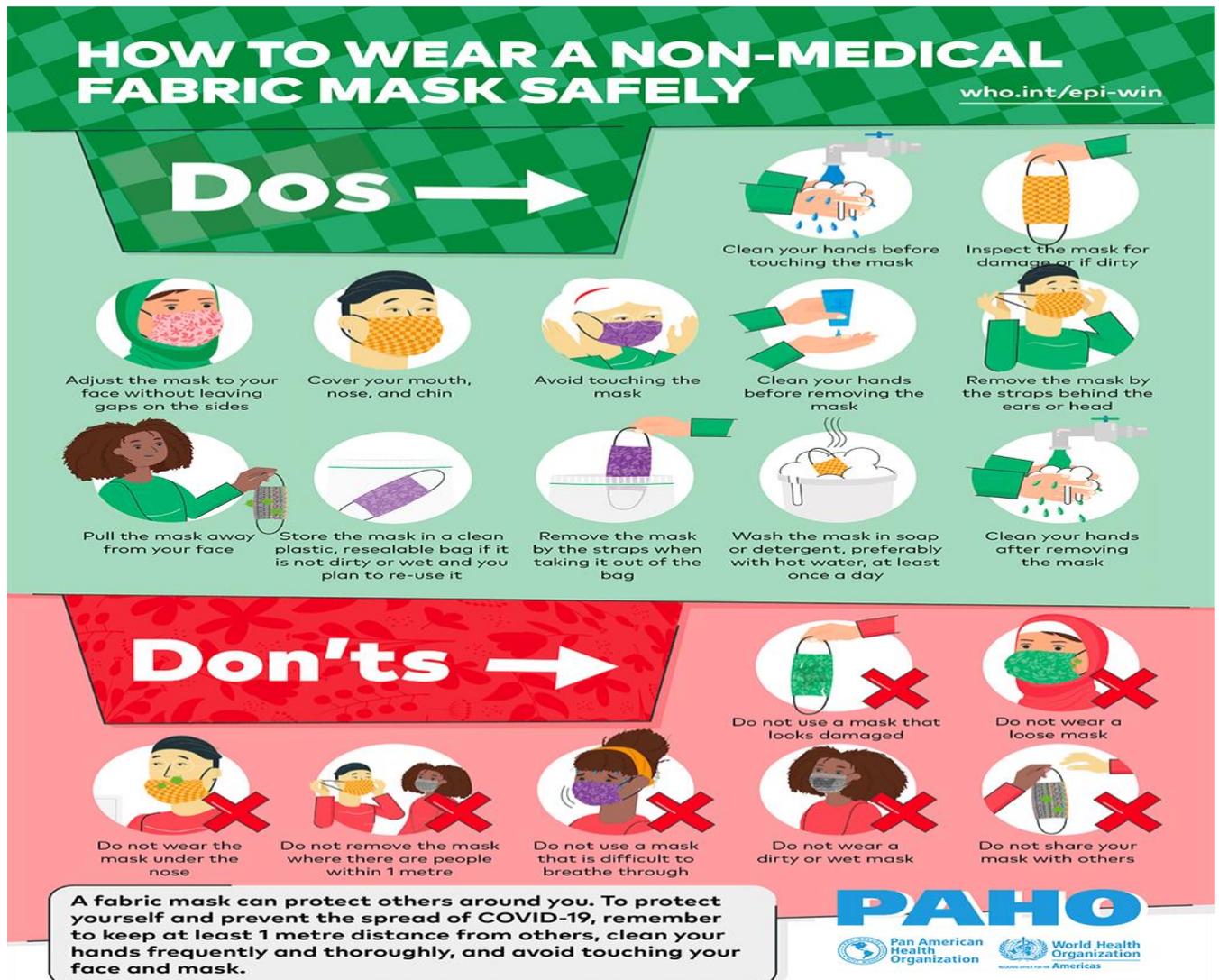
Cultural Context:

The poster reflects the global response to the COVID-19 pandemic and the emphasis on individual responsibility in preventing the spread of the virus. The use of simple, clear language and graphics is consistent with a public health message designed to be easily understood by diverse audiences.

Effectiveness:

The poster is effective in conveying a clear message about the importance of physical distancing and hand Hygiene and other preventive measures. The use of repetition and alliteration makes the message memorable and easy to remember. The simple graphics help to reinforce the message and make the poster accessible to a wider audience. Overall, the poster is an effective example of public health communication that is clear, concise, and easy to understand.

Poster 03:



Poster Title: How to wear a non-medical fabric masks safely (Dos and Don'ts)

Linguistic Features:

The listed poster shows us the most stringent steps and orders to follow to prevent self-infection in relation to the mask, as indicated that the hands must be washed before and after use, and some instructions such as wearing the mask in suitable way by covering the nose, mouth and chin, as well as using a mandatory method to make people more cautious. Language that has been used strictly with short clear sentences to make the posters understandable in an easy way for all people.

Structure:

The poster is divided into two sections, the first section contains twelve illustrations of actions that must be done and adhered to, under each of them there is a warning and somewhat conscious phrases that urges the reader to be abide by them, it proceeds from washing hands before using a mask, it also ends with washing and sanitizing hands after removing the mask and throwing it in a protective manner in a plastic bag, the second section contains a list of seven images with some phrases for actions that should not be done and avoid them when wearing a non-medical mask and remove it so as to keep away from infection and protect oneself from the virus.

Intended Audience:

The poster is intended for citizens of all ages to raise awareness about the pandemic and to warn against infection, the poster contains sentences and simple and meaningful words, it is also easy to understand even for illiterate people can understand it through expressive images shows simply it is also highly eye-catching and purposeful.

