

# The Role of “Health and Medical” Magazine in the Healthy Education an Analytical Study

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**Abstract:** This study explores the emphasis placed on health-related subjects in the Health and Medical magazine, a weekly supplement of the Gulf Daily Newspaper in Sharjah. The magazine, known as H&M, showcases a noteworthy dedication to addressing health and medical issues by featuring dedicated sections within its pages. This research aims to uncover the magazine's key information and educational contributions, shedding light on the cultural values it aims to instill in various societal segments. In this study we employ a descriptive analytical approach along with the Content Analysis tool. The study delves into various aspects, including media types, visual elements, expertise of journalistic staff, guidance methods, and the extent of informative coverage on health topics. The results indicate that the H&M magazine effectively raises awareness within society, functioning as an informational media source with a notable emphasis on news reports, often delivered by a team comprising practicing doctors and specialized journalists in the field.

**Keywords:** Healthy communication, Health education, Health information, medical media, media prevention, health prevention.

## 1 Introduction

Health is an invaluable blessing, akin to a crown adorning the heads of those fortunate enough to enjoy it. Its true significance becomes apparent only when it is lost. It is mostly recognized solely by those grappling with its absence. The essence of health lies in its preservation, shielding individuals from pain, and conserving both their physical and mental vigor. Complete health empowers individuals to produce, excel, and create beyond the capabilities of those grappling with health deficiencies. The robust immune system bestowed upon the human body by divine grace acts as a fortress, warding off diseases and minimizing susceptibility [1].

Concurrently, the media, with its formidable reach and influence, serves as a potent force in uniting diverse cultures and societies. Its unique ability to convey both sound and images positions it as a catalyst for transformative change in the lives of individuals and entire societies [2]. Within the realm of media, health communication stands out as a pivotal domain, wielding significant influence over the well-being of communities. This influence emanates from the evolving health and development programs that have become integral content for professionals in the development media sector. These programs are crafted to engage and cater to diverse segments of society.

In recent times, as awareness surrounding health-related issues burgeons and the demand for information on chronic diseases and treatments intensifies, the media has assumed a central role in people's lives. Individuals increasingly prioritize staying informed about the latest scientific breakthroughs, disease cases, and health-related issues in their immediate surroundings [3]. This heightened awareness not only deepens understanding of research and preventive measures but also equips individuals with knowledge on combating the prevalence of diseases. Moreover, it facilitates learning about the causes of diseases, their geographical spread, and effective management strategies.

In essence, the intertwining of health and media reflects a dynamic interplay that contributes significantly to individual well-being and societal development.

## 2 Problematic of the Study

In navigating the complexities of our inquiry, we have distilled our examination into a pivotal question: How does medical media contribute to the dissemination and cultivation of health awareness and culture among diverse individuals and societal groups?

This question serves as the linchpin of our research, representing the core focus as we delve into the multifaceted role played

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by medical media in fostering and proliferating health awareness and cultural understanding across various segments of society.

### 3 Research Questions

Defining "Medical Media" and its Objectives:

- What constitutes "medical media," and what objectives does it aim to achieve?

Clarifying "Health Education" and its Objectives:

- How is "health education" defined, and what are its overarching goals?

Assessing the Contribution of "Medical Media" to Health Awareness:

- To what extent does "medical media" play a role in fostering health awareness among citizens?

Analyzing the Impact of "Health and Medical" Magazine on Healthy Education:

- Did the magazine "H & M", a supplement of Al Khaleej Newspaper, Sharjah, UAE, effectively contribute to instilling health education concepts among citizens?

These inquiries are designed to elucidate the definitions and goals of "medical media" and "health education," gauge the efficacy of medical media in heightening health awareness and evaluate the specific impact of "H & M" magazine on citizens' health education.

### 4 Study Objectives

-The primary objective is to scrutinize how the media addresses health issues within its content, providing insights into the media's overall approach and stance towards health-related matters.

- The central focus is to assess the extent to which medical media plays a role in promoting health education across diverse societal segments. The study aims to unravel the specific contributions of medical media in imparting crucial health concepts to the public.

- The study endeavors to evaluate the quality and diversity of content presented by medical media, encompassing both format and substance. By analyzing the various topics and tools employed, the research aims to draw conclusions about the effectiveness of media in delivering health-related information to its audience.

### 5 Explanation of Topic Choice

#### 5.1 Subjective Reasons:

Our selection of the topic on medical media in health education was deliberate and not arbitrary [4]. It emerges as a crucial theme within the field of journalism, serving as a pertinent avenue to explore fundamental concepts related to human health that are disseminated to diverse segments of society through media channels. The choice aligns seamlessly with the evolution of media and falls within the purview of journalism, offering a fitting subject for scientific inquiry. Moreover, the choice to explore this field is driven by a keen interest in utilizing content analysis as a tool in health communication, as advocated by Abdelhamid [5]. This approach aims to improve proficiency in research and studies within the realm of health communication.

