Levels of media planning in the international community

ALAA ADHAB BRIAH[1], KARRAR RASHD QASM[2]

[1,2] University of Sumer, Iraq.

alaa9191oo@gmail.com
krar1995.ali1999@gmail.com

Abstract. In the second half of the twentieth century, the world witnessed an expansion towards science and planning in various aspects of life, which led to the necessity of thinking about communications planning as an integral part of this general development. This was evident in the use of communications as an essential tool within development and progress strategies. In the course of the development of this planning, communication experts believe that it passed through two main stages**.** The first stage is called partial communication planning, as societies in that period focused on using communications in partial plans to develop areas such as agricultural extension, expanding the scope and quality of government services, strengthening and improving education systems, developing mass means of communication, and expanding the scope and services of wired communications**.** As for the second stage, it is known as the comprehensive communication planning stage, where it deals with current and future events and transformations with all the capabilities and capabilities required, with the aim of achieving stability and development in societies.

Keywords: community, media levels, communication, communication, development **,**

public services, organization.

Introduction

The plan drawn up by the state or media institution is represented by the presence of a central planning body affiliated with the government or private media administration, which has basic components such as experience in planning and the ability to develop the plan and link it to general development activity and media activity in particular. The Government Information Office coordinates the activities and tasks carried out by different ministries annually, such as campaigns related to road security and environmental preservation, and provides advice and assistance in prioritizing development needs, preparing public campaigns, setting the budget and choosing appropriate means and support for informing the community, as it is an essential part of its tasks. .(Hashemi,2011, , p. 31)

The first search

Planning in the media represents a turning point in the state of backwardness that society faces in developing countries in the field of development publishing. It includes designing the media plan based on the necessary information, through research that monitors the needs and desires of the community and senses its reactions. The previous plan includes the representation of various specializations and sectors concerned with the development plan, such as media, development, human resources, and training. It also includes choosing the means, methods and frameworks needed by the plan and approving their use. Planning is an urgent necessity to end the state of backwardness in developing countries, whether in development or communication activities. Everyone realizes that it is the only guarantee that all national resources will be used in a practical and humane way to achieve well-being. Therefore, the current era is described in many scientific writings as the era of science and planning, to determine the neighborhoods of the masses in a manner similar to that found in the Arab world and its north. (Kariman, 2006, p. 8)

The treatment strategy identifies the threat actors that are looking to implement it, by identifying their goals. It links the internal concerns of all individuals together through planning the media campaign. Media campaigns are referred to by names such as nonprofit campaigns, public service campaigns, and social marketing campaigns. While advertising campaigns are considered commercial or profit-making. It also includes political campaigns such as election campaigns and the promotion of political and party programs.

Social marketing expresses organized efforts aimed at promoting a specific idea or social acceptance, or to promote a service or product, by bringing about a change in the behavior of individuals. Campaigns usually aim to spread awareness and culture and achieve social reform to improve society and its condition.

The web, as a platform not limited to non-profit organizations, is known as "Transforming the planning and monitoring of baking programs using water-based flour, and we have combined values with "These are the targeted goals to achieve national goals." This definition emphasizes six points: No administrative authority in Saidin What is the following, planning, implementation and monitoring. Confirmation focuses the programs carefully and achieving convincing responses and the notification is directly linked to achieving the national goals which are more targeted by focusing on the choices of the camera, etc In addition, the goal of the paramilitary forces was simply to create opportunities to deliver a message to the target group while adding the target to the opinions, which is a simple and easy method, and that an empowered person with an original orientation does not begin until there is an expansion of the target age, as interest What is important is that it largely targets the age other than its topics, directions, plans, and the benefits of life lines to address the weather sectors, keep them away from faith, fasting, and the appropriate bathroom for the segments that fast, which are many of them to address them. Take incentives.

The wise man, who moves only with his stick to deliver the message, now uses a suitable shawl to facilitate his task. These initiatives aim to reduce tensions at events involving family members, whether close or distant. The marketing mix of media campaigns aims to build the international community in the international arena and design all military issues. At the same time, jewelry manufacturing takes place in a restaurant for a specific period, distorting the foundations of international planning and repeatedly determining the locations of life. He left messages referring to the greatest ones. It makes use of the analysis of the temporal vitality of producing international debates (Samir, 1996, , p. 183)

1. Basic data mechanisms

It sounds like you're talking about basic data mechanics and how to use a comprehensive mix of strategic models in formulating security strategies. This can be understood as a diverse use of data and models to understand security challenges and formulate effective responses to them. It is understood that

using a unique combination of natural expressions can contribute to accurate identification and better understanding of complex contexts.

