

The Role of Medical Television Programs in Raising Awareness and Educating Viewers in the Health Field: A Content Analysis Study

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Received :21/08/2022

Accepted :06/03/2023

Abstract

The study aims to find out how medical TV shows help people learn about health and whether they show good or bad practices. This will be done by looking at research from books, journals, and the internet, with reference to previous literature in the subject. We looked at videos from the "Dr. Oz" and "Green Apple" shows on YouTube because they are really popular in the Arab world, as they were shown on MBC, which made them popular among Arab viewers. After studying the episodes, we found out that the most important person was Dr. Oz. The Oz program had 26% participation and 24% awareness and education, while the Green Apple program had 30% awareness and 26% education. The presentation and information and news functions were the lowest in both programs, with 10% in Green Apple and 14% in Dr. Oz. Most of the main criticisms of Dr. Oz program promotes products or drugs that have not been proven to work. The Green Apple program relies on studies that haven't been proven and promotes some people as doctors without checking if they are really certified. The research recommends that medical shows on TV and radio should be monitored before they are broadcast. The information and research in the shows should be clearly stated, and people should not rely only on these shows instead of seeing a doctor.

Keywords: Role, Medical Programs, Dr. Oz Program, Green Apple Program.

Introduction:

Many studies that indicate the importance of medical television programs in spreading health awareness, providing information, and guidance on healthy practices and proper nutrition, there are many articles and studies warn of the impact of these programs on recipients, especially if the sources of information are inaccurate. In a report published in the "Medical Ethics" magazine, it confirmed that 179 medical cases were recorded that were shown on famous medical programs, such as "House" and "Grey's Anatomy" in it. It was found that doctors violated the rules in 57% of them, and on 22 times they intentionally threatened the safety of patients by offering prescriptions that are not suitable for all patients, especially that what suits one patient does not necessarily suit another patient, even if he suffers from the same condition and symptoms due to the presence of Other factors such as infection with diseases prevent the use of this recipe (Elmohesen, 2013).

Health awareness and education occupies a paramount importance in the lives of individuals and societies, and among the most important institutions concerned with health education are media institutions, where some programs, especially foreign ones, have been able to

achieve high viewing rates and great success worldwide, and some Arab channels have tended to display these programs such as the program Dr. Oz, while others tended to provide Arabic versions of these programs, such as the Green Apple program.

First: The Problem of the Study:

Medical programs play an important role in educating and educating viewers, while specialists criticize some of what those programs offer. Therefore, this study examines the extent to which the criticism matches the reality of the medical programs the sample of the study, while monitoring the different roles of those programs.

Second: The Importance of the Study:

The importance of this study lies in the fact that it is one of the scientific research that aims to know the pros and cons of medical television programs and the role they play in the field of health awareness and education, especially the two programs intended for the study to see if it is useful to follow up on those programs and to trust the information contained therein, with an emphasis that the information that The viewer receives from these programs does not dispense with a visit to the doctor.

On the practical level, the current study may contribute by offering recommendations to reduce random exposure to medical programs by viewers and may contribute to opening the way for researchers to analyze other similar programs to determine their usefulness to the recipient.

Third: Objectives of the Study:

- Identifying the role of medical television programs in raising awareness and educating viewers in the health field.
- Disclose the pros and cons of medical television programs as monitored by previous studies and literature.
- Getting to know the role played by the Dr. Oz program in raising awareness and educating viewers in the health field.
- Determining the pros and cons of the Dr. Oz program.
- Getting to know the role played by the Green Apple program in raising awareness and educating viewers in the health field.
- Determine the pros and cons of the Green Apple program.

The study answers the following questions:

1. What is the role of television medical programs in raising awareness and educating viewers in the health field?
2. What are the pros and cons of medical television programs as monitored by previous studies and literature?
3. What role does the Dr. Oz program play in raising awareness and educating viewers in the health field?
4. What are the advantages and disadvantages of the Dr. Oz Program?
5. What is the role of the Green Apple program in raising awareness and educating viewers in the health field?
6. What are the pros and cons of the Green Apple program?

Fourth: Theoretical Framework:

This study delves into content analysis studies, and therefore the theory that will be relied upon in this research is the theory of priority order (agenda), which states that the media is what determines the importance of the topics to be selected.

According to some researchers, the agenda theory is one of the most important, if not the most important theory, because it is characterized by flexibility and scalability for development and its close relationship with other theories. (Abu-Al-Hmam, 2020)

The concept of agenda setting is related to the study of the interrelationship between the media and the masses in determining the interest in the issues raised in society. (Al-Gool, 2016)

There are a set of needs that move the individual with psychological motives to meet them at a specific time, so the individual's desire to satisfy certain needs from the media is the general framework of the relationship between the individual's exposure to the media and its content and the extent of the satisfaction this individual achieves (Muhammad, 2015).

It is difficult for the media to present all the issues at once, so the communicators focus on the topics they choose only from among those issues and to highlight their contents, and as a result, those issues become a priority in their thinking after they are gradually raised (Qashut, 2016, p.16).

According to this theory, the media arranges the public's priorities, establishes mental images and frames viewpoints. Overtime, these images become deeply entrenched and affect the behavior of individuals (Al-Dulaimi, 2016, p. 187)

The media seeks to present ideas, information and trends in a preplanned manner so that the result is expected. (Ananba, 2016, p. 180).

The more the media focus on specific topics and issues, the more the public will perceive these topics and issues as extremely important (Al-Gool, 2016, p. 7).

Covering the topic, more than once in the media indicates the importance of that topic in that media (Al-Dulaimi, 2016, p. 187).

Presenting facts and information in the media in different ways to help individuals be aware of all developments in all fields, by using all media arts from reports, news, dialogues and meetings in text, audio and video (Safouri, 2020, p. 67).

The communicator must be familiar with the topics of his choice and possess a great deal of culture, he must also know his audiences, their interests and the messages that suit them, in addition to have the influence to perform the work of the gatekeeper, including providing useful ideas to the public (Qashut, 2016, p. 16).

