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**Housewives' Attitudes Towards the Impact of Local Media on
Developing Health Awareness
-A Field Study of a Sample of Annaba Radio Listeners**

**اتجاهات المرأة الماكثة بالبيت نحو أثر الاعلام المحلي في تنمية الوعي الصحي
-دراسة ميدانية لعينة من مستمعات اذاعة عنابة-**

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Abstract:

This study aims to reveal the attitudes of housewives towards the impact of local media in developing health awareness. A purposive sample of 70 female listeners of Annaba Radio was selected. The descriptive method was relied upon to answer the study questions, using a questionnaire as the data collection tool. After data processing, analysis, and interpretation, we reached several conclusions, including a general result: the response rate and benefit from the medical advice provided by the health programs of Annaba Radio were significant.

Keywords: local media, development, health awareness

الملخص:

تهدف هذه الدراسة إلى الكشف عن اتجاهات المرأة المأكنة بالبيت نحو أثر الاعلام المحلي في تنمية الوعي الصحي، حيث تم اختيار العينة القصدية التي مست 45 مفردة من متابعات اذاعة عنابة، حيث تم الاعتماد على المنهج الوصفي الذي نحاول من خلاله الإجابة عن أسئلة الدراسة من خلال الاعتماد على الاستبيان كأداة لجمع البيانات. وبعد تفريغ البيانات وتحليلها وتفسيرها، خلصنا إلى جملة من النتائج نذكر منها نتيجة عامة هي: أن نسبة الاستجابة والاستفادة من النصائح الطبية التي تقدمها البرامج الصحية لإذاعة عنابة كانت كبيرة. الكلمات المفتاحية: الاعلام المحلي، التنمية، الوعي الصحي.

1. INTRODUCTION

In the modern era, media is considered one of the most influential tools in shaping and directing societal awareness, due to its ability to impact various segments of society through the provision of news, educational, and awareness content. In this context, local media emerges as a vital link between institutions and the community, especially concerning critical issues that affect citizens' daily lives, foremost among them matters related to public health.

The importance of health awareness is increasing amid contemporary health challenges such as epidemics, chronic diseases, and unhealthy lifestyle behaviors, making media a central means of conveying health knowledge and promoting preventive behavior, particularly among groups that have limited access to other information sources. Stay-at-home women are among these groups, given their daily routines and their relative reliance on traditional media,

primarily local radio, as a main source of information.

2. STUDY PROBLEMATIC:

The social development problems in developing countries have come to be represented by the decline in health awareness, the decrease in hygiene levels, the spread of diseases, weak social control, disruption of consumption patterns, and other manifestations of neglect. These issues require appropriate treatment and a high degree of public awareness regarding the nature of the problems, their negative impacts, and methods of addressing and confronting them. Here, the media, including radio, must play its role through persuasive media campaigns, relying primarily on its programs and the information and models it provides. Radio is distinguished by its ability to accompany individuals, especially housewives who spend long hours at home, allowing it to insist in a non-repellent manner, add new information, respond to inquiries, or explore

the topic from various angles.

- In the Third World generally, and Algeria in particular, health is one of the most important topics that concern doctors, workers, journalists, and even political scientists during the twenty-first century. Algeria has witnessed new diseases arising from the spread of certain modern lifestyles such as AIDS, lung cancer, diabetes... in addition to the re-emergence of some traditional diseases like typhoid, smallpox, plague, cholera... These health problems have led local radio in general, and Annaba Radio in particular, to strive to build a clear knowledge base among individuals, especially housewives, about everything related to prevention and health through broadcasting health education and awareness topics. This aims to achieve their social integration without any problems, ensuring the intensification of health concerns and keeping pace with the scientific developments witnessed by other media outlets.

In order to understand the role of the latter in spreading health awareness and achieving our goal, we started with the following main question:

- What are the attitudes of housewives towards Annaba Radio's impact on developing health awareness?