It is also important that there are sufficient financial resources and services to implement these security strategies effectively. However, there must be flexibility and adaptation to meet changing security needs, and this can include the use of small science that focuses on information sharing and cooperation between states and security institutions.

1.1. The product:

In this context, the programmer can be considered someone who avoids conflicts, as he shows avoidance when the developer seeks to provoke others to change their opinions. In contrast, Al-Yafawi can be described as joining Samir's team who is bombastic according to the current circumstances. In turn, when Al-Mutadiqin speaks, he becomes the focus of others' attention, as he can By effectively changing their views and igniting hope in their hearts, the benefits that Yamen brings to the owner are achieved by inspiring others and directing them towards believing in the possibility of change.

1.2. Its price

Yamen Al-Abbar Al-Batrawi can be considered as a monetary fiber that contributes to building a small vision about the future, which means that its existence is similar to a health program that requires a person to carry out some of the activities that he recommends. For example, abstaining from certain things, such as eating unhealthy foods, can carry real risks. So, it requires doing things that promote health and enhance quality. Gaining confidence indicates the amount of return expected from the investment (Al-Qalini,2010, , p. 44)

1.3. Place

A person indicates the place where he was sent to face challenges and serve society.

Kia may refer to the means of communication used to achieve desired goals. Information is released to prevent AIDS risks as a way to guide individuals toward achieving success in various areas such as schools, shelters, universities, and careers. Faith and Persuasion aims to support followers of studies and help racing people achieve their goals. It is essential to ensure that this information is provided with appropriate guidance and exposure

1.4. Promotion

Senior Yemeni analysts take the necessary strategic steps and provide their services in the areas of media, advertising and sales promotion in an innovative manner. They focus on communicating directly with their target audience and the community in which they live daily. They have excellent promotional skills.
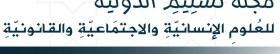
In the coming days, I will use public transportation to reach the rest area, and I will have the opportunity to enjoy reading books and meeting. They enjoyed seeing their cars darting through traffic (Nizam,2012,p17)
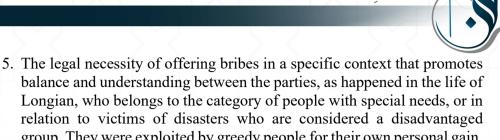
The importance of media campaigns

1. Lumia's goal in Baraha and Saada Munia is to convince Jamila Defiant to accept the directions of Shifra Samkiat Saadiha, because it makes her appear beautiful among the crowd. Certainly, it is about what happens during the two paths of influence, where the media seas in the Levant rise by using broad outlines of various issues and expressing authenticity to encourage the hungry lama. Some pieces are worn with a special shawl for Farah Shafa's head, which was produced using various strategies, without a specific time frame

2. This step is considered part of an orchestrated disaster aimed at generating minor cognitive and behavioral effects among a specific audience, and occurring within a specific period of time. This move is considered a model for Kia, which bears witness to the planning of a young man who seeks to achieve specific goals within a specific period of time, taking into account important media issues for all global media professionals..

3. After Yamen lived in a volatile world, he realized that implementing a strict policy of abstaining from consumption would lead to an increase in demand for his products to a degree exceeding financial expectations. Therefore, Yamen decided to implement a plan to limit access to a luxury life, with the aim of arousing interest in a particular profession and pushing those who are hesitant to choose it. Until now, there has been no appropriate means of persuading individuals according to the current social context (Rabhi,2015,p55)

4. It is related to the validity of the measures taken, as well as clarifying the risks resulting from this approach, and determining its appropriate characteristics. The person aims to make individuals who hesitate and assertively criticize others aware of the basic facts. This approach seeks to achieve harmony with individuals living in a volatile atmosphere..

5. The legal necessity of offering bribes in a specific context that promotes balance and understanding between the parties, as happened in the life of Longian, who belongs to the category of people with special needs, or in relation to victims of disasters who are considered a disadvantaged group. They were exploited by greedy people for their own personal gain, which made securing their education extremely important. (Mai,2011,p174)

Second search: The importance of media campaigns

Media campaigns aim to influence a specific target group to accept, modify or change behaviours, and this is done through systematic and organized efforts. These campaigns rely on the use of a variety of communication means and creative methods to persuade the international community and special groups to accept and support the ideas in question. These campaigns are implemented through multiple strategies and continuous efforts over a specific period of time, with the aim of changing the perception, perception and behavior of a specific audience in a specific place.