Therefore, television must publish information of interest to the public, in order to increase their follow-up to the presented programs (Al-Tahat, 2016, p. 99).

The extent of the impact on the audience depends on the extent of the communicator confidence (Makkawi, 2005, p. 40). The more methods of suspense and excitement are used in the message, the faster the ways to reach the recipient will be (Abdel Hameed, 2018, p. 284).

Therefore, the public does not only learn from the media about general issues and other matters, but learns the importance of those issues according to the emphasis it receives from the media (Al-Gool, 2016, p. 7).

Each individual has a number of social and psychological factors that generate specific needs, and through the individual's experience, he begins to draw his expectations about the media's meeting these needs compared to other sources to satisfy these needs. It follows from this that the individual decides to choose between different media (Muhammad, 2015, p. 2) What concerns us in this study is the means of television, due to the presence of the researched programs within that medium. Television combines sound and image, and it is a scene that is a summary of the capabilities of radio and cinema, where television adds to the magic of sound, the temptation of the image, as it helps The image, in general, in conveying and complementing the media message, and is considered the first of the main components of television programs, therefore the impact of television outweighs all other means of communication (Mahmoud, 2021, p. 188).

Through television, the image plays a major role through the director's creations influencing the recipient (Al-Zoubi, 2017, p. 614).

Factors Affecting the Setting of Priorities

The theory assumes that the effects of the media depend on a set of variables and intermediate factors that may increase or weaken the influence of the media on the public, namely:

- **The Nature and Type of Issues:** The influences of the media increase in the case of concrete issues that are more widely recognized. The media plays a number of roles in educating the public about health issues and has a responsibility to communicate accurate health and scientific information to the public (Henderson, 2018).
- **Personal Communication:** The media helps shape the news agenda for individuals who engage in conversations with others about what the media is bringing up to a greater degree than those who do not engage in personal contact.
- **Type of Medium:** television is more effective than newspapers in setting the agenda in the short-term, while newspapers achieve effects in setting the agenda in the long term (Al-Jalabneh, 2019, p. 49) Where television contributes to spreading health awareness among different groups of society, especially the less educated and cultured groups (El-Alami, 2019, p. 48).
- **The importance of issues:** The study of "Carter and his colleagues" assumed a positive correlation between the degree of public interest in the issue and the increase in its access to greater priorities, and indicated an increase in interest in issues that cause threat and fear, such as: pollution and AIDS, over

issues that are not a direct threat, such as: abortion and nuclear war (Al-Gool, 2016, p. 7), which gave the individual a conviction of the importance of these things (Al-Dulaimi, 2016, p. 190)

- The Timing of Raising Issues (Al-Gool, 2016, p. 7): where the importance of health messages increases in times of epidemics and their seasons.

Therefore, the mechanisms of preparing and presenting television programs and their repercussions on the receiving audience should be more diverse in terms of the subject matter, in line with the social, political, cultural and economic goals (Sheradaqa, 2019, p. 288).

Wilbur Schramm created fourteen main or subsidiary functions or tasks for mass media, from which we choose what suits us in this research:

1. Dissemination of facts, news, information, opinions and ideas (Mahmoud, 2021, p. 188).
2. Considered as mirrors of experiences related to self and others.
3. Expanding the horizons of getting to know the world (Al-Moussawi, 2011, p. 46).
4. Replacing the previous notions of the masses as a passive recipient (Mahmoud, 2021, p. 188).
5. Changing attitudes and strengthening social norms (Al-Moussawi, 2011, p. 46).
6. Recipients use the media for other purposes such as business, education and news (Al-Jalabneh, 2019, p. 49).

TV Health Programs:

The health program is one of the types of television programs, the television program is defined as a message from a sender through a channel, and it is a group of illustrated scenes accompanied by sound to scenes aimed at achieving certain goals through mental and emotional information (Shaaban, 2016, p. 30).

The Benefits of Television in the Medical Field:

Television contributed to:

- Spreading health awareness among various groups of society, especially the less educated and cultural groups.
- Improving health awareness. (El-Alami, 2019, p. 48).

Specifications of the Television Program for Health Purposes:

It is necessary for the producer of television programs to know the audience's trends, their real needs to present a healthy television material in accordance with the culture of the audience and the times they are exposed to the television

programs and the templates they prefer. (Al-Zoba'I, 2016, p. 10) There must be information on the impact of television programs on the recipients.

The Communicator:

The communicator is a person who aims to influence people's thoughts and for that uses all available media capabilities of persuasive methods to achieve the desired effect according to scientific and technical approaches, studies and plans (Qashut, 2016, p. 16).

It is necessary to stay away from specialized medical terms, which the public may not understand, and that the presenter of medical programs is characterized by knowledge in general in addition to the knowledge of medical topics.

Health Media: can be defined as providing the recipients with sound information and scientific facts about topics related to their health, to make them aware of the dangers of health problems, and to guide them on how to face those problems in order to maintain their health (Al-Zoba'I, 2016, p. 10).

- **Health Awareness:** is providing recipients with specialized experiences to positively modify their attitudes regarding health matters (El- Alami, 2019, p. 48).

In general, the term health awareness refers to the ability of the individual, his family, and his community to access, understand and benefit from information in ways that promote and maintain good health, (World Health Organization, 2018) through knowledge of health facts and concepts that produce positive health trends and behaviors (Hallab, 2018, p. 18).

Fifth: Previous Studies:

Najjar's study, 2021, entitled "The Role of Medical Programs Presented on Satellite Channels in Providing the Egyptian Public with Information."

The study aimed to identify the role of medical programs in providing the public with information and to identify the technical templates used, and the methods of public search for information and the extent of their dependence on it. The researcher used the field survey method with a sample of (400) individuals from different governorates. In providing them with information that raises their health culture through their preferred medical programs; which are the Doctors in its Egyptian and English versions.