- This main question includes the following sub-questions:

1- To what extent does Annaba Radio pay attention to health development programs?

2- What are the attitudes of housewives towards the health awareness programs provided by Annaba Radio?

3- To what extent do housewives in the city of Annaba possess health awareness?

3. STUDY OBJECTIVES

1- To reveal the extent of Annaba Radio's interest in health development and awareness programs.

2- To identify the attitudes of housewives towards the health awareness programs offered by Annaba Radio.

3- To determine the level of health

awareness among housewives in the city of Annaba.

4. PREVIOUS STUDIES

An Arab Study:

- Al-Amin H: Activating media means in the field of health awareness. (Al-Amin H, 2001)

- The study covered many points, the most important of which were the justifications for activating the role of media, especially visual and audio media, in educating society health-wise; the current state of health media programs and their insufficiency both in quantity and quality; their focus on delivering information rather than changing behavior, which is considered the ultimate goal of health education; the inadequacy of some presenters of these programs on these platforms; and the necessity of involving doctors and scientific associations in their preparation to ensure their success. The study recommended focusing on behavior change methods and training doctors and media professionals in the field of health education. The researcher benefited from this study in highlighting the importance of the media's role in health awareness, which supports and enhances the significance of her own study.

Algerian Study:

- Shaabani Malik: The Role of Local Radio in Promoting Health Awareness Among University Students (Sha'bani Malik, 2002)

- This study aimed to identify the role of local radio in promoting health awareness among university students. The study found that a large percentage of female respondents pay attention to the advice provided by local radio, especially regarding mental illnesses. This is because the psychological aspect is considered the type of health most focused on by the radio on one hand, and the programming is appropriate when offering advice on mental illnesses. On the other hand, these programs receive significant positive response from the respondents, as they follow this advice, recommend it to their relatives, and wish the radio would focus more on health programs,

particularly those related to prevention. This is clear evidence of the high level of health awareness achieved by students after listening to the radio. They acknowledged that the allotted airtime for each session is insufficient, while the performance level of the radio staff and the amount of health information provided are average, with a predominance of a preventive nature.

5. METHODOLOGICAL APPROACH OF THE STUDY

- The study relied on the theory of social responsibility of the media, which represents an extension of the functional theory that acknowledges the centrality of the media in the development process through the community's participation in its major problems and developmental issues such as unemployment, health, education, and the environment. This theory believes that media work is concerned with the public good, attending to the needs of society, and working towards its happiness (Hijab Munir, 2004, p. 488), based on a clear, defined policy and a purposeful, well-studied plan by the media institution that aligns alongside the approach established by the concerned state.

6. STUDY CONCEPTS:

Concept of Local Media:

- It can be said that local media is the media that reflects the reality of a local community and aims to serve it in various fields, based on the following points (Shaaban Lunakel, 2007):

-  The geographical area, meaning the presence of a limited spatial scope.
-  Time, which is the period during which media materials are presented and broadcast.
-  Local law, which is embodied in the prevailing social system in the community, including customs, traditions, and values.

- Therefore, local media is the media system that addresses local development issues (Adeeb Khaddour, 1999, p.17) and is considered a fundamental and important branch of media activity (Wajih Al-Sheikh, 1995, p.37). Its primary aim is to serve the

public issues of the local community; in other words, it is the process through which the developmental role can be performed within the community in the desired manner that aligns with the goals of the developmental movement and the higher interest of the society (Abdulrahman Tishouri, 2019). It also seeks to achieve developmental objectives to create the appropriate groundwork for the success of local developmental plans. Moreover, it is comprehensive media connected to various aspects Economic, political, social, cultural, and educational, it is realistic, based on interaction with the public and mutual trust, and is characterized by reasonable planning and programming.