#### 5.2 Objective Reasons:

Several objective factors underscore the significance of this topic. The paramount importance of health for both individuals and society, especially in the context of the prevalence of epidemics and diseases, is a driving force behind our exploration. The study aims to enrich scientific knowledge regarding the role of media in health education, emphasizing key theoretical foundations pertinent to the subject [6]. Furthermore, our investigation seeks to unveil the true state of medical media in the United Arab Emirates by gauging the level of interest it garners among researchers and readers alike. This endeavor strives to thoroughly survey and document the subjects addressed within the "H & M" magazine, scrutinizing issues, and analyzing the health-related information and facts presented on its pages. Ultimately, the objective is to evaluate the magazine's role in fostering health culture concepts among all members of society [7].

### 6 Limitations of the Study

The constraints of this study fall into three distinct categories, each presenting unique considerations that are elucidated as follows:

**6.1 Objective Limits:** Selecting a study topic demands objectivity and a commitment to credibility in the exploration of information and its sources. Our study, aimed at exploring role of the Health and Medical Magazine in disseminating information and education, was undertaken with the clear objective of understanding the educational health values conveyed by medical media and its role in instilling these values among all members of society.

**6. 2 Spatial Limits:** The study focuses on a specific Magazine in Health and Medical, serving as an exemplar for our investigation. This chosen Magazine is dedicated to health affairs, offering an educational and informative platform that is consistently published one time per week as a supplement to Al Khaleej daily Newspaper. Sharjah, UAE.

**6. 3 Time Limits:** This modest study was conducted and completed within the confines of the first semester of the academic year 2023-2024. The temporal boundary delineates the specific timeframe within which the study was executed, providing a contextual reference for its scope and findings.

## 7 Methodology

In this study, we have utilized a descriptive approach, a methodology commonly embraced in the fields of humanities and social studies [8]. The selection of the descriptive approach stems from its ability to offer a detailed and accurate account of the characteristics or features of the subject under investigation. This methodology is chosen for its effectiveness in providing a comprehensive overview without manipulating the phenomena studied. Its prevalence in humanities and social studies attests to its suitability for gaining insights into various aspects of our research focus [9].

The importance of employing a descriptive approach in media research is evident in its practical utility for examining issues and phenomena associated with human attitudes, opinions, and perspectives as they intersect with the media, its channels, and its messages. [10]. Researchers characterize it as a comprehensive examination of a phenomenon within a specific group, location, and contemporary context [11]. Going beyond data description and classification, this approach is dedicated to exploring the connections between variables. Mustafa Al-Fawal defines it as an endeavor to depict specific phenomena, facts, and things by gathering information, facts, and observations, thereby creating a true-to-life portrayal, and generating a comprehensive report on the nature of the observed phenomena or objects [12].

Key features of the descriptive methodology include:

### 7. 1 Content Analysis

Researchers analyze existing documents, texts, or other forms of communication to describe patterns, themes, or trends within the data. Content analysis is a method used to answer research questions about content. It remains an important technique for researchers exploring more clearly on how individual-level cognitive processes and effects relate to message characteristics [13].

The content analysis technique, considered one of the most widely used methods in media studies, is chosen for its benefits in facilitating both quantitative and qualitative analysis [14].

The design of the content analysis form is based on a precise definition of the units of analysis, including the **unit of idea** and the **unit of word**. Additionally, it involves the creation of categories for analysis, such as the category of "**how it was said**" and the category of "**what was said**".

## 8 Concepts

### 8. 1 The concept of Health Communication:

Health communication is a specialized form of media that communicates information and facts related to diseases. This includes details about their causes, development, prevalence, diagnostic methods, prevention strategies, and available treatment options [15]. Health communication serves the purpose of guiding, raising awareness, educating, and enlightening individuals [16]. It encompasses news coverage on various medical and health topics and events.

### 8. 2 The concept of Health Education:

This is a comprehensive educational process aimed at providing individuals with information and experiences [17]. The aim is to impact individuals' inclinations and behaviors concerning personal health, thereby contributing to the well-being of the society in which they live. Health education seeks to empower individuals through knowledge, fostering informed decisions for a healthier lifestyle.

### 8. 3 Health and Medical Supplement (Magazine):

The H & M Magazine is a weekly supplement issued every Sunday by Dar Al Khaleej Press, Printing, and Publishing in Sharjah, United Arab Emirates. This magazine serves as a dedicated source of information and insights into health-related matters, contributing to the dissemination of knowledge and awareness within the community.

## 9 The Role of H & M Magazine in the Healthy education

The role of "H & M Magazine" in health education is to serve as a valuable platform for disseminating health-related information, knowledge, and guidance to its readers. This magazine contributes to health education by:

**9. 1 Informing the Public:** It informs the public about various health issues, diseases, medical advancements, and health-related news, helping readers stay up to date with the latest developments in the field.

**9. 2 Promoting Preventive Measures:** It educates readers on preventive measures, healthy lifestyle choices, and ways to maintain well-being, thus fostering a culture of disease prevention.

**9.3 Raising Awareness:** The magazine raises awareness about the importance of health and well-being, encouraging readers to take an active interest in their own health and that of their communities.

**9.4 Providing Expert Insights:** It often features articles and contributions from healthcare professionals, offering expert insights and advice on health topics, which can be highly educational.

**9.5 Highlighting Success Stories:** The magazine may share success stories of individuals who have overcome health challenges, inspiring others, and providing educational narratives. [18].