Bin Libdeh Study, 2020, entitled "The Role of Health Awareness Campaign Advertisements in New Media in Enhancing Community Participation"

The study aimed to assess the role of new media channels in raising awareness in health matters through advertising awareness campaigns, organized by the Saudi Ministry of Health and broadcasted through the new media campaign content and benefit from them.

El- Alalami Study, 2019, entitled "The Role of Television in Spreading Health Awareness, Dr. Oz's Program as a Model, a Field Study"

The study aimed to identify the role that television plays in the issue of health awareness through the Dr. Oz program. The researcher relied on the descriptive analytical approach of a sample of viewers to reach the objectives of the study. The researcher reached results that the study sample relied on the Dr. Oz program to derive medical information from the program and obtain intact health directives.

Hallab study, 2018, entitled "The level of health awareness and how to obtain health information among students of Mohamed BouMedyaf University in M'sila."

The study aimed to identify the level of health awareness and sources of obtaining health information for the study sample. The descriptive analytical method used through a questionnaire consisting of 55 items, applied to 63 randomly selected individuals. The results indicated that the sample members need to raise the level of health awareness in all fields, and the study recommended teaching public health to university students and making it a mandatory requirement at the university.

Al-Ma'aytah Study, 2014, entitled "The Role of Jordanian Television in Health Education, A Study on Your Health in the World Program"

The study aimed to identify the role of Jordanian Television JTV in health education and determine your health program in the world, using the descriptive analytical approach and relying on a questionnaire consisting of 450 items. The results of the study showed that the majority of the study sample followed the program for the purposes of health education by hosting specialized doctors in the program whose credibility they trust. The researcher recommended conducting surveys to know the needs of the public and increase the chances of their participation in health programs to answer their inquiries and benefit from their suggestions.

Muhammad and Al-Siddiq's study, 2015, entitled "The Role of Visual Media in Spreading Health Awareness: A Case Study of Your Health, Health and Wellness Program"

The study aimed to highlight the reality of visual media programs in Omdurman and Khartoum, to clarify its impact on raising the level of health awareness. The descriptive,

experimental, and questionnaire-based approach was used to measure the extent of health awareness among the research sample. The study concluded with a set of results that the performance of the research sample after exposure to medical health programs was better than the pre-test, and the study recommended the need to provide scientific medical health information through the intensification of health and awareness programs in order to know the disease, its control and prevention.

Al Saud Study, 2014, "The Impact of the Media and Its Role in Raising Health Awareness in Saudi Society: A Survey Study."

The study aimed to identify the extent to which the Saudi public is keen to follow the various media to raise their health awareness, and a deliberate sample of (400) individuals was selected. The study recommended increasing the means of communication that seeks to increase the health awareness of the public, which aims to educate the public about the dangers of wrong eating habits, and the need to maintain public health.

Ali study on 2017, entitled "The Role of Facebook in Promoting Health Awareness of the Public (A Survey Study from the Point of View of Specialists in the Jordanian Ministry of Health).

The study aimed to know the opinion of the specialists in the Jordanian Ministry of Health about the health information published on the Facebook network and the most important of these topics from their point of view, and to know the most attractive topics and fullness achieved from their follow-up.

This study adopted the descriptive approach to survey the opinions of specialists in the Ministry of Health, through the questionnaire as a tool for the study, and the most important results were: The health topics presented through the Facebook network are characterized by diversity. One of the most important topics that are followed up by the public is the issue of obesity, weight loss, fitness and diets, and among the most important gratifications achieved are to increase health culture, personal hygiene, healthy habits, and other important topics in human life to ensure good health free of diseases.

Sharma and Gupta study, 2017, entitled "Media and Health Education (Rajasthan Study).

It aimed to find out the extent of people's health awareness and the role of the media in health education and evaluation of its role. The study adopted qualitative and quantitative approaches by designing a questionnaire and applying it to a stratified random sample, in addition to conducting interviews with the respondents.

The study concluded that the media plays an important role in spreading health education due to its wide spread among the population in India. People believe that television is still the most effective means of healthy communication. It affects the senses of hearing and sight.

The study recommended that each media need to be studied separately, because each medium has a unique characteristic in influencing the audience, given that new media are available and rapidly spreading.

Anjie et al, 2020 study, "Prevalence of Women's Media and Maternal Health Awareness in Ota, Nigeria.

It aimed to identify the sources of health awareness for the mother as well as to know the effectiveness of those sources and how to expose these means, and to analyze the impact of the media on the health awareness of mothers. The descriptive approach was used to collect information by means of a questionnaire as a tool for the study. The study concluded that the Internet was the first source of awareness of maternal health, then media campaigns were the most common form of obtaining information, and the study proved that exposure to the media has a major role in maternal health awareness. The study recommended increasing health messages aimed at developing health awareness among mothers and reducing the number of deaths to a minimum.

Al-Truodi and Al-Gharbani 2021 study, entitled "The Role of Media and Social Media in Developing Awareness of Self-Protection Behavior against the Outbreak of Covid-19 Disease.

It aimed to investigate the role of the media and social media in developing awareness of self-protection method against the outbreak of Corona disease, and the descriptive analytical approach used by studying 500 samples. The use of social media, the participants emphasized the importance of the two methods in changing self-care behavior. The two researchers recommended exploiting the potential of information sources in raising self-awareness through correct knowledge of the media and purposeful planning.

Shaaban study, 2016, entitled "TV Health Programs and Consumer Awareness/ Analytical Study of the Green Apple Program"

It aimed to clarify the role that television plays in health awareness of the consumer by analyzing the content of television health programs and monitoring their role in the subject of health awareness, especially the Green Apple program, which was identified as a model for health programs under study, and the researcher concluded the importance of health programs,

especially the Green Apple program in providing the advice and instructions that the consumer needs in his daily life, and stressed the need for Arab satellite channels to pay attention to health television programs due to the large number of their followers.

Seventh: The Methodological Procedures of the Study:

1- Type and Method of Study:

This study is a descriptive approach method that aims to reach accurate knowledge of phenomena, events and issues, by researching its components and analyzing the content, to provide sufficient information, to determine its effects and significance (Ahmed, 2019, p. 256).