The Concept of Local Radio:

- Each local radio station serves a geographically and socially coherent local audience, providing programs that meet its specific and distinctive needs due to its proximity. It interacts with this community by taking from it, giving to it, and offering various services. The target audience for each local radio station consists of the individuals of this local community (Tariq Sayed Ahmed, 2004, p.79). This means that local radio broadcasts its programs addressing a specific, limited-number community living within a defined geographical area (Abdel Majeed Shukri, 1987, pp.13-14). According to Librero, local radio is the systematic use of radio aimed at developing people within a precisely defined geographical area. This means radio broadcasting within a specific geographical area for people who share largely similar ambitions, characteristics, and problems (Tariq Sayed Ahmed, p.290).

Concept of Development:

- Development means providing productive work and a better quality of life for all peoples, which requires significant growth in productivity, income, and the development of human capacity. According to this vision, the development process becomes a process of capacity building rather than merely maximizing utility or economic welfare; it involves raising the

cultural, social, and economic levels (Khaled Mustafa Qasim, 2007, p.19).

Concept of Health Awareness:

- It can be said that it is the perception of health knowledge, facts, and health objectives for healthy behavior. In other words, it is the individual's awareness of oneself, the awareness of surrounding health conditions, and the formation of a mental attitude toward the public health of the community (Mohamed Al-Johari, 1992, p.290).

7. STUDY METHODOLOGY

- Given the nature of the study and in line with the topic, in an attempt to achieve its objectives and reach the desired results, this can only be accomplished by following a clear and defined methodology. From this standpoint, we relied on the descriptive analytical method because it allows for providing data and facts about the problem under study, as well as interpreting it and understanding its implications. Additionally, it offers detailed data about the actual reality of the phenomenon or subject of the study.

8. STUDY SAMPLE

- Due to the vastness and scope of the research population and the connection of this achievement to specific deadlines that must be respected, and due to the difficulty of carrying out this massive work alone, we relied on a purposive sample in which the researcher selects its elements in a controlled manner, leaving no room for chance. The researcher personally acquires the elements that best represent what he is looking for in terms of information and data. This is due to his prior awareness and good knowledge of the research population and its important elements, which represent it accurately, and thus he does not find difficulty in selecting its elements directly (Ahmed Morsly, 2005, p. 197), as the researcher performs qualitative selection of the sampled individuals based on the objectives of his research (Kamel Mohamed Al-Maghribi, 2002, p. 147). From this standpoint, we selected 45 elements distributed equally across 5 municipalities out of 12 in a purposive manner.

9. DATA COLLECTION TOOLS

Questionnaire:

- We tried as much as possible to make the questionnaire questions clear and reflective of the study's problem and its inquiries, aiming to achieve a balance in covering all questions. The questions were formulated into four sections, comprising 31 questions, with each section aiming to:

1- A section concerned with revealing the level of Annaba Radio's interest in health development programs.

2- A section aimed at understanding the attitudes of housewives towards the health awareness programs provided by Annaba Radio.

3- A section aimed at identifying the level of health awareness among housewives in the city of Annaba.

4- A section dedicated to sociodemographic data.

10. RESULTS AND DISCUSSION

- The most important findings of the study are summarized in the following points:

Table No. 01: Shows the respondents' opinions on the adequacy of health segments in Annaba Radio.

Category	Frequency	Percentage
Intensive	06	13,33%
Moderate	35	77,78%
Low	04	8,99%
Total	45	%100

-We observe from this table that the percentage of respondents agreeing on the adequacy of health segments on Annaba Radio falls within the average category at 77.78%. This indicates that the respondents are consistently following the programs of this radio station and are fully informed about the various health segments broadcasted.