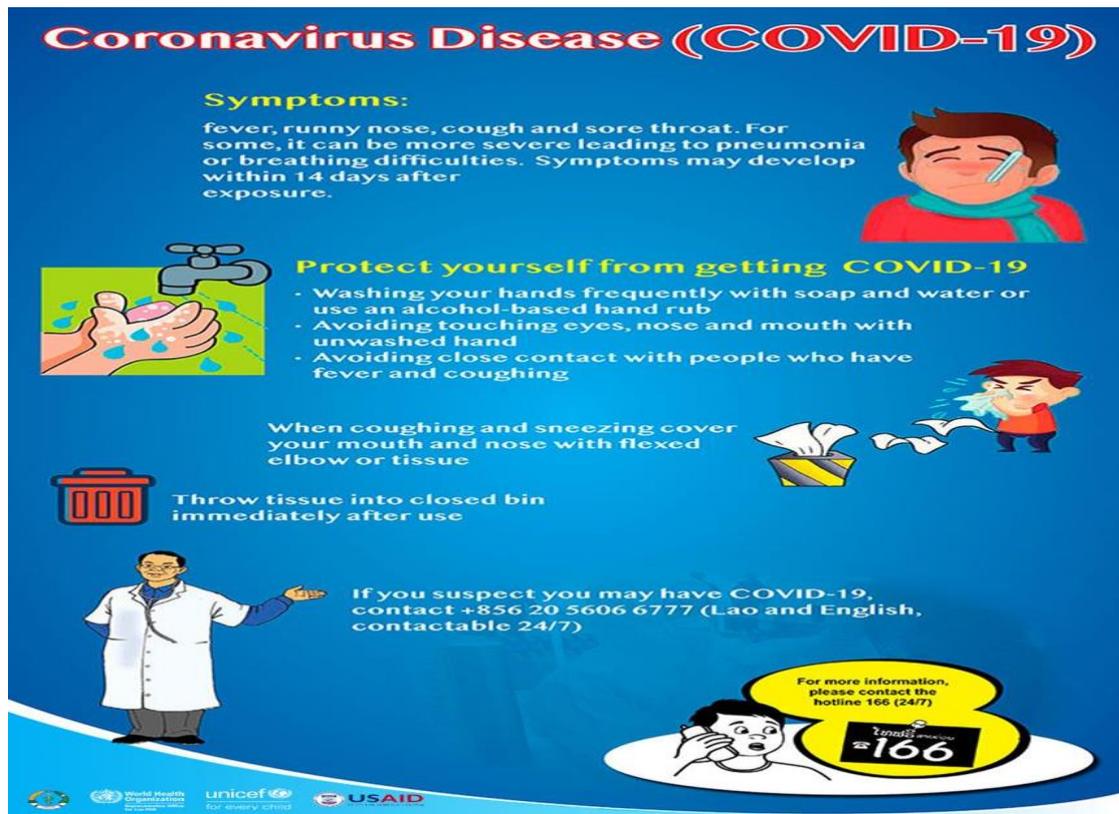
Cultural Context:

The poster gives instructions of how to deal with the non-medical fabric mask and the suitable way of how wearing and taking it off, they use simple and clear illustrations which are explained in a good way, as well simple language used in the suitable way which all people will understand it.

Effectiveness:

The poster's effectiveness is way conveying and the public follows the directions as well as the poster's pictures are well described and help the citizens grasp the message expressed on the billboard.

Poster 04:



Poster title: Coronavirus disease (COVID-19)

Linguistic Features:

The indicated poster contains meaningful illustrations that are the symptoms that the public should keep an eye on whenever they suspect they have one of them, then we see how to protect yourself from getting COVID-19 by washing hands daily several times a day, coughing and sneezing in a tissue and passing it through a suitable closed bin, and finally they should call the mentioned number to follow the doctor.

Structure:

The poster includes images that are followed by text. The poster is divided into two sections: the first shows us the symptoms of the virus, which are severe and extremely difficult to treat; the second section shows us how to protect ourselves from getting infected with viruses by washing our hands with soap and sanitizing them, as well as sneezing and coughing in a tissue; the poster also contains some pictures of people having fevers, another sneezing in a tissue, and a picture of

washing our hands; and finally, a doctor. Any person fell that he is having the mentioned symptoms must call a nearby hospital.

Intended Audience:

The poster is intended to all the people around the world during the period of the pandemic to help them to understand and follow the right way to prevent getting infected.

Cultural Context:

The poster is well explained with easy clear sentences followed with obvious pictures to attract people to see the health message mentioned on the poster; as well its language is simple even for the illiterate and old people.

Effectiveness:

The poster is so effective it derive the people to follow the written instructions to stay away from getting infected.

Analysis of Articles:

Article 01:

Title of the Article: US intelligence report suggests that a laboratory leak in China was responsible for the spread of corona virus.

Date of Publication: 2023-02-27.

A US intelligence report has concluded that the spread of the COVID-19 virus was due to a laboratory leak in China. The Wall Street Journal, The New York Times and CNN quoted unnamed sources as saying that the new intelligence information obtained by the USD epartment of Energy suggested that the corona virus had leaked from a Chinese laboratory.

Four other US intelligence agencies had previously expressed their belief that COVID-19 was the result of natural transmission, while two other agencies had yet to make a decision on the matter.

The US Department of Energy has estimated that an accidental leak from a laboratory in China have caused the spread of COVID-19, according to new finding reported by the media.

According to the Wall Street Journal, the US Department of energy joins the FBI in believing that the pandemic that emerged in early 2020 and has since claimed the lives of 7 million people and disrupt life from a laboratory in China; and the White House national security Advisor ‘Jake

Sullivan' told on CNN: "So far, no definitive answer has emerged from the intelligence agencies on this issue"

Intended Audience:

The article is targeted to the media and social media users, with the intention of informing people about how COVID-19 was spread?

Article 02:

Title of the Article: Two recent studies show that the origin of the Coronavirus was in the Chinese market in Wuhan:

Source: The prestigious scientific magazine.

Date of Publication: 27 / 07 / 2022.