Media campaigns are organized scientific efforts to achieve specific goals on specific topics, and are based on available scientific evidence and various forms and templates of media. The importance of these campaigns is determined based on the desired goals, whether enhancing the public image of a particular organization, increasing sales volume, or changing inappropriate behaviors.

Media campaigns can contribute to enhancing awareness of specific issues such as awareness of certain rights and duties in society, and can also support specific groups such as people with special needs, victims of disasters, or socially disadvantaged groups. These campaigns work to direct attention to these groups, enhance solidarity and cooperation in society, and contribute to changing behaviors that do not fit with the social environment.

Types of media campaigns

Sociologists point out that social change is a prominent feature of human societies, and occurs naturally as a result of society's need to develop, and may also occur coercively through laws and wars in contemporary societies. Social marketing campaigns play an important role in the process of changing behaviors and beliefs in society, as they have the ability to persuade and influence the development of society. (Mohsen, 2012,p12)

Media campaigns are divided into three main types, which are as follows:

1- Change in beliefs

Religious, ideological, or social belief is one of the most powerful things a person believes in, representing a frame of reference and spirituality. Beliefs are founded on established traditions and customs in society, and the family is considered a primary source for consolidating these beliefs.

The process of changing beliefs is considered false and among the most difficult processes of social change, since it is the result of hundreds of years of indoctrination and entrenchment. Beliefs control the behavior of individuals, and their entrenchment in the minds depends on relying on religious or cultural support.

Therefore, it is considered important to address these issues at the level of spiritual or social leaders, as they are considered representatives of the public and opinion leaders. They transform negative impacts and negative values into positive ones, and work to promote positive values that enhance the social and spiritual development of the community. (Al-Dulaimi, 2010,p55)

2-   Change in ideas

Ideas are considered a secondary level that a person believes in after beliefs, as the idea represents the meaning or understanding that the individual portrays about the phenomenon, and it turns into a mental image. Thoughts emerge as a result of a set of factors surrounding the individual, and are translated into specific behavior.

Media campaigns aim to provide information and raise awareness among individuals about certain issues, such as the importance of healthy nutrition or the prevention of certain diseases. These campaigns are considered simple types of social behavior change, as they do not aim at a deep change in behavior, but rather they may be an initial step towards stimulating changes in behavior afterwards.

3-   Change in behavior

Behavior practically expresses an individual's beliefs and behaviors as a specific lifestyle, however, in many cases, especially regarding developmental issues, awareness of these issues may not result in a change in behavior or belief. The media must work to change behavior partially or completely from negative to positive, and convince individuals of this change.

Stages of preparing the media campaign

In late 2005, international organizations, including Health Canada, implemented a project entitled "Cannabis and Driving", which aimed to

conduct an awareness-raising media campaign against cannabis use before and while driving. The aim of this project was to shed light on the side effects of cannabis use that young Canadians ignore, as they believe that it is a drug without any side effects. (Mad,2010,p174)

This initiative included summoning scientists in sociology, psychology, marketing, and engineering to conduct the necessary research and studies that the campaign will use as theoretical foundations to determine its message, the target segment, and determine the appropriate methods to reach the desired goal. The research included analytical studies of youth behavior regarding cannabis and alcohol use.

Phased steps for building media campaigns should include some elements that should not be hidden and should be arranged as follows:

1- Collect data and set goals

Collecting data can help campaign designers make optimal decisions, as this includes studying the changing circumstances that affect the campaign, such as acceptance of the idea, the type of target audience, and prevailing religious trends.

A - This includes studying the idea or topic from all angles, and focusing on the most important matters of interest to the audience, including what meets their needs and is compatible with their orientations.

B - This includes studying all available media, with a focus on understanding the characteristics of each medium and its suitability for conveying a specific message, in order to choose the most appropriate means, in addition to studying the relationship between the public and the media and adopting the appropriate means. (Amer, 2009, p. 47)

2- Determine the target audience

The audience is the primary goal of any communication process, and the success of media campaigns depends on identifying the target audience. Media audiences are highly diverse in terms of education, culture, economics, and social levels.