The magazine is considered one of the richest magazines concerned with the health of citizens, as it covers an important package of instructions, directives, and medical benefits that are published successively. The magazine is published every Sunday as a magazine affiliated with Al Khaleej daily newspaper. The magazine is supervised by journalists specialized in social and counseling journalism. They publish interviews with doctors and specialists in the health and psychological fields. They also conduct investigations on epidemics and diseases and the causes of their spread, and follow news related to epidemics and diseases, etc. The page editors also address topics related to incurable diseases. The magazine aims to raise health awareness, support patients, and educate them about their diseases [19].

The “H & M” Magazine plays a significant role in health education by providing valuable information, promoting awareness, and encouraging healthy behaviors among its readers.

## 10 Magazine objectives

Informing and Explaining Diseases: Providing information about diseases in society and educating people about their risks.

Explaining and Interpreting Epidemics: Clarifying and simplifying people's understanding of epidemics and diseases.

Discussing Health Crises: Addressing health-related crises and issues.

Understanding Global Health: Focusing on the broader global health context.

Mediation between Medical Institutions and Citizens: Serving as a bridge between medical institutions and the public.

Instilling a Culture of Health: Promoting a health-oriented culture for all readers.

Health Awareness and Education: Enhancing awareness and educating the public about health-related matters [20].

## 11 Results and discussions

### 11.1 Journalistic genres used in H & M. Magazine:

Journalistic genres denote distinct categories or styles of reporting and storytelling within the realm of journalism. These genres play a pivotal role in classifying and shaping how news and information are presented to the audience, offering diverse approaches to engage with readers.

These genres encompass a wide range of forms, including news, news reporting, articles, editorials, investigative journalism, interviews, reviews, comments, columns, op-eds, and more [21]. Each genre possesses its own set of conventions, objectives, and writing styles. These distinctions allow journalists to effectively convey information, provide analysis, or engage with readers in different ways. Importantly, journalistic genres serve as a framework within which journalists operate, enabling them to fulfill their roles while maintaining ethical standards and journalistic integrity. The diversity of genres reflects the dynamic nature of journalism, accommodating various modes of storytelling and communication to cater to the multifaceted interests and preferences of the audience.

**Table 1: Journalistic Types used in Health and Medical Magazine**

Category (Type)	Repetition	Percentage
Editorial	00	00
News	150	28.4 %
News Reporting	75	14.2 %

Investigative News	30	5.6 %
Articles	88	16.6 %
Columns	00	00
Comments	04	0.7 %
Interviews	00	00
Announces	168	31.8%
Others	12	2.2 %
Totals	527	100 %

The First table in the content analytical study from the Magazine of “H & M” based on a random sampling, clearly indicates that the predominant journalistic genres used in the Magazine to convey medical and health culture are as follows:

**Medical Announcements** related to clinics, health centers, and specialized hospitals are at the top position, covering 31.8% of the total area. It's noteworthy that these advertisements (Announcements) may be published for a fee in the Magazine.

**News** content occupies the second position, accounting for 28.4% of the total area.

**Feature articles** on health issues are ranked third, encompassing 16.6% of the total area.

**Reporting News** comes in fourth place, representing 14.4% of the total area.

**Investigative Journalism** constitutes 5.6% of the overall content, with each issue of the "H&M" magazine featuring two in-depth journalistic investigations, as per the sample analyzed in the analytical study. However, other forms of journalism, such as **editorials, columns, comments, and interviews** do not receive significant attention in the Magazine. The magazine predominantly falls within the domain of information journalism. Information journalism focuses on delivering factual, objective, and well-researched information to inform and educate the readers without promoting personal opinions or biases. While opinion journalism, on the other hand, typically includes content like editorials, op-eds, and commentaries that express the opinions and perspectives of the writers or the publication.

Based on the description provided, the magazine “Health and Medical” seems to prioritize providing information, news, and reports rather than promoting personal viewpoints, which aligns more with the principles of information journalism. This data highlights that the "H & M" magazine effectively fulfills its noble mission in delivering medical information and health education primarily through journalistic artistic genres.

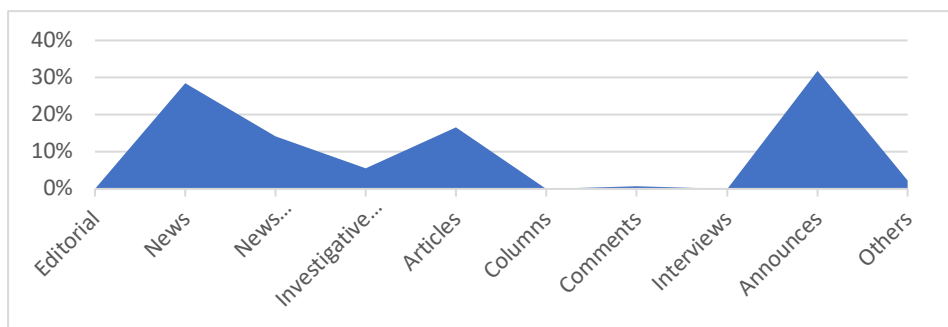


Fig. 1: Journalistic types of the H & M Magazine

The analysis of the content from the "H & M" magazine Fig 1 reveals a clear focus on conveying medical and health-related information through various journalistic genres. According to the findings, Medical Announcements pertaining to clinics, health centers, and specialized hospitals dominate the content, covering 31.8% of the total area. It's noteworthy that these announcements may be paid advertisements within the magazine. Following closely behind is News content, occupying 28.4% of the area, indicating a significant emphasis on providing up-to-date information to the readers. Feature articles discussing health issues rank third, comprising 16.6% of the total area, suggesting a commitment to in-depth coverage of health-related topics. Additionally, Reporting News and Investigative Journalism contribute substantially to the content mix, representing 14.4% and 5.6% of the area, respectively, demonstrating a dedication to investigative reporting within the publication.