The prestigious scientific magazine (Science) has published two new studies showing that the spread of the corona virus and its transformation into a global pandemic began at the live animal market in Wuhan, China. The first study tracked the first recorded infections and found that they were concentrated in and around the market, while the second analyzed the genetic make-up of the virus and samples from the market site, and found two strains of the virus were present before February 2020.

The first study was geographical analysis which showed that the first infections detected in December 2019 were market-centric. The second study was a genetic analysis of the virus in these early infections, which showed that it was unlikely to have spread widely in humans before November 2019. Controversy has raged since the beginning of the pandemic among experts who are still trying, almost three years after the spread of the pandemic, to determine the origin of the virus.

The first study analyzed the residences of the first 155 patients detected in December 2019. The researchers showed that these cases were concentrated around the Wuhan market; in addition, the cases studied included people who were not associated with the market but lived nearby, indicating that they may have been infected because of their proximity to the market.

Also the researchers analyzed samples taken from the market in January 2020. Their analysis showed that the SARS-CoV-2 positive samples were concentrated in the south-western part of the market, specifically where live animals were sold including (raccoon, dogs, foxes, bats)The

animal that acted as an intermediary between the bats , the corona virus vectors and humans has not been identified.

The second study is based on the analysis of the genome of virus that there were two strains of the virus A, and B, before February 2020. It is likely that these two strains resulted from two separate human transmission events, both in the Wuhan market.

Article 03:

Title of the Article: Awareness towards coronavirus disease (COVID-19) and its prevention methods in selected sites in Wolaita zone and Southern Ethiopia.

Source: National library of medicine.

Date of Publication: October 28th, 2020.

The severe acute respiratory syndrome coronavirus (SARS-Cov-2) that causes the unique coronavirus disease 2019 (COVID-19) is an infectious disease that spreads from person to person by contact with respiratory droplets, 2019's newly discovered coronavirus illness (COVID-19) poses a serious and immediate threat to global health. The number of patients with the disease who have been proven to have it and the number of deaths from it has risen at an alarming rate since the epidemic began in the People's Republic of China's Hubei Province in early December 2019.

On December 31st, 2019, it was first reported to the WHO; the WHO labeled the COVID-19 outbreak a worldwide health emergency on January 30th, 2020. Along with other interventions, timely access to accurate information and public knowledge of prevention strategies can make a life or death difference in this COVID-19 pandemic. In poor nations like Ethiopia, where millions of people have limited access to information due to low media access, inadequate internet penetration, illiteracy, and other factors, the stakes are particularly high. Everyone in the pandemic should be aware of the dangers; COVID-19 poses and more importantly should know how to protect themselves, their families and society at large.

Public education and information dissemination utilize regional media and other channels are one of the initiatives. However, in order to keep social distance, they practiced social distance in funeral homes and other places, this was coordinated by experts, and another is limiting social interaction frequent hand washing is crucial step.

In this approach, WHO posters and health professionals warn individuals about contracting the infection.

Intended audience:

The purpose of the article is to increase the general public’s knowledge of the coronavirus and how to protect oneself from contracting it in Ethiopia.

3.4. Students’ Questionnaire

3.4.1. Findings and Analyzing the Questionnaire

Section One: personal information.

Question 01: Are you male or female?

Analysis: The complete number of the students who participated are 40 students, only thirty (30%) are males, while the rest seventy (70%) are all females. The number of females is higher than males. We can say that maybe the females are more collaborative and interested than males.

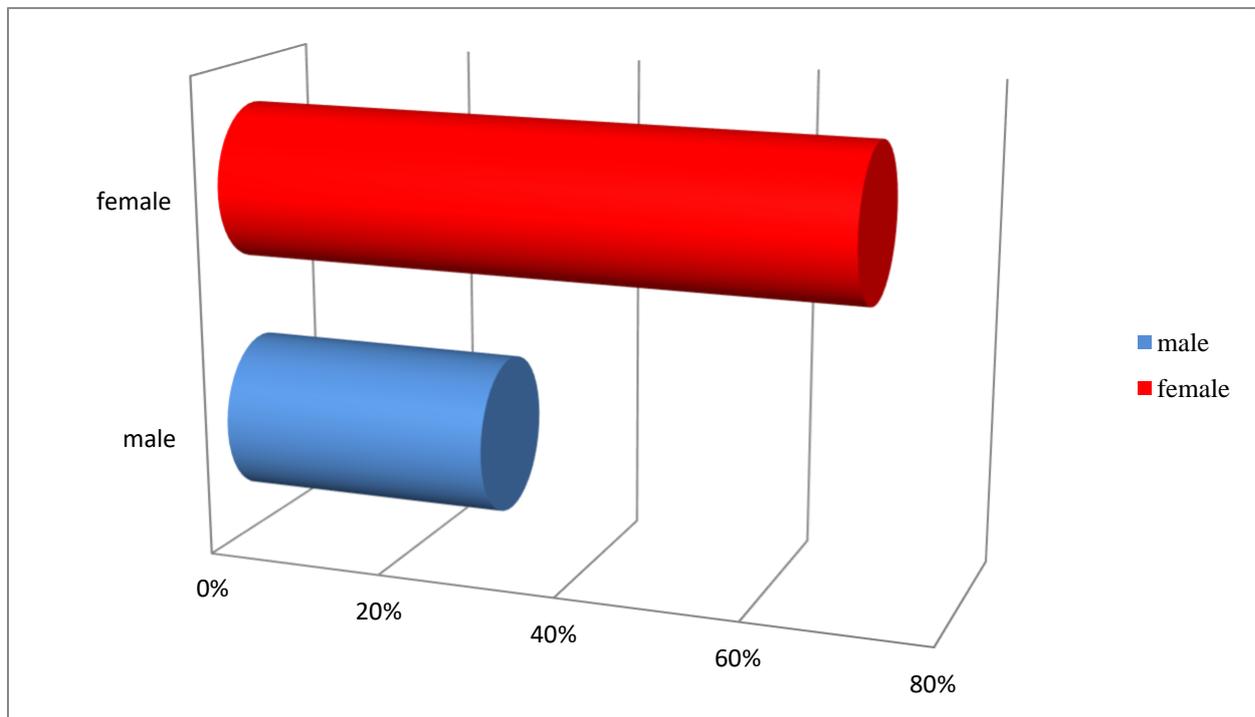


Figure 01: Personnel information (Gender).