A - This includes conducting continuous studies and research to obtain information related to the audience, and it has become important to divide the audience for several reasons, including the difficulty of addressing all groups with the same media content, and the difference in the method and wording in which messages are delivered between different groups, whether they are urban or rural. Persuasion and communication methods change accordingly, and personal communication is considered more effective in the persuasion process

than mass communication, where communication is directed directly towards a specific individual. (Hoda2010,p 26)

B - Affirmation makers and specialists in personal communication include popular and official leaders, prominent figures in society such as teachers and doctors, as well as activists in the media and the general public and its various divisions and groups. (Amer,2009,p46)

3-Formulating media messages

There are many points that must be taken into consideration when designing media campaign messages, and when discussing formulating their message content, there are two aspects to each of them:

A - The effectiveness of the message depends on several variables, including the amount of information available to the recipient and the manner in which

the information is presented. There is a need for a balance of information in the content, as well as diversifying the different forms of messages to suit the needs of the recipient. In general, a high-profile message design decision requires detailed information about the campaign topic, as seen in coronavirus awareness campaigns, where the message is most effective when accompanied by poignant images of the current situation.

B - There are various media forms and templates that can be used in media campaigns, and each of these forms has a special appeal for the target audience. The choice of campaign format depends on the content it contains and the target audience for this campaign.

The format varies according to the type of media; There are different forms such as news, news reports, advertisements, seminars, magazines, dialogues and discussions. The following factors should be considered when choosing the appropriate format: (Ali,2009,p106)

1. Content provided: The campaign format must be appropriate for the content provided, as each format suits its content type differently.
2. Target audience: The campaign format must match the interests and expectations of the target audience, and effectively attract their attention.
3. Type of media: The format that suits the type of media used must be chosen, taking into account its influence and attractiveness to the audience.
4. Preparing to launch a media campaign must be precise in communication logic and by presenting convincing media arguments aimed at convincing the target audience of the campaign's issues.

5. It is not enough for the campaign to contain only one message, but rather it must include several messages that vary in content. It is preferable to use means that attract the attention of the audience, such as print and television advertisements, taking into account clarity and avoiding complexity that may hinder the persuasive goal.

By choosing the appropriate format, a media campaign can be more effective in conveying its message and attracting the attention of the target audience.

B - Media testing

Media and communication media are characterized by advantages and disadvantages of their application to awareness campaigns. The more they integrate and cooperate, the more successful and effective the campaign will be. Communication between personal and mass media greatly enhances results. Here are some advantages and disadvantages of each: (John,2019,p2)

Media

Features
1.   Wide reach: Media outlets provide wide reach of the message to a large audience at one time.
2.   Repetition of information: The message can be rebroadcast repeatedly, which enhances its fixation in the minds of the targets
3.   Relatively low cost: Compared to in-person communication, media costs can be lower..

Disadvantages:
1.   Lack of interaction: Media outlets may not achieve a high level of interaction with the public compared to personal media.
2.   Loss of focus: The audience may be exposed to many media messages at the same time, which makes it more difficult to attract their attention.

Communication means

Features
1.   Direct interaction: Communication means enable direct interaction with the audience, which increases the effectiveness of the message.
2.   Customizing the message: The message can be customized for each individual according to his or her specific needs and requirements.

Disadvantages

1. Appointment constraints: Personal communication requires allocating a specific time for each individual, which may be limited in large-scale campaigns.
2. High cost: The costs of personal communication can be much higher than mass media, especially when it comes to large-scale campaigns.

The appropriate method must be determined according to the campaign objectives and target audience, and this is done through multiple criteria that include:

5-Scheduling the campaign

After selecting the media used, the campaign strategy is determined based on this choice, and this step is called "campaign scheduling." Campaign scheduling aims to ensure that each event is scheduled on time and to facilitate collaboration between different outlets. There are several ways to submit ads (Al-Musalam,1996,p155)

A- Scheduling the distribution between the media: It includes choosing specific media that target a specific effect based on the audience's preferences in the media.

B- Continuous distribution scheduling: Advertisements are published continuously without interruption during the campaign period.

C- Intermittent distribution scheduling: Advertisements are published at specific time periods, such as weeks or months, with advertising stopped at other periods.

D- Focus scheduling: Focusing the campaign on a specific period of time, such as two consecutive months.

E- Advertising Intensity: Determine the campaign intensity over different time periods, with full focus at the beginning of the campaign or gradually.

F- Fading scheduling: Advertising begins with intensity and gradually decreases.

G- Incremental scheduling: The advertisement starts out weak and gradually increases in intensity.

H- Increasing-decreasing scheduling: The intensity level changes irregularly between increases and decreases.

The appropriate scheduling is chosen according to the objectives and circumstances of the campaign, and can be organized systematically or irregularly depending on the circumstances.