However, it's notable that other forms of journalism, such as editorials, columns, comments, and interviews, receive less attention in the magazine's content. This suggests that the magazine predominantly falls within the domain of information journalism, which aims to provide factual, objective, and well-researched information to inform and educate readers without promoting personal opinions.

### 11 .2 The language level usage in H & M Magazine

Table 2 delves into the language dynamics employed by the Health and Medical Magazine, distinguishing between Specialist Language and Media Language.

Table 2: The language level used in the Health and Medical Magazine

Language Level	Total	Percentage
Health & Medical Language	56	11.96 %
Media Language	412	88.03 %

The second table within the study scrutinizes the language patterns utilized, specifically contrasting the use of specialized medical & health language with a more accessible media language. The Health and Medical Magazine, in its linguistic approach, demonstrates a notable strength in employing media language, which is both intricate and eloquent.

A significant revelation from the study is that over 88% of the magazine's content is skillfully crafted in a simple, comprehensible, and reader-friendly media language. This approach ensures that the material is easily understood by a broad readership, including both the public and experts, without encountering barriers or complexity.

The remaining 12% of the content is dedicated to specialized articles tailored for individuals within the healthcare and medical field. These articles cater to the specific needs and interests of professionals in this domain, providing in-depth and nuanced information.

In essence, the magazine strategically balances its language usage, ensuring accessibility to a wide audience while still

### 11. 3 Usage of Journalism Photography in the H & M. Magazine

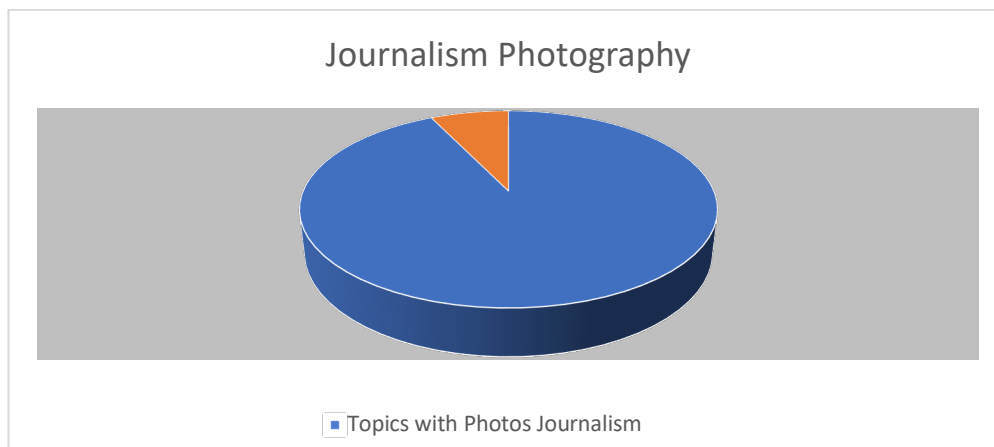
A “Picture Journalism” is an essential tool that journalists use to enhance, clarify, and captivate their audience when discussing a specific subject. Indeed, the Chinese proverb wisely conveys the idea that a single picture has the power to express and convey meaning more effectively than a thousand words [22]. This proverb highlights the visual impact and immediacy of images in communication and storytelling. It emphasizes the ability of a well-chosen image to encapsulate complex ideas, emotions, or messages, making it a potent and efficient means of communication.

**Table 3: Usage of Journalism Photography in the Health and Medical Magazine**

Photography Usage	Histograms	Percentage
Topics with Photos Journalism	434	92.7 %
Topics without Photos Journalism	34	7.2 %
<b>Total</b>	<b>468</b>	<b>100 %</b>

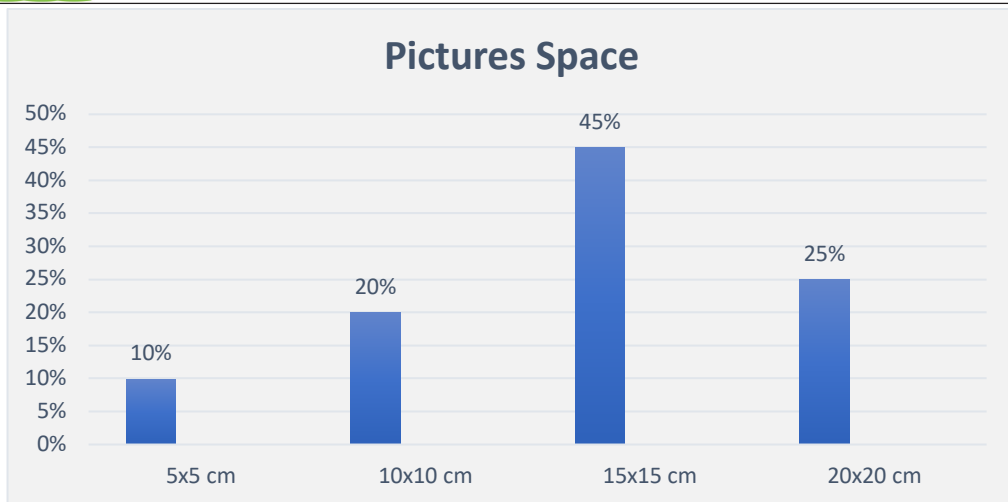
By referencing the data presented in Table No. 3, it becomes evident that most topics featured in the magazine were paired with one or more images. Notably, topics accompanied by a photo accounted for a substantial 92.7 % of the total, demonstrating the widespread use of colorful images. This practice holds significant influence over readers, drawing their attention to these topics. In contrast, topics without accompanying photos represented a mere 7.2 %, indicating that these subjects lack the same impact as those complemented by images.