Question 02: how old are you?

Analysis: We note that participants of different ages between 18 and more than 25 years of age by 67,5%,and between 22 and 25 years of age by 22,5% and over 25 by a few participants 10%. We observe that young people have more interest than other ages.

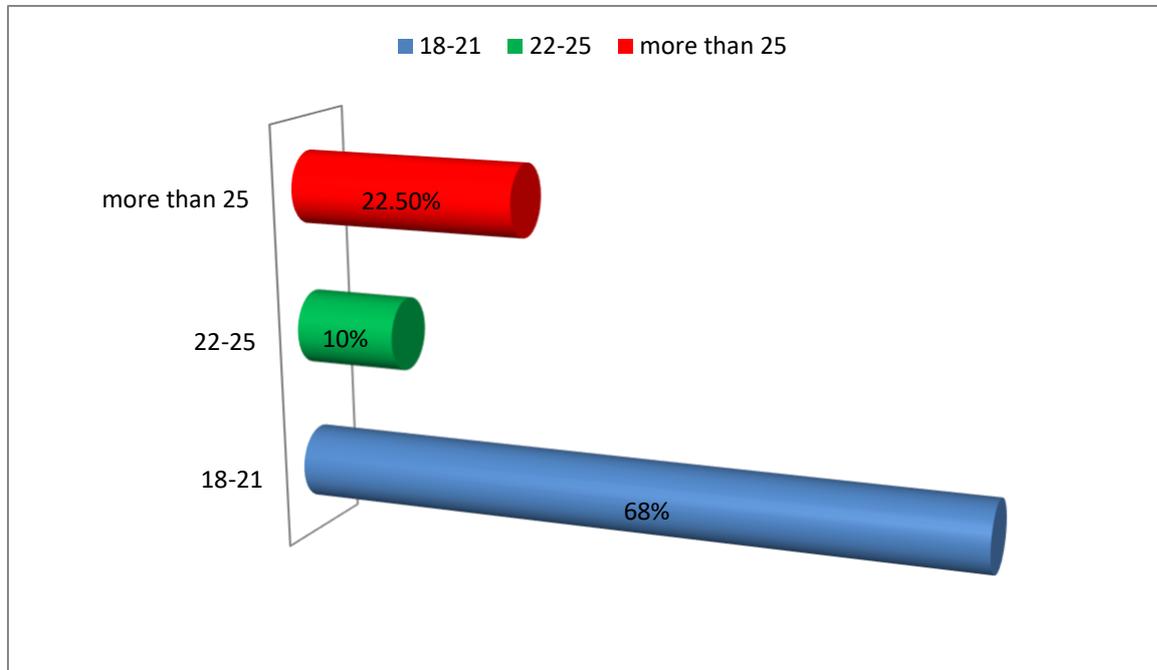


Figure 02: Personnel information (Age).

Question 03: Have you seen any of the WHO posters that were analyzed in the stylistic analysis?

Analysis: We see that the majority of the participants have already passed by some posters, by 76.9% their response was positive in the sense that they have seen the COVID-19 posters, while the remaining 23.1% were in the negative, they may not have come across the posters by any chance.

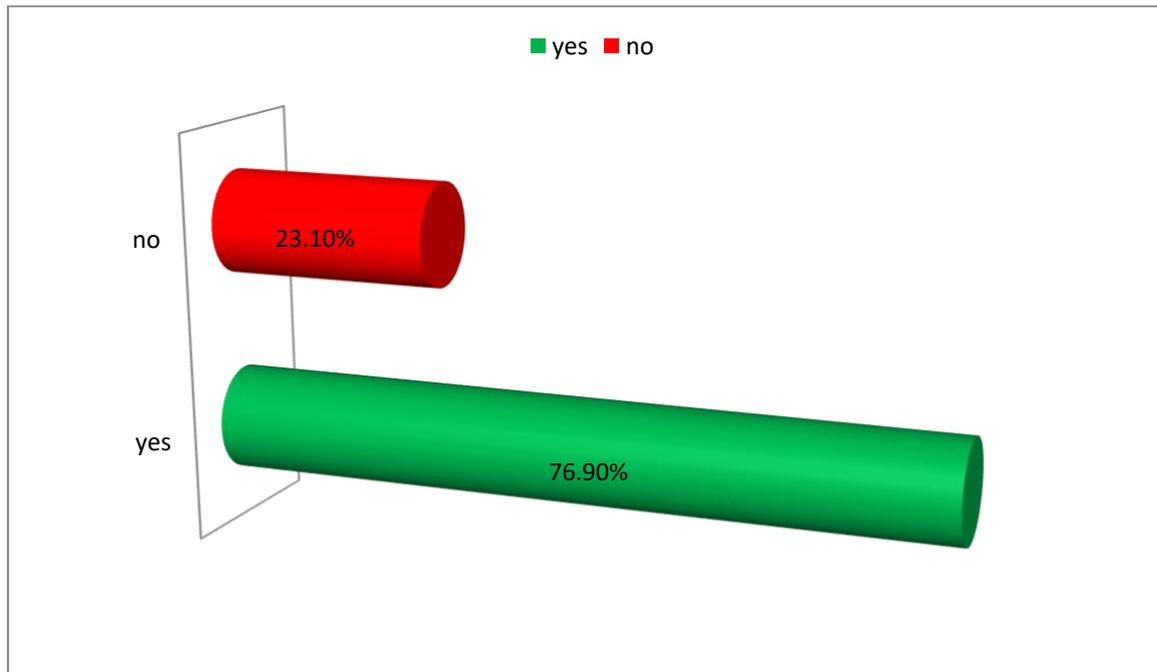


Figure 03: WHO Posters analyzed in stylistic analysis.