6- Determine campaign allocations

The total campaign budget is first determined, then divided into sub-budgets for the various activities that will be carried out in the media. Identifying these allocations initially helps determine the needs of the campaign and the availability of available financial resources, as does the selection of methods, strategies, and scheduling formats. 5% to 10% of the communications budget may be allocated to cover emergency costs and make campaign corrections if necessary.

7- Evaluation and evaluation

Evaluating the effectiveness of the campaign is a very important step, as it is based on taking a set of important measures:

First, the continuity of the campaign is checked, checking whether its message is understood and accepted by the audience.

Secondly, modifications to the message are made if there are weaknesses or lack of clear understanding from the audience.

If the campaign fails and is ineffective, it will be discontinued.

This evaluation takes place during the campaign implementation phases, and includes setting comprehensive goals and distributing them over time periods to ensure that monthly goals are achieved. (fwadat,2002,p11)

As for the final evaluation, it includes two types:

A- Formal evaluation, which includes evaluating all elements presented in the campaign.

B- The materials displayed during the campaign and its designs include several important aspects, such as music, visual effects, in addition to the timing and scheduling of the campaign. The campaign also pays attention to the language used, promotional techniques, and the performance of campaign participants. Evaluation of the content and its impact is organized according to the goal of the campaign and the desired effect, for example, in changing behaviors or awareness of specific topics. It may be difficult to measure the impact of a social marketing campaign in the short term, but some methods can be used to estimate this impact, such as the recall test, where a sample of the audience is selected to estimate the extent of the campaign's impact on them after an appropriate period of time has passed. Exposure tests and surveys can also be used. Opinion to measure audience response, attitudes, and understanding of the campaign message. (Fabienne,1990,p163)

CONCULUSION

1. Ignoring the implementation of major information campaigns on social challenges related to global environmental pollution.

2. Weak efforts made to organize annual campaigns to combat the widespread spread of drug abuse in various parts of the world.
3. Lack of innovative campaigns to reduce ongoing road accidents on public roads.
4. The absence of major efforts to combat environmental pollution resulting from burning gas in oil fields in Iraq.
5. Neglecting to activate the role of local radio as an effective media outlet in society.
6. The absence of addressing the problem of dilapidated roads through large-scale awareness campaigns.

References

[1] Al-Dulaimi A.R.M (2010) Media Problems, Planning, and Practice (Dar Jarir, Jordan, 1st edition, , p. 55

[2] Amer M (2009), Social Persuasion (University of Algiers Press,), p. 47

[3] Amer M (2009), Social Persuasion (University of Algiers Press,), p. 46

[4] Ali M.M: (2009) Encyclopedia of Strategy, (University Foundation for Studies, Publishing and Distribution, Beirut, 1st edition,), p. 106.

[5] Al-Musalami I:(1996) Radio, television, and local community development (Al-Arabi Publishing and Distribution, Cairo,), p. 155.

[6] fwadat E. A A(2002) alttsw,yq aliajtimaeii watakhtit alhamalat al'iielamia, alqahirat Eelam alkutub .11

[7] Fabienne D (1990,):Dictionnaire bilingue de la publicité et de la communication bordas ,Paris, p163

[8] John M(2019) Approaches to communication planning , Translation: Arabic Translation Division of UNESCO, UNESCO, Paris, .2, p

[9] Hoda S(2010):fail Campaigns Awareness Traffic and when Al-Qafila Magazine, issue1224

[10] Hashemi B: (2011)For fewer accidents, Driving and Prevention Magazine, National Center for Road Prevention and Security, Issue 6, p. 31

[11] Kariman F: Social Responsibility and Social Marketing, (Dar Al Nahda Al Arabiya, Cairo, 2006), p. 8

[12] Mad M (2011)and Khairat A: The Egyptian Lebanese House,p174

[13] Musa S and Abdel Majeed Al B Op. cit., p.280

[14] Mohsen Ben I:(2012) Traffic Safety, (Mediterranean Publishing House, Tunisia, 1st edition), p12

[15] Mai Al-A:(2011) Research in Media and Communication Sciences, (Dar

Al-Nahda Al-Arabiya, Berat, , 1st edition) p. 174.

[16] Nizam M. S and Abdel Majeed Al B . Marketing management in non-profit organizations (Mann, Dar Al-Hamid Edition, A, 1

[17] Rabhi M A: Marketing information and information services

[18] Suzan Al-Qalini, previous reference, p. 44

[19] Samir M. H (1996), Media Research (Cairo World of Books), , p. 183