It's important to note that the magazine's “H & M” focus is on health-related issues and informing readers about matters concerning their well-being. All photographs or pictures used in the magazine were not only relevant but also vividly colored, underlining the professionalism and dedication of the magazine's editorial team.



**Fig 2: Percentage of Photography usage**

The magazine predominantly utilizes colorful journalistic images, accounting for a staggering 92,7% of its visual content. Which indicates that the magazine is professional in its journalistic work.



**Fig 3: Spaces of Photography usage**

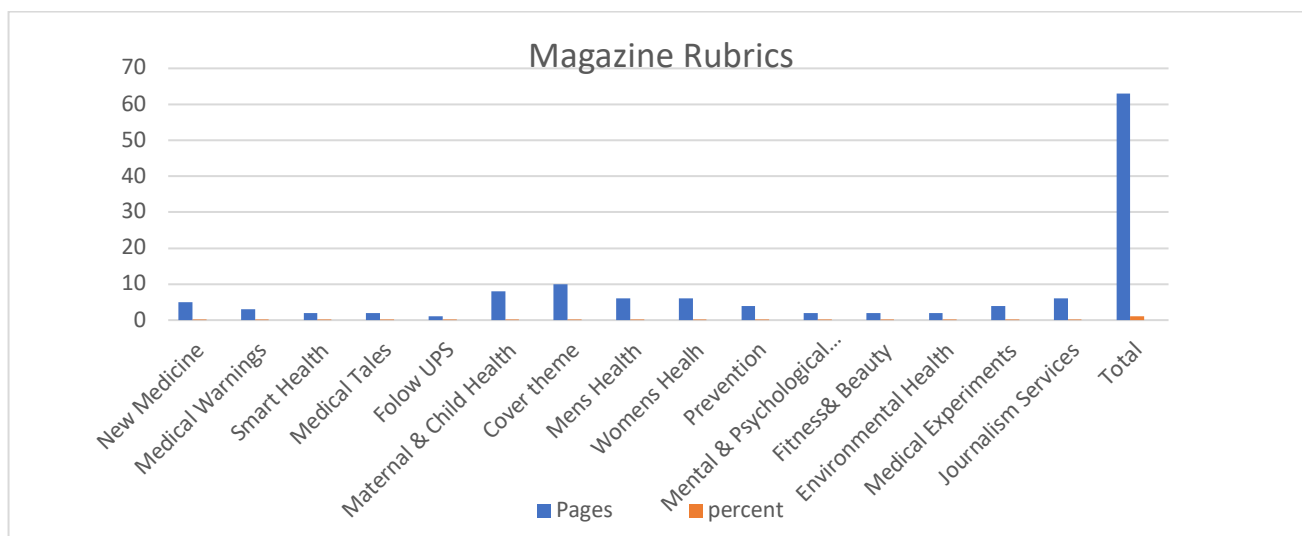
Fig 2 describes the distribution of images into different size categories based on their dimensions. Here's the breakdown:

Twenty-five percent of the images are classified as very large, each having an area of 20cm x 20cm. Forty-five percent of the photos fall into the large size category, with dimensions of 15cm x 15cm. Twenty percent of the photos are categorized as medium-sized, featuring an area of 10cm x 10cm. The remaining 10% of the photos are considered small, each having an area of 5cm x 5cm.

Overall, the sentence provides information about the proportions of images within each size category based on their area dimensions. The data presented here shows that H &M Magazine provides detailed information about the distribution of images across different size categories based on their area dimensions. It reveals that twenty-five percent of the images are classified as very large. This indicates that a quarter of the visual content in the magazine comprises images with substantial dimensions, each measuring 20cm x 20cm.

#### 11. 4 Health and Medical Magazine Rubrics

The "H & M" Magazine is a weekly publication consisting of 63 pages consecrated to medical and health, excluding the five constant pages for advertising and the page content index. The magazine covers various aspects of the healthcare and medical field, presenting news, reporting news, investigative news, and articles related to events, conferences, and developments in health and medicine.



**Fig 4: H & M. Magazine Rubrics**

The magazine's commitment to delivering timely and relevant information is evident, with a substantial 18.8% of its total pages, amounting to 10 pages, dedicated to covering the latest news, reports, investigations, and articles on events, conferences, and advancements in the ever-evolving health and medical field.