If yes, Which Ones?

The aim of asking this question is to get an accurate picture from the participants who of the posters were noticed significantly and therefore the answers showed us that the World Health Organization sterilization labels were the most viewed.

Question 04: Did you find the posters visually attractive?

Analysis: From the large percentage of participants whose response was Yes 92.5, the posters were attractive and influential, regardless of the small percentage estimated at 7.5, the posters were not attractive to them.

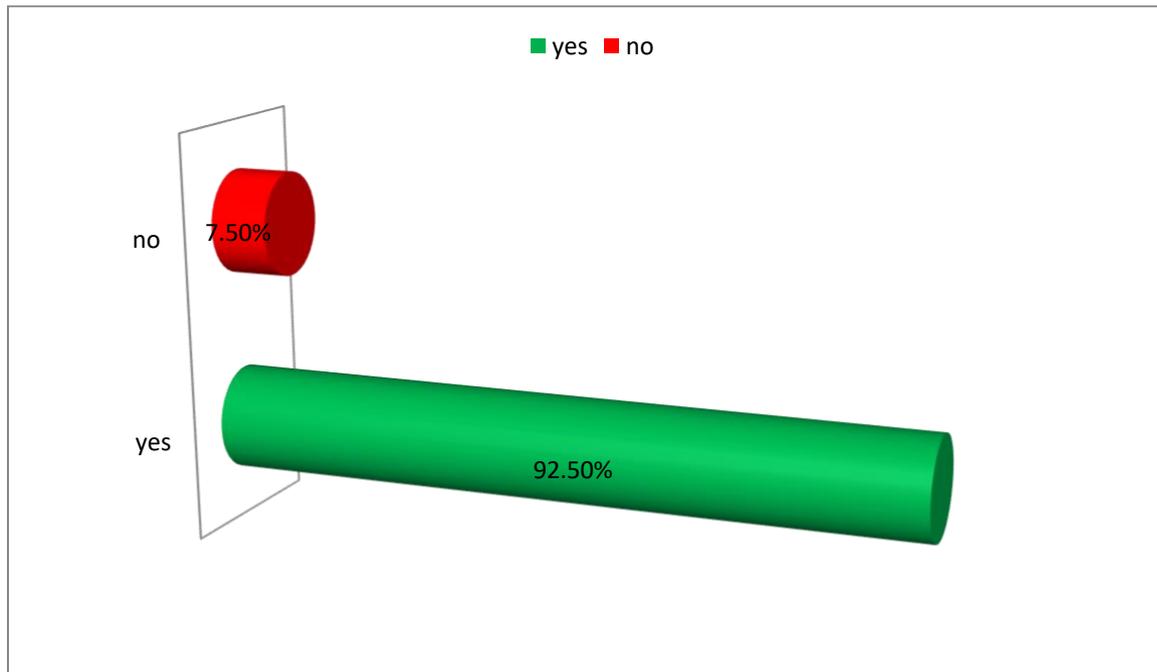


Figure 04: Attractiveness of posters.

Why or why not?

We address our question. Why? To know which way labels were attractive to look and what things were the focus of attention for some people.

Question 05: Did you notice any particular stylistic features in the posters, such as color font or imagery?

Analysis: The answers to this question were 85% approval answers that there were some elements that were interesting in terms of posters, some mentioned colors, and others images and so on, while the remaining 15% denies that the posters are marked.

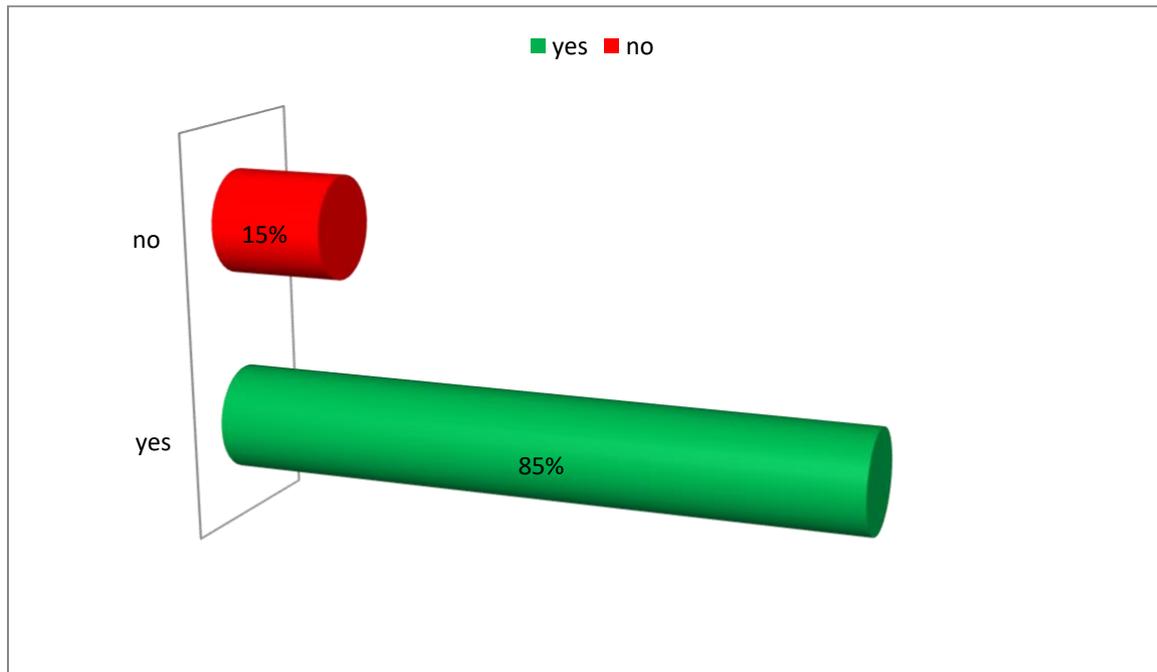


Figure 05: The stylistic features of the posters.