2- Study Population and Sample:

The research community is represented in the MBC1 channel, which was showing the Green

Apple program, and the Dr. Oz program, where 10 episodes selected from each of the TV shows that were re-published on YouTube, in order to know the percentage of views for each topic or episode, to assess the extent to which the two programs meet the needs of the audience.

The analysis divided into several categories that answer the various questions of the study. What he said? To know the topics that were raised in the two programs, and to know the role played by each program, the sources of information were monitored by asking who said? How was it said? By monitoring the technical template.

Sample: A random sample was selected from each program via YouTube, consisting of ten episodes for each program. Each episode contains approximately five main paragraphs.

Table 1
Population and Sample

Program	Episodes no.	Paragraphs No.	Language	Episode duration
Dr. Oz	10	50	English - translated	40-45
Green Apple	10	50	Arabic	40-45

Procedural terms:

Role: It is the function that the medical program performs in helping people to improve healthy lives and carry out their duties to the fullest.

Medical programs: are programs that provide everything related to health in terms of prevention or treatment, and examine all physical and psychological diseases, their causes and methods of treatment, through program providers, specialists and doctors.

The television program: It is a platform that describes or announces something, and it has external forms and forms that are the form and content (Shaaban, 2016, p. 30).

Dr. Oz program: It is a program concerned with medical and therapeutic matters and shows a translator on MBC1, (Ahmed, 2019, p. 256) through multiple paragraphs that talk about several topics, the most important of which is obesity, and it presents some products that help in treating some diseases and hosts doctors, specialists, experts and survivors of some diseases to share their experiences with the others.

The Green Apple program: It is a program concerned with health matters, and it was shown on MBC1 channel, and it presented a group of diseases, their causes, methods of treatment, herbs or sports that are useful in treating them, in addition to medicines and treatments by hosting some doctors and specialists to talk about them,

and presented by the media Howayda Abu Hef (Wikipedia, 2021).

The program provides medical and life advice to improve health and each episode includes a set of topics discussed of interest to the recipients (Safouri, 2020, p. 67).

Research Tool:

The content analysis tool used to analyze the episodes of the Green Apple and Dr. Oz programs, and it included the subject category, the information sources category, and the jobs category. Those results subjected to study and analysis depending on the subject unit.

Validity test: The researcher relied on presenting the form to the experts, to ensure the apparent honesty of the paragraphs of the form.

Content analysis methods: The statistical program SPSS relied on to calculate frequencies and percentages.

Eighth: The Results

To answer the first question:

What is the role of medical television programs in raising awareness and educating viewers in the health field?

The Role of the Health Media:

- Answering the recipients' inquiries, educating them about their health and obtaining medical advice under the heading of scientific informative media (Education) (Khairallah, 2016).

- Publishing health news and information including achievements, seminars, workshops, health issues and medical experiences, providing statistics and health data and analyzing them (knowledge, information and news and introducing the provided health services and how to benefit from them.
- Health education for the public and their awareness of the risks arising as a result of exposure to diseases, and guiding them on how to prevent diseases
- Inculcating social customs and traditions that would support the health aspect in order to consolidate sound health behavior and trends (Al-Hejla, 2020). Where mass communication is one of the most important means of awareness, guidance and direction, especially in the health field (Al-Zoba'I, 2016, p. 10).
- Improving health awareness, (El- Alami, 2019, p. 48) by providing information on places of service provision and health care protocols.
- Providing knowledge that helps build the awareness of the recipient, so that he can understand, interpret, and determine his position and direction from the stimuli that he exposed to from the environment, (Muhammad, 2015, p. 2) especially in the field of health. (knowledge)
- Changing society's concepts with regard to health and disease, (El- Alami, 2019, p. 48) and training in preventive behavior. (Elmohesen, 2013)
- Transferring global health and medical expertise and highlighting experiences and issues of specialization and the relationship to benefit from them, (Al-Hejla, 2020) and exchanging healing stories among patients, to raise morale, obtain psychological support, and identify the best specialized centers and distinguished doctors, available medicines, or treatment alternatives (Mahboub, 2014).
- Making sound decisions with regard to treatment methods, response to diseases and their resistance (Lafrack, 2018, p. 14).
- Finding simple solutions to complex health problems and providing new information and facts
- The influence of the media varies according to its functions, method of use, social and cultural conditions, and the difference of individuals themselves, and may be a reason to influence the behavior of individuals individually or within a group of other factors (Mahmoud, 2021, p. 189) with the need for the media product to be subject to health and moral values (Elmohesen, 2013).

Second Question:

What are the pros and cons of medical television programs as monitored by previous studies and literature?

To answer this question, many articles published for evaluating medical programs were reviewed. The most important points focus on:

- The media resort to the use of doctors to provide the scientific material, but their inability to deal with the media, and the excessive use of specialized medical terms prevent the message from reaching the target audience despite the accuracy of the information, which requires the necessity of having specialized and medically qualified media professionals.
- Promoting unlicensed medicines (Khairallah, 2016). Where the commercial nature of some medical programs prevails by promoting some medicines, preparations and medical tools that have not proven their worth or benefit to all patients (Al-Khaja, 2015). in the field of medicine in the world is very high, through various media, without verifying its reliable sources, which affects health. (Al-Rashed, 2017).
- Here, a "systematic review" is required that relies on a large group of scientific research and studies a specific topic and summarize the results to reach a conclusion that can be trusted with the validity of the information or not.
- A presentation of the experiences of some patients in treatment and their success in overcoming the disease may not work or work with another patient, so it should be noted before presenting these paragraphs as recipes that apply to everyone (Al-Rashed, 2017). Providing brief and partial information about various diseases, away from shedding light on the health map of patients, their medical history and genetics factors (Al-Khaja, 2015).
- Medical programs are sometimes presented in a rigid, devoid of gravity, which leads to a lack of public interest in following the program.
- Some who claim to be doctors under different names such as a specialist in physiotherapy or herbal treatment or other names push the viewers to cling to them after they have narrowed their solutions, so they respond to what they say and the results will be catastrophic (Elmohesen, 2013).
- Satellite channels sell fixed time slots daily to host some doctors who want to promote themselves, especially in cosmetic, dental, and sexual diseases issues (Abdel Hameed, 2018, p. 284).