Notably, a significant 12.6% of the magazine, or 8 pages, is devoted to addressing health and medical issues pertinent to childhood, underscoring the significance of these topics in the broader healthcare narrative. Beyond this, the magazine prioritizes the well-being of both women and men, allocating 9.5% of its total pages to each gender, with 6 pages dedicated to exploring specific health concerns and developments.

The editorial strategy extends further to encompass one, two, or three pages for diverse subjects of significance. These encompass a broad spectrum of topics, including environmental issues, preventive measures, beauty trends, psychological and mental health insights, and more. This nuanced approach ensures that the "Health and Medical" Magazine caters to a diverse readership, offering a comprehensive and insightful exploration of the multifaceted landscape of health and medicine. The data presented here underscores the magazine's dedication to providing comprehensive coverage of timely and relevant health and medical topics.

### 11.5 Analyzing Media Treatment of Medical Topics

This section delves into the analysis of how the media covers various medical topics. The data generated from this study provides insights into the frequency with which different medical conditions are discussed in the media. The numbers and percentages associated with each topic will be explored, this will help understand the implications of these findings.

**Table 4: Media treatment of medical Topics**

Topics	Number	Percent
Cancerous Disease	27	12.3
Diabetes Disease	9	4.1
HBP (High Blood Pressure)	4	1.8
Heart Disease	21	9.6
Teeth Disease	6	2.7
Eye Disease	15	6.8
Infectious Disease	18	8.2
Healthy Foods	25	11.4
Gastrointestinal Disease	26	11.9
Pediatric Disease	25	11.4
Psychology & Psychiatry Disease	30	13.7
Others	12	5.5
TOTAL	218	100

Psychology & Psychiatry in the Spotlight: With 13.7%, Psychology & Psychiatry Disease tops the list in terms of media coverage. This suggests a significant societal interest in mental health issues.

Balanced Coverage: The data shows a relatively balanced coverage of various medical topics, indicating that media outlets are addressing a wide range of health concerns.

Importance of Lifestyle: Healthy Foods, with 11.4%, also capture a substantial portion of media attention, emphasizing a growing awareness of the role of nutrition in overall health.

Underrepresented Topics: HBP and Teeth Disease appear to be underrepresented, with only 1.8% and 2.7% coverage, respectively. This raises questions about the media’s role in educating the public about these conditions.

Public Awareness and Perception: The media plays a crucial role in shaping public perceptions of health issues. The prominence of certain topics may influence the public’s awareness and understanding of specific diseases.

Health Education Gaps: The underrepresentation of certain topics suggests potential gaps in health education. This could impact public understanding and preventive measures for conditions receiving less media coverage.

Media Responsibility: The media holds a responsibility to provide accurate and balanced information on a variety of health topics. Understanding the trends in coverage helps in assessing how well the media is fulfilling this responsibility.

This critical analysis provides valuable insights into the media’s treatment of medical topics. As consumers of information, it is essential to be aware of the topics receiving the most attention and to seek out reliable sources for a comprehensive understanding of health issues. This discussion prompts journalists and media organizations to consider the broader implications of media coverage on public health awareness and education.

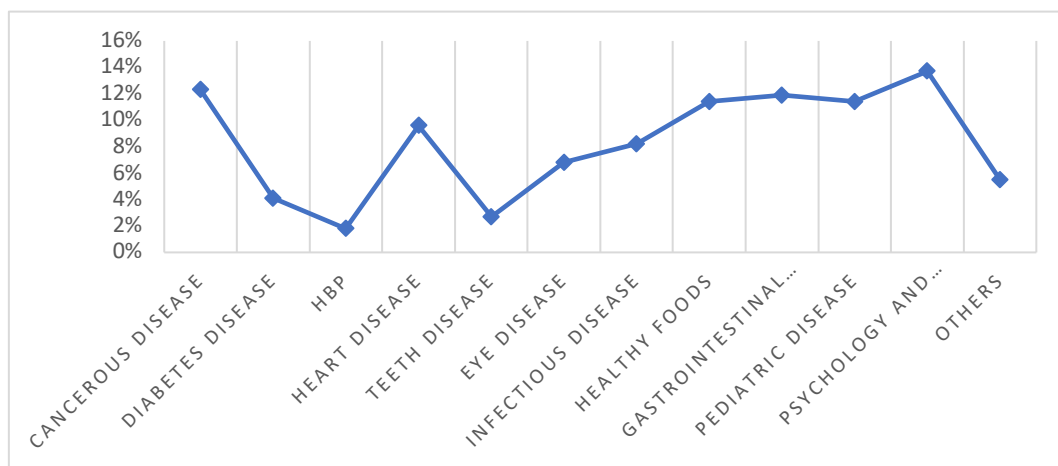


Fig 5: Media treatment of medical topics in the H&M magazine

### 11. 6 Analyzing Categories of Journalists in Health Journalism

Our focus shifts towards the storytellers, the communicators of health information - the journalists. Data detailing the categories of journalists contributing to the magazine "H & M" Processing for Health Education is presented in this section.