Table No. 02: Shows the level of respondents' understanding of health topics on Annaba Radio

-The numerical data shown in the table above indicates a high level of understanding of the health topics presented by Annaba Radio, with a percentage of 62.22%, which is a significant rate compared to the other percentages. This can be attributed to Annaba Radio's use of simple and easily understandable Arabic language for the general audience of its listeners, as well as occasionally using colloquial dialect to simplify some topics and terms that are difficult to understand, especially for the elderly

Table No. 03: Illustrates the extent to which the female respondents benefit from health programs on Annaba Radio:

Category	Frequency	Percentage
Yes	40	88,89%
No	05	11,11%
Total	45	%100

-The above table shows that a large percentage of the sample individuals benefited from the health programs provided by Annaba Radio, with a rate of 88.89%. The sample individuals indicate that the radio health programs helped them learn about various diseases, their causes, how to treat them, and how to prevent them. The sample individuals also confirmed the importance and usefulness of such programs in the awareness field, especially for themselves and their families.

Table No. 04: Shows the extent of the respondents' satisfaction with the health programs on Annaba Radio

Category	Frequency	Percentage
Satisfied	24	53,33%
Somewhat	14	31,11%
Dissatisfied	70	15,56%
Total	45	%100

%53.33 of the female respondents expressed their satisfaction with the health awareness programs on Annaba Regional Radio, which is clear evidence of the effective functional

role that the radio plays for this group within

Category	Frequency	Percentage
Large	28	62,22%
Medium	10	22,22%
Small	05	11,11%
Do not understand	02	4,44%
Total	45	%100

the framework of what is known as the social responsibility of the media towards society and community development.

Table No. 05: Illustrates the extent of the respondents' responsiveness to the health advice and instructions broadcasted on the radio

Category	Frequency	Percentage
Often	10	22,22%
Sometimes	27	60%
I do not follow it	08	11,78%
Total	45	%100

-It becomes clear from the study that the majority of the sample responded to the medical advice from Annaba Radio at a rate of 60%, by following the advice and instructions from time to time. This, if anything, indicates the effectiveness and efficiency of the local radio in raising health awareness among housebound women and its positive impact on their attitudes and behaviors, while we notice that a very small minority did not respond.

Table No. 06: Shows the diseases that changed the behaviors of the respondents after listening to Annaba Radio.

Category	Frequency	Percentage
Chronic Diseases	18	%40
Seasonal Diseases	17	%37,78
Mental Illnesses	10	%22,22
Total	45	%100

- The table above illustrates the main diseases for which the respondents received advice and awareness guidance during medical sessions on Annaba Radio, with the highest percentage recorded in the category of chronic diseases at 40%, closely followed by seasonal diseases at 37.78%. These diseases represent the most significant health issues suffered by the majority of the respondents.

11. GENERAL STUDY RESULTS

1. The percentage of respondents listening to health programs on Annaba Radio was high, attributed to the broad scope of benefits, as well as the use of colloquial and understandable language in presenting health topics.
2. -The respondents showed interest in the medical advice provided by Annaba Radio and responded positively, as evidenced by a sample of them identifying diseases for which they had previously received advice, whether chronic, seasonal, or even psychological illnesses.
3. The study concluded regarding the opinions and attitudes of the respondents towards the role of local media in developing health awareness among the respondents that Annaba Radio contributed strongly to presenting health education materials to a great extent, representing 53.33%.
4. Some respondents suggest increasing the number of sessions as well as the airtime allocated to health awareness programs on Annaba Radio, which reflects their awareness of the importance of such topics in creating and enhancing health awareness among them.
5. The health awareness programs influenced the respondents' behavior towards many diseases after listening to the regional Annaba Radio.
6. Annaba Radio has a positive and effective role in enlightening the national and local public opinion, particularly regarding the importance of health, especially for the female subjects of the study.

12. CONCLUSION

- In this study, we sought to identify the role of local media in developing health awareness among housebound women in Algeria, applying it to a sample of listeners of Annaba Regional Radio. The study yielded several results, some expected and others completely unexpected. However, the most prominent finding is that Annaba Radio plays an important and influential role in the field of media and health awareness among housebound women, who in turn demonstrated their awareness and interest in such developmental issues presented through its broadcasts

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