The Third Question:

What Role Does the Dr. Oz Program Play in Raising Awareness and Educating Viewers in

the Health Field? Awareness, educational, social media.

To answer this question, the researcher conducted a content analysis of ten episodes of the program, which were randomly selected according to what was available on YouTube,

and the strongest episodes were selected in terms of viewing numbers.

The analysis was divided into several categories to find out all the determinants of the program, which are as follows

Table 2

First: The Category of Jobs Performed by the Program:

Occupation	%	Total	Education	Participation	Awareness and education	Provide information	Informative
Dr. Oz	100%	50	9	13	12	10	6
%	100%	100%	18%	26%	24%	20%	12%

The program offered several jobs of interest to the recipients, and they were arranged as follows:

- The participation function was repeated 13 times, or 26% of the total percentage, and it ranked first. Most of it was a presentation of the experiences of patients who received a certain treatment and were cured. This function is useful to instill hope in patients who suffer from the same disease.
- The awareness and education function was repeated 12 times at a rate of 24% and ranked second. The awareness and education function is considered one of the most important functions performed by the television medical program.
- The function of providing information was repeated 10 times and at a rate of 20%. The program specialized in providing modern medical information that benefits patients and healthy people, whether by providing scientific

information or about a specific disease or some treatments and drugs.

- The teaching function was repeated 9 times at a rate of 18%, and it specialized in teaching the recipients healthy food and healthy habits to maintain their health.
- The news function came in last place and was repeated 6 times at a rate of 12%. It dealt with the most important news on the medical and therapeutic levels, modern inventions that help doctors and patients, and some medical discoveries and events such as conferences.

Table :3

Second: The Category of Topics

Text	Dr. Oz	%
Obesity and beauty	7	14
Cancer	3	6
Nutrition and herbs	2	4
Gynecological diseases	8	16
Esoteric diseases	6	12
Sex diseases	9	18
Psychological health	5	10
Other topics	10	20
Frequency	50	100%

The program presented, through its paragraphs, the following topics:

1. Obesity and cosmetic issues came first with a percentage of 20%.
2. The position of nutrition and herbs in second place, with a rate of 18%
3. The subject of internal diseases ranked third with a rate of 16%

4. In the fourth place, different topics came with a rate of 14%.

5. As for gynecological diseases, they ranked fifth with a rate of 12%.

6. In sixth place came cancer, with a rate of 10%.

7. As for mental health, it came by 6% and ranked seventh.

8. Finally, sexual diseases ranked last, with a rate of 4%.

Table :4

Third Category of Technical Template:

Program	Interview	Report	Audience Participation	Reportage	Frequency
Dr. Oz	15	14	12	9	50
%	30	28	24	18	100

1. The interview was used by 30% of the other artistic forms and ranked first.
2. The TV report came in second place, with a rate of 28%.
3. Public participation ranked third, with 24%.
4. As for the reportage, it ranked fourth, with a rate of 18%.

Table:5

Fourth: The category of information sources:

Source of information	Dr. Oz	%
program presenter	21	42
Experts	10	20
patients in the studio	6	12
External reports and polls	5	10
Studies, research and literature to be mentioned by the program provider	8	16
Total	50	100

Sources of information provided through the program (Dr. Oz)

The program provider provided the information in the first place with a percentage of 42%.

In the second place came specialists with a percentage of 20%.

As for the studies, research and literature mentioned by the program's presenter, they came in third place with a rate of 16%.

The patients inside the studio provided the information with a percentage of 12% and ranked fourth from the sources of information.

In the fifth place came reports and external opinion polls, with a rate of 4%.

What Are the Pros and Cons of the Dr. Oz Program?

Dr. Oz Program: a medical television talk show that was shown on more than one television network and it was shown in several different seasons, and each season contains a group of episodes and different topics. The program first appeared in 2009 and is produced in cooperation with the Opera Production Company, and is redistributed by a company Sony Pictures Television. In its first season, the program was nominated for an Emmy Award in the category of educational talk shows, and the program's

presenter won in the category of best talk show host (youm7,2018).

Sony announced that the program ends with the conclusion of its thirteenth season, on January 14, 2022.

The Good Dish program, which focuses on nutrition and healthy recipes, will replace this program co-hosted by her father's daughter and goose.

Dr. Oz's program discusses almost all types of medical conditions in its different seasons, and hosts different types of guests.

The program has an integrated medical unit and consists of researchers, producers and doctors, where the staff was trained at David Lynch's charitable company.

Discusses various medical topics and answers people's health questions (youm7, 2018).

Dr. Oz's program has contributed greatly to the development of health awareness and culture, and the satisfaction of cognitive needs (El-Alalami, 2019, p. 48).

This program is suitable for housewives who seize this opportunity to listen to the advice of doctors on how to live in a healthy and sound way (Khairallah, 2016).

Because he uses simple and understandable terms for people (El- Alami, 2019).

Criticisms:

The presenter of the program exaggerated in describing the health benefits of some products, despite the fact that their effect has not been proven and the scientific evidence behind them is weak, especially the green coffee product (startimes, 2020).

In 2014, Dr. Oz was questioned by senators about false claims he made about weight-loss products, and he said, "My job on the program is to be a cheerleader for the public." Adding that he has the right in a television program to use non-scientific language

These products are not approved by the Food and Drug Administration, which is the only body authorized to approve drugs in America.

He admitted to the Senate Consumer Protection Subcommittee that his claims of his "magic" weight-loss treatment based on green coffee

extract; you have no scientific evidence to present it as fact.