Table 5: The Categories of Journalists in the H&M. Magazine

Category of Journalist	Writing Articles	Percentage
Consulting Doctor	49	41.5 %
General Practitioner	10	8.4 %

Psychologist	03	2.5 %
Professor (Researcher)	00	00
Medical Journalist	5	4.2 %
Journalist	20	16.9 %
Social networking	20	19.9 %
Others	11	9.3 %
Total	118	100 %

Starting with prominent figures in this narrative, the Consulting Doctors, contribute a substantial 41.5% of the journalist pool. These individuals bring a unique perspective, merging medical expertise with the art of storytelling. Their substantial presence suggests a desire to bridge the gap between medical jargon and public understanding, offering a practitioner’s insight into health-related topics.

Next in line is the General Practitioners, constituting 8.4% of the journalist cohort. Their role seems to be a bit more specialized, bringing a broader medical perspective to the audience. This group may contribute a more generalist view, covering a wide range of health topics with a foundational understanding of medical principles.

A smaller but notable group within the journalist spectrum is the Psychologists, making up 2.5%. Their inclusion signals a recognition of the importance of mental health expertise in health journalism. This subgroup may play a crucial role in providing nuanced insights into psychological aspects of health.

Distinct from the Consulting Doctors and General Practitioners, we have the Medical Journalists, representing 4.2%. These individuals may specialize in translating complex medical research into accessible language, ensuring that the latest scientific developments reach a broader audience.

A broader category labeled simply as “Journalist” makes up 16.9%. These individuals, while not necessarily having a medical background, contribute to the diversity of perspectives in health journalism. They may bring investigative skills and a knack for storytelling to the table.

An intriguing addition to the mix is the group of journalists involved in Social Networking, comprising 19.9%. This suggests a recognition of the power of social media in health communication, utilizing platforms to disseminate information and engage with the audience directly.

Lastly, the category labeled as “Others” represents 9.3%, leaving room for a variety of roles and expertise that may not fit neatly into the predefined categories. This group could include specialists in areas like health policy, bioethics, or alternative medicine.

The diverse array of journalist categories enriches the storytelling landscape, ensuring that health information is conveyed from various perspectives.

The presence of Consulting Doctors, General Practitioners, and Psychologists signifies a conscious effort to integrate medical expertise directly into health journalism, providing a more informed narrative. The inclusion of a significant percentage of journalists in the Social Networking category highlights the growing importance of social media in health communication, reflecting an adaptation to changing media consumption patterns.

### 11. 7 Level of Health education

Health education is a crucial component of public health, aiming to empower individuals and communities with knowledge and skills to make informed decisions about their health [23]. This section explores the distribution of health education across different categories, specifically focusing on women’s health education, men’s health education, child health education, and the overall health education landscape.

**Table 6: The level of health education in the H&M. Magazine**

Level	Number	Percentage
Women's Health education	56	47.4 %
Men's Health education	18	15.2 %
Child Health education	24	20.4 %
All Health education	20	16.9 %

Most health education efforts constituting 47.4% in the "H & M Magazine" are directed towards women. This suggests a significant focus on addressing women's health needs and promoting awareness among this demographic. Men's health education, while essential, seems to be relatively lower at 15.2%. There might be opportunities to enhance initiatives targeting men's health, recognizing the importance of addressing gender-specific health issues. Child health education comprises a substantial portion at 20.4%, indicating recognition of the significance of early health awareness and education. The emphasis on child health aligns with the preventive approach, focusing on building a foundation for a healthy lifestyle from a young age. The category "All Health Education" represents a smaller percentage (16.9%).

It's important to delve deeper into what this category encompasses to better understand comprehensive health education initiatives and their impact.

There's an opportunity to address the imbalance between women's and men's health education. Strategies could involve tailoring education materials to better resonate with men or increasing targeted campaigns. Given the significant percentage dedicated to child health education, it may be beneficial to evaluate the effectiveness of existing programs and explore areas for improvement or expansion. Understanding the components of "All Health Education" is crucial. Further categorization or detailed breakdown can provide insights into specific health topics covered and areas that may need additional attention.

Regular evaluation of health education programs is essential. Collecting feedback from participants can help refine and tailor educational initiatives to meet the evolving needs of the community.

This critical analysis provides a snapshot of the distribution of health education efforts across different categories. It underscores the importance of a balanced and comprehensive approach to health education, ensuring that the diverse health needs of the community are addressed effectively. Ongoing evaluation and adaptation of strategies will contribute to the continuous improvement of health education initiatives. This Study provides a broad overview, and depending on the context and available information, more specific insights and recommendations can be generated.

### 11. 8 Objectives of Healthy education

Understanding the objectives of health education is crucial for designing effective programs and initiatives. In this analysis, we examined the distribution of objectives in health education, including information dissemination, awareness raising, prevention, guidance and counseling, and propaganda (advertising).

**Table 7: Objectives of Healthy education in the H&M. Magazine**

Objectives	Number of repetitions	Percentage
Information	21	7.9 %
Awareness raising	40	15.2 %

Prevention	60	22.8 %
Guidance and Concealing	02	0.7 %
Propaganda (Advertising)	140	53.2 %
Total	263	100 %

Most of the objectives fall under "Propaganda (Advertising)," constituting a substantial 53.2%. This suggests a strong emphasis on using promotional and advertising strategies to convey health-related messages. Prevention is a key focus, representing 22.8% of the objectives. This aligns with the preventive approach in health education, emphasizing measures to avoid the onset of health issues. Both awareness raising and information dissemination play important roles, with 15.2% and 7.9%, respectively.