If so, what are they?

The answers varied, from the fact that the posters contained large images and large print to the fact that they were conveyed in a straightforward and easy manner.

Question 06: How did the stylistic features contribute to the overall message or purpose of the posters?

Analysis: The responses demonstrate that the displayed posters were successful, serve an important purpose, and strongly convey to the public how to protect themselves from the current corona pandemic.

Question 07: Did the posters effectively convey their intended message?

Analysis: The graphs reflect a significant percentage. The fact that 90% of participants said yes and that they interacted with the WHO posters demonstrates the effectiveness of the message and the posters' intended purpose, while the other participants disputed the posters' effectiveness.

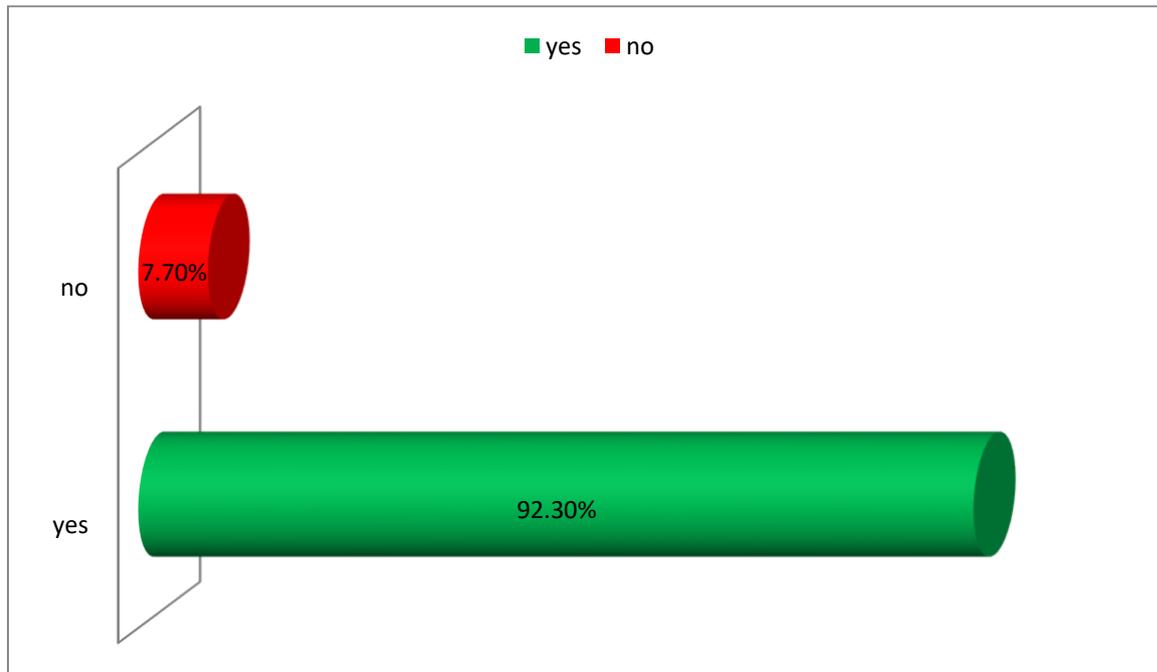


Figure 07: The effectiveness of the posters.

Question 08: Did the posters make you feel motivated to take action or change your behavior in any way?

Analysis: The results in the subsequent graph were hardly comparable. The majority of participants note that both the posters' behaviors changed for the better and that more people were aware of the illness. The opinions of the others were different from theirs. We might therefore conclude that some people failed to connect with the health messages.

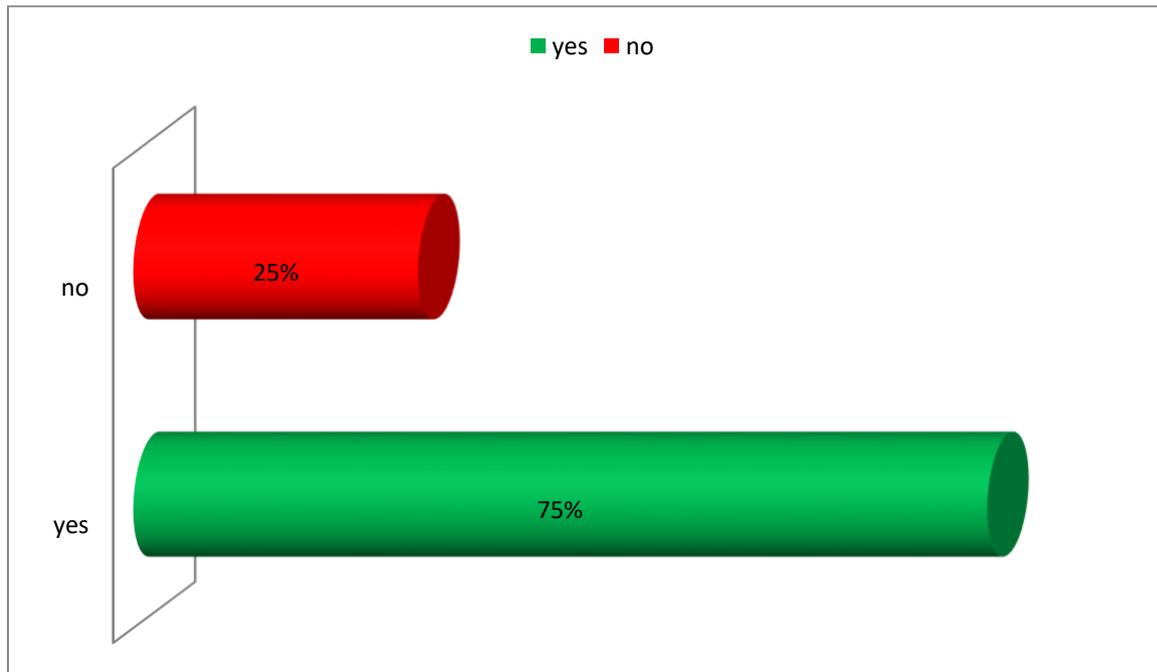


Figure 08: Motivation of the posters.