Only one study supported the use of green coffee bean extract for weight loss, and this study was funded by the manufacturers of that extract, but several months after the article was published, the study's authors stated in a statement that they "could not confirm the validity of the information contained in the study" (Yazigi, 2015).

Dr. Oz repeated the same mistake with saffron and said that it suppresses the appetite for food. (startimes, 2020).

Knowing that there is not independent study of the components of this substance that shows its weight-reducing or appetite-suppressing effect.

Dr. Oz has publicly endorsed the so-called homeopathy, which is very low doses of medicines, and it has been repeatedly shown that these treatments are ineffective.

In 2011, he hosted a self-proclaimed alternative medicine practitioner named Ras Greenfield to explain to the public about these treatments.

It turns out that the "spirit of medicine" (as Hagrenfield described it) is not sufficient to treat any known disease.

Dr. Oz presented some personalities as scientists or experts, and it turned out later that they did not have enough experience to explain the topics they came to talk about. The New Yorker magazine, through its writer Michael Specter, published examples of times when Dr. Oz hosted controversial guests on his show. Like Jeffreyam Smith, the activist against genetically modified food. The Doctors introduced this to a guest as a "scientist". Specter wrote, "But Smith has no genetics or agricultural experience and no degree from any educational institution" (startimes, 2020).

Oz tried to use energy therapy or so-called Reiki in the operating room to stimulate the body's own energy, which in turn helps the patient survive dangerous operations such as a heart transplant.

However, a scientific study on Reiki or energy therapy showed that it has almost no effect, and in another study in 2011, it was tested if Reiki can relieve the pain of women who underwent a caesarean section, and it was found that it did not relieve symptoms (Yazigi, 2015).

Dr. Oz turned, during the Corona epidemic, according to what "CNN" says, to a divisive personality. His comments on the coronavirus, which have been mostly on conservative Fox News, have been praised by Republicans, but have provoked resentment from others and at times drawn criticism from the medical community.

In the early months of the outbreak of the Corona epidemic, Dr. Mehmet Oz, a famous doctor who presents a television program on "Fox News"

channel, established himself as one of the main promoters of the malaria drug, hydroxychloroquine. In the same way he previously used to promote miracle weight-loss therapies on his "Dr. Oz Shaw" program, he deliberately manipulated the limited number of studies he said showed incredible promise in the treatment's ability, according to an extensive report by the New York Times (Arabi, 2021). The health claims circulating on the program were also criticized by the medical community, as 54% of the medical recommendations were not supported by published studies. Dr. Oz's program faced criticism in the same study for overreliance and reluctance to provide evidence for these claims. The study cautioned that conflicts of interest were not talked about enough and that viewers should be more skeptical of the allegations being circulated on the show (startimes, 2020).

Although Dr. Oz has strongly supported the use of masks and vaccines on Fox, He strongly endorsed unproven treatments, which contradicted infectious disease experts such as Dr. Anthony Fauci, director of the US National Institute of Infectious Diseases, who urged caution (Arabi, 2021) Dr. Oz is an advocate of alternative medicines and treatments, and was criticized by a group of doctors from Columbia University, who said they were dismayed by his being a member of the medical school faculty. In 2014, senators criticized him during a congressional hearing for promoting weight loss products on his TV show.

Oz warned parents that apple juice contains unsafe levels of arsenic, advice the US Food and Drug Administration has called "irresponsible and misleading." Moreover, in 2013, he warned women that carrying cell phones in their bras could cause breast cancer, a claim that has not been proven before scientific debate either, and in 2014, the British Medical Journal analyzed 80 of the recommendations Oz made in his program, and the study concluded. Less than half were supported by scientific evidence (Arabi, 2021).

One of the most frequent criticisms leveled against Dr. Oz is that his advice contradicts conventional medicine and that he prescribes alternative treatments that are referred to as spurious (Al-Rashed, 2017). In more than 25 appearances on Fox News in March and April of 2020, Oz promoted hydroxychloroquine. Before a large body of evidence emerged that the drugs were not effective in treating corona, they had real risks.

In addition, when a medical study showed that corona patients treated with hydroxychloroquine were more likely to die than untreated patients

were, Oz unstopped promoting his “magic” treatment suddenly.

What role does the Green Apple program play in raising awareness and educating viewers in the health field?

Table: 6

First: The Category of Jobs or Roles:

The role	Green Apple	%
• Informative	5	10
• Provide information	10	20
• Awareness and education	15	30
• Share	7	14
• education	13	26
Total	50	
The Ratio	100	100

- 1- The awareness and education function ranked first with 30%
- 2- The teaching job ranked second, with a rate of 26%.
- 3- As for the third place, it was occupied by the function of providing information with a percentage of 20%.
- 4- The participation function came in fourth place, with a rate of 14%.
- 5- In the last rank came the news function, at a rate of 10%.

Table: 7

Second: Category of Topics:

The program	Green Apple	%
Obesity and cosmetology	6	12
Cancer	3	6
Nutrition and herbs	10	20
Gynecological diseases	7	14
Internal diseases	6	12
sexually transmitted diseases	4	8
mental health	9	18
Other topics	5	10
frequency	50	100

1. In the first place came the topic of nutrition and herbs, with a percentage of 20%
2. The second place is the mental health issue, with a rate of 18%.
3. As for the third suspect, gynecological diseases came with a rate of 14%.
4. Internal diseases, obesity and cosmetic diseases ranked fourth, with a rate of 12%
5. The other topics ranked fifth and accounted for 10% of the total program paragraphs.
6. As for the sixth place, it was occupied by sexual diseases with a rate of 8%
7. In the last place, cancer came with a percentage of 6% of the total paragraphs.

Table: 8

Third: Artistic Template Category:

The program	Green Apple	%
Interview	35	70
Report	7	14
Audience participation	0	0
reportage	8	8
frequency	50	100

1. In the first place, the interview came as the most prominent technical templates used, with a percentage of 70%.
2. Reportage was the second art form used in the program, with a rate of 16%.
3. In the third and last place came the use of the report with a rate of 14%.

Table: 9

Information Resource Category:

A source of information	Green Apple	%
program presenter	15	30
specialists	30	60%
Participating patients in the studio	0	0%
External reports and polls	3	6%
Studies, research and literature to be mentioned by the program provider	2	4%
Total	50	100%

1. Specialists ranked first as a source of information, with a percentage of 60%.
2. As for the second place, the program introduction was the source of information, with a percentage of 30%.
3. In the third place, information provided through opinion polls and reports, at a rate of 6%.
4. Finally, and in the fourth place, the studies and research mentioned by the introduction

of the program came with a rate of 4%, there were no participating patients in the studio.

Question Six: What are the advantages of the Green Apple program?

1. The "Green Apple" program on MBC1 has a wide audience and from all social and age groups and segments, as it raises issues of concern to everyone (Nahar, 2015).
2. Provides environmental and life advice that can be applied in our daily lives. Each episode includes a set of reports, through which we learn about many environmental, sexual, and health tips. The new changes of "Green Apple" with the participation of a number of experts to give advice in various fields to viewers. It is interested in educating and raising the health awareness of the Arab family (Shaaban, 2016, p. 30).
3. With the illumination of negative behaviors in our life system on more than one level (Nahar, 2015).
4. Encouraging the public to have a better healthy life, by combining medical information with a healthy life, through educational paragraphs that enhance the individual's relationship with his environment and urge him to take care of it, to reflect positively on his health (wikipedia, 2021). It deals with various health and medical issues (Shaaban, 2016, p. 30).
5. Whether physical, psychological or sexual, its treatment, and it is also concerned with food and the habits associated with it (daily motion, 2021).

Cons of the Green Apple program:

- **A criticism** was directed at the superficiality and contempt in some episodes, especially the episode in which there was a paragraph to learn to dance.

The response was: I perform some sports and entertainment movements because they consider it a dance, while we try to break the doctor's stagnation and talk to the viewers in their own style (alkhaleej.ae, 2011).

Describe natural mixtures or herbs as a treatment for disease symptoms or cosmetic problems, without clarifying what side effects these recipes may have. Where the announcer in many episodes presented herbal mixtures and mentioned their benefits without mentioning the source of the information or the party that carried out the experiments on it and only a phrase that was proven by recent studies and this was repeated more than once in the episodes that were analyzed.

Therefore, there should be no room for error in the medical information presented to the viewer,

especially since many patients lack simple principles to maintain their health and avoid disease (Elmohesen, 2013).

- **Promote doctors** or medical preparations, when it is possible that many of them are not doctors at all, or belong to other medical professions.

It appeared during the analysis of some episodes that there were guests in the program called a beautician, for example. In fact, he is not a cosmetic doctor, but he may have a training course in this field, and the recipient as a specialized doctor may take the word "specialist".

The doctor who appears on the screen is an anonymous doctor for the citizen who is watching him. This citizen no longer has the ability to make sure that this doctor is highly qualified in the specialty in which he speaks, but he trusts him because of his appearance on the television screen, which puts satellite channels in the forefront of bearing responsibility inexperience of this doctor; Because the channel is the one who allows it to appear and is the one who presents it to the citizens, and therefore it is responsible for the content presented and whether it is scientifically accurate content or otherwise (Attia, 2019).

Most of the channels are not subject to full censorship, as these paid advertisements broadcast, and the advertised products are not searched to ensure their conformity with the specifications, bearing in mind that advertisements are published under the responsibility of the media outlet, and it must verify the accuracy of the information contained in the advertisement (Al-Bari, 2021).

The presenter of the program presented more than one paid commercial for different products that did not prove the validity of the benefits or nutritional components that were mentioned in them. It also promoted products that help in losing weight or some types of diet that do not necessarily suit everyone.

The Entire medical programs are now advertising products for financial gain. In one of the episodes, the presenter of the program stated that she would do an investigative investigation about stem cell transplantation. In fact, she went to the doctor to Germany, did a small interview with him, and promoted the center in which he works. The artistic template that was produced was not an investigative report, but rather a promotional material (Panetta, 2021). As in Reviva laboratories, the place was significantly promoted. It is not easy, especially since the appearance of doctors in television programs has become a "business" to attract citizens to their private clinics, rather than an awareness raising (Attia, 2019).

Ninth: Discussing the Results

First: Medical television programs play more than one role, varying between providing information, health education, participation, news, awareness and education, and this is consistent with the study of Najjar, Bin Libda, Maaytah, Sharma, Al Saud, Muhammad and Ali in the gratifications achieved from medical programs and differed with the study of Ali and Engy because it monitored the role of social media, the Facebook network, and the study agreed with Al-Truodi on the importance of using information sources and knowing them accurately to raise self-health awareness. It agreed with El-Alami's study through public surveys about Dr. Oz's program and differed with it by the method of content analysis, and the study agreed with Shaaban's study in content analysis. The Green Apple differed in that Shaaban's study did not address the criticism of the program, and only mentioned the positives and roles, and agreed with the same study in mentioning the roles played by the program. The study differed with Hallab's study, which indicated a low level of medical awareness among the study sample.

Second: Among the most important topics presented in the Dr. Oz program:

- 1- Obesity and cosmetic issues came first with a percentage of 20%.

This topic in particular took on many dimensions and varied between the negatives and the positives because many people followed what was stated in Dr. Oz's instructions to get rid of excess weight and his methods were widely circulated, which led to undesirable results for many because these methods do not suit everyone.

- 2- The position of nutrition and herbs in second place, with a rate of 18%

This topic also occupied a great place in the program, and most of the herbs were to promote ways to lose weight. This is in agreement with the scientific study.

As for the Green Apple program, its interest was:

1. In the first place came the topic of nutrition and herbs, with a percentage of 20%
2. The second place is the mental health issue, with a rate of 18%.
3. As for the third suspect, gynecological diseases came with a rate of 14%.
4. Internal diseases, obesity and cosmetic diseases ranked fourth with a rate of 12%.