If yes, How?

The responses to that question were positive, and the posters changed their actions and behavior in a very short period of time.

Question 09: Would you be more likely to pay attention to a health message if it was presented in a visually attractive way?

Analysis:

The graph illustrate that 94,9% of the participants will pay more attention to any poster that include health messages while on the other side the people who were not attracted to the health messages by 5,1% of the total percentage. We can see clearly by this percentage that the majority are more aware to the health messages and interested.

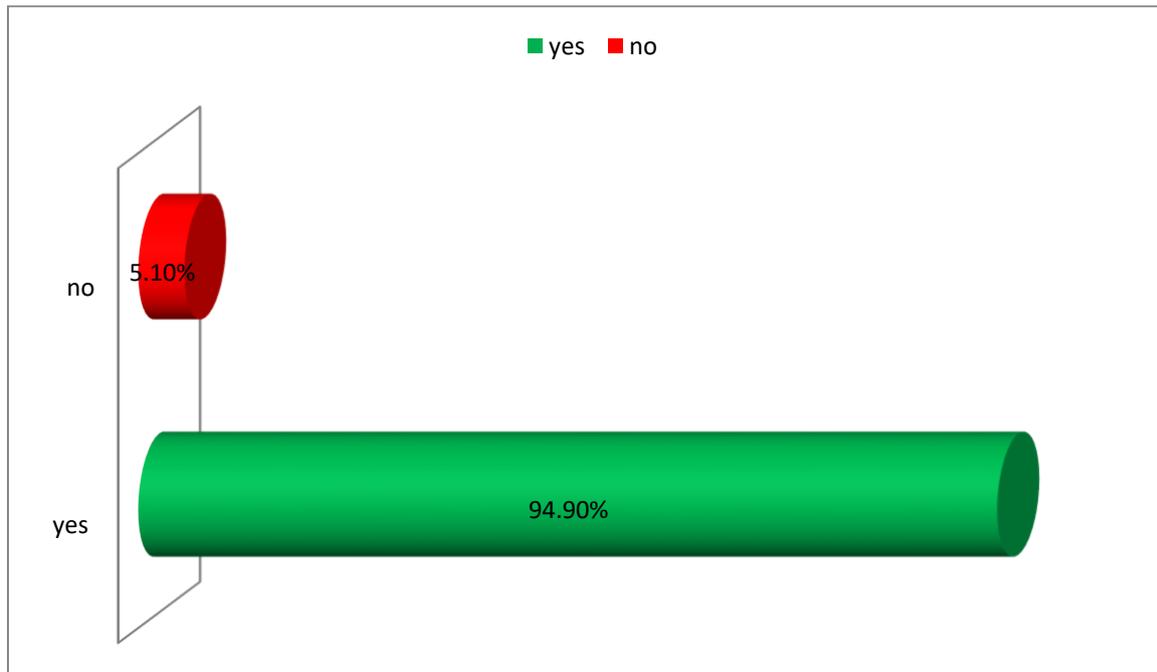


Figure 09: Paying attention to the health messages.

Question 10: Do you think that the stylistic features used in the posters were appropriate for their intended audience?

Analysis:

According to the following graph we can easily say that a high percentage which is about 92.5% of people who were collaborated with the idea of the posters as it was so clear and effective. In addition the rest 7.5% in their opinion the posters were not clear for all kind of people.

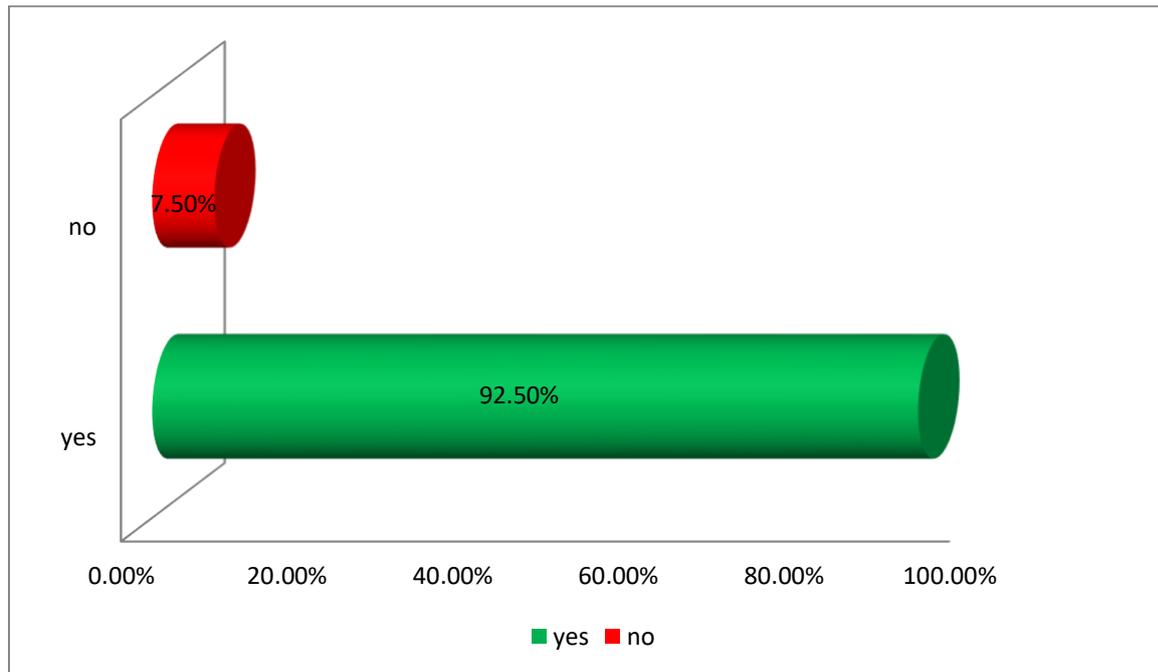


Figure 10: The appropriateness of the posters to the audience.