Here, the interests of the two programs differ in terms of the arrangement of the topics presented, but there was a convergence in the topic of nutrition and herbs, as the two programs, through these paragraphs, promoted specific products in

this regard. This result agrees with the study of Shaaban.

Third: Sources of Information:

As for the sources of information, and this is a very dangerous topic in health programs in particular and specialized programs in general, where it is necessary to mention the source of the information and verify it, and mention the parties that conducted studies and how to conduct the study and the results accurately. Referring to other details about the side or method, and this is what was repeated in the Green Apple program, while Dr. Oz referred to some topics by Dr. Oz to the source of the study and its methods of work, but in varying proportions... and by looking at previous studies, I did not find a single study that stopped this matter seriously, with several articles warning of this topic. In the Dr. Oz program, the sources of information were as follows:

1. The information was provided by the program provider in the first place with a percentage of 42%.
2. In the second place came specialists with a percentage of 20%.
3. As for the studies, research and literature mentioned by the program's presenter, it came in third place with a rate of 16%.

In the Green Apple program:

1. Specialists ranked first as a source of information, with a percentage of 60%.
2. As for the second place, the program introduction was the source of information, with a percentage of 30%.
3. In the third place, information was provided through opinion polls and reports, at a rate of 6%.
4. Finally, and in the fourth place, the studies and research mentioned by the introduction of the program came with a rate of 4%.

Here, we note the low citation of studies and research for both programs, in addition to the presence of more than one question mark on the specialists who are hosted in those programs.

Fourth: The technical templates varied in the two programs, but they were centered around one or more types in each program.

- In the first place, the interview came as the most prominent technical templates used in the Green Apple program, with a percentage of 70%.

- The interview was used by 30% of the other technical forms used in the Dr. Oz program, and it ranked first. This form generally applies to most radio and television medical programs.

Fifth: Despite the positive role played by medical programs in raising awareness, providing advice, changing negative behaviors and other

benefits, there are many criticisms that were directed at both programs through articles published on social media, where the researcher sought to take the criticisms and verify them through research. In the episodes on YouTube, it found that the most prominent criticism of the Dr. Oz program was the promotion of medical and other products, without mentioning their negative effects.

One of the most prominent criticisms directed at the Green Apple program was superficiality and review rather than paying attention to the accuracy of the information and its sources.

Recommendation

1. Conducting field surveys and opinion polls to determine the basic needs of the recipients.
2. Ensure that the information is correct and documented, and mention all the information related to the studies that are cited, because some of the information has serious health effects on health, as many complications have occurred due to the wrong prescriptions.
3. In the sense that it is not possible to rely on the opinion of the expert only as scientific evidence of information.
4. It is necessary to have supervisory authorities on this type of program, so that the recipient does not become a victim of drug promoters and illegal specialists away from the media message.
5. Health programs and medical instructions are not limited to times of epidemics, special seasons, and the International Day for some diseases. Rather, awareness and education messages must continue in all circumstances and conditions.
6. Choosing the topics that presented must be neutral and subject to the needs of the recipients away from the desires of advertisers and commercial agencies that conduct studies promoting their products and adopt studies that based on impartial and accurate foundations.
7. When studying any program, articles that focus on its negatives and positives should be read to build questionnaires containing comprehensive points that enrich the study.
8. Repeated research attempts to analyze the content of similar programs to see the extent to which they meet the needs of the recipients, and the extent to which they adhere to the exact standards of this type of program.

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دور البرامج التلفزيونية الطبية في توعية وتثقيف المشاهدين في المجال الصحي "دراسة في تحليل المضمون"

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القبول : 2023/03/06

الاستلام : 2022/08/21

المخلص:

هدفت الدراسة إلى معرفة الدور الذي تؤديه البرامج الطبية في توعية المشاهدين وتثقيفهم في المجال الصحي، ورصد الممارسات الإيجابية والسلبية في البرامج الطبية التلفزيونية بشكل عام، عن طريق دراسة الأدبيات السابقة للموضوع عبر الكتب والمجلات والدراسات السابقة والمقالات المنشورة على الإنترنت، ومعرفة ما إذا كانت تلك السلبيات والإيجابيات تنطبق على برنامجي الدكتور أوز والتفاح الأخضر، بتحليل مجموعة من الحلقات المنشورة على اليوتيوب لكلا البرنامجين، وتم اختيار البرنامجين نظرًا لشهرتهما الواسعة لدى المتلقين في العالم العربي، وللاذين عُرضاً على قناة (MBC)، وبعد تحليل فئات المضمون تبين بأن أهم وظيفتين لبرنامج الدكتور أوز المشاركة بنسبة (26%)، والتوعية والتثقيف (24%)، وفي برنامج التفاح الأخضر التوعية والتثقيف بنسبة (30%)، والتعليم بنسبة (26%)، تلتها وظائف التقديم، والمعلومات، ووظيفة الإخبار التي احتلت المرتبة الأخيرة في كلا البرنامجين بنسبة (10%) في التفاح الأخضر، و(14%) في برنامج الدكتور أوز. أما بالنسبة لأبرز السلبيات أو الانتقادات الموجهة لبرنامج الدكتور أوز فهي الترويج لبعض المنتجات أو العقاقير التي لم تثبت فاعليتها، أما بالنسبة لبرنامج التفاح الأخضر فهي الاستناد إلى دراسات غير مثبتة المصدر، إضافة إلى الترويج لبعض المختصين على أنهم أطباء دون التحقق من شهاداتهم. وأوصت الدراسة بضرورة وجود رقابة على البرامج الطبية الإذاعية والتلفزيونية، وضرورة ذكر مصادر المعلومات والدراسات التي تعرض في تلك البرامج، وعدم اعتبار المعلومات الواردة في تلك البرامج بديلاً لزيارة الطبيب.

الكلمات المفتاحية: دور، البرامج الطبية، برنامج دكتور أوز، برنامج التفاح الأخضر.