Why or why not?

The answers demonstrate how powerful and how relevant the posters were for everyone during the pandemic period.

Question 11: How would you rate the overall effectiveness of the posters in terms of their ability to communicate a health message to the public? Why?

Analysis:

The rate for the posters' effectiveness was really high, which convinced us that they had both kept people informed about the epidemic and directly communicated the proper message to them.

Conclusion:

In order to know better the role of the WHO posters, we established a questionnaire that will be used to answer our research questions in this chapter. It will help us understand and know the effectiveness and the role of the WHO posters in time of COVID-19.

Discussion of the Findings:

The number of students who participate in answering our questionnaire are 40. Only (30%) were males, while the rest was (70%) females. So we noticed that females were more collaborative and interested than males. Also we noticed that the majority of participants (76%) have already seen the WHO Posters. Students who have seen the posters said that it was attractive, memorable, and easy to understand. So we noticed that the WHO Posters was effective and helped people receive the message.

General Conclusion

COVID-19 is the disease caused by SARS-CoV-2, the coronavirus that emerged in December 2019. COVID-19 can be severe, and has caused millions of deaths around the world as well as lasting health problems in some who have survived the illness.

As of now, researchers know that the coronavirus is spread through droplets and virus particles released into the air when an infected person breathes, talks, laughs, sings, coughs or sneezes. Larger droplets may fall to the ground in a few seconds, but tiny infectious particles can linger in the air and accumulate in indoor places, especially where many people are gathered and there is poor ventilation. This is why mask-wearing, hand hygiene and physical distancing are essential to preventing COVID-19.

The World Health Organization is acting by enhancing its communication efforts to properly address rapidly spreading rumors and questions from the public obtained in social media channels, also using search optimization strategies within the social media platforms to guide anyone asking questions about the pandemic by redirecting them to reliable sources. Similarly, social media platforms themselves are including alerts or 'warnings' with links to reliable sources and fact checkers when searching for information on COVID-19 and other health-related issues.

Although these represent good first steps, more is needed on the research efforts to understand the origins and spread of misinformation. Social media is an inevitable part of today's information channels. The risk of negative health effects (including death) from misguided health news in this pandemic is real.

In this research, we tried to analyze a textual stylistic on WHO posters and social media in raising awareness during the COVID-19, for doing so we divided our work on three chapters.

The first chapter is literature review; it is about the outbreak of Covid-19 pandemic, it will discuss the effects of corona virus on people and the world, and the awareness of its danger and how to prevent it, and protection measures.

The second chapter is methodology; it is about the awareness of social media and WHO posters during Covid-19, it will discuss the importance and awareness of social media and the World Health Organization in time of the pandemic, and the role of social media in spreading awareness in society, and analysis of WHO posters and awareness articles.

General Conclusion

The third chapter detailed the investigation and results of the questionnaire that was sent to students of first year in the English department of University of Ibn Khaldoun of Tiaret.

The participants stated that the WHO posters was useful and helped many people to be conscious about the Covid-19 and to be more aware of the pandemic, they said that it is a good way to aware people because it is easy to understand because of its easy graphics that everyone can understand it.

To sum up, we can see clearly and mention that the social media networks had a great job by fighting misinformation, and help people to figure out all the details about the virus and the pandemic as well. We can say that the social media play a key role in spreading informations and preventions during the period of the pandemic.

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Summary:

The aim of this study is to show the importance of social media and the WHO posters on the awareness of COVID-19, focusing on the ways and actions that social media and the WHO took to aware people in period of COVID-19, and the impacts and protection measures of this pandemic. It also seeks to study the people's point of view about the effectiveness of the WHO posters on first year students of Ibn Khaldoun University of Tiaret. To collect data for our study, we did a questionnaire to 40 students, and the results reveal that the effectiveness of WHO posters is really high, which convinced us that they had kept people informed about the epidemic.

Key words: COVID-19, WHO, social media, awareness, stylistic, textual.

ملخص:

الهدف من هذه الدراسة هو إظهار أهمية وسائل التواصل الاجتماعي وملصقات منظمة الصحة العالمية للتوعية بفيروس كورونا، مع التركيز على الطرق والإجراءات التي اتخذتها وسائل التواصل الاجتماعي ومنظمة الصحة العالمية للأشخاص الواعين في فترة كوفيد 19-، والآثار وتدابير الحماية من هذا الوباء. كما تسعى إلى دراسة وجهة نظر الناس حول فعالية ملصقات منظمة الصحة العالمية على طالب السنة الأولى بجامعة ابن خلدون بتيارت. لجمع البيانات من أجل دراستنا، أجرينا استبيانًا على 40 طالبًا، وكشفت النتائج أن فعالية ملصقات منظمة الصحة العالمية عالية حقًا، ما أقتنعنا بأنهم أبقوا الناس على اطلاع دائم بالوباء.

الكلمات المفتاحية: كوفيد19، مواقع التواصل الاجتماعي، التوعية، أسلوبية، نصي.

Résumé :

L'objectif de cette étude est de montrer l'importance des médias sociaux et des affiches de l'OMS sur la sensibilisation au COVID-19, en se concentrant sur les moyens et les actions que les médias sociaux et l'OMS ont pris pour sensibiliser les gens à la période du COVID-19, et sur les impacts et les mesures de protection de cette pandémie. Elle cherche également à étudier le point de vue des gens sur l'efficacité des affiches de l'OMS sur les étudiants de première année de l'Université Ibn Khaldoun de Tiaret. Les résultats révèlent que l'efficacité des affiches de l'OMS est très élevée, ce qui nous convainc qu'elles ont permis d'informer les gens.

Mot clé: COVID-19, OMS, médias sociaux, sensibilisation, stylistique, textuel.