These objectives indicate a commitment to ensuring that individuals are well-informed and aware of health-related matters. "Guidance and Counseling" is a relatively minor objective, comprising only 0.7%. This suggests a potential area for expansion, recognizing the importance of providing personalized support and guidance in health education.

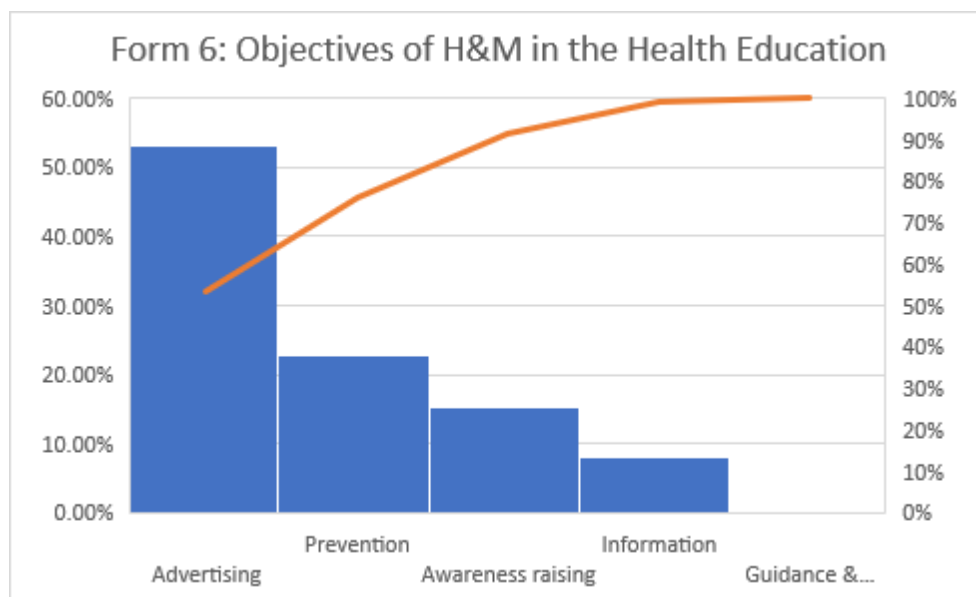
While propaganda and advertising are effective in reaching a wide audience, there is a need to diversify strategies to ensure a more comprehensive approach to health education.

Considering the minimal emphasis on guidance and counseling, there may be opportunities to expand services that provide individualized support, particularly for those facing specific health challenges.

Given the dominance of propaganda, it's crucial to assess its impact on behavior change and health outcomes. Regular evaluation can help determine the effectiveness of this approach. While prevention is essential, there should also be attention to individuals who are already dealing with health issues. Balancing preventive measures with supportive interventions can contribute to a more holistic health education approach.

This analysis sheds light on the distribution of objectives in health education, emphasizing the prevalence of propaganda and the importance of prevention. To ensure a well-rounded and effective health education framework, there is a need to diversify strategies, enhance personalized support services, and continually evaluate the impact of various approaches.

As always, specific context and additional information could provide more nuanced insights into the effectiveness and appropriateness of the identified objectives.



**Fig 6. Guidance of H & M in the Healthy education**

It's notable that propaganda (advertising) constitutes most of the objectives with 53.2% of the total repetitions. But the Propaganda (Advertising) here concerns medical institutions, health clinics and everything related to preventive institutions, which has already been done before. Sometimes the magazine's orientation is highly advertising, up to 100%, but not in all issues of the Magazine. Which is shown by the brown curve above.

## 12 Conclusion and Recommendations

We can infer several potential recommendations in the conclusion based on the magazine's content focus and priorities:

**Stay Informed on Latest Developments:** The magazine's significant coverage (18.8% of total pages) of news, reports, investigations, and articles related to events, conferences, and advancements in health and medical suggests a strong recommendation for readers to stay informed about the latest developments in the local and global healthcare sectors.

**Prioritize Childhood Health:** With 12.6% of total pages dedicated to health and medical issues related to childhood, this study recommends heightened awareness and emphasis on addressing health concerns specific to children. This may include preventive measures, vaccinations, and advancements in pediatric medicine.

**Address Gender-Specific Health Concerns:** The substantial focus on both women's and men's health (9.5% of total pages for each gender) suggests a recommendation for readers to prioritize and stay informed about gender-specific health issues, screenings, and advancements in healthcare tailored to the needs of each gender.

**Embrace a Holistic Approach to Health:** By allocating pages to a diverse range of topics such as environmental issues, preventive measures, beauty trends, psychological and mental health, readers are encouraged to adopt a holistic approach to their well-being. This may involve considering various aspects of health beyond just medical treatments.

**Engage in Preventive Healthcare:** The inclusion of content on prevention implies a recommendation for readers to proactively engage in preventive healthcare measures. This could involve lifestyle choices, regular check-ups, and early detection strategies to maintain overall health and well-being.

**Recognize the Importance of Environmental Health:** The coverage of environmental-related topics suggests an awareness of the impact of the environment on health. Readers are thus recommended to consider and support initiatives promoting environmental sustainability for the betterment of public health.

### Conflicts of Interest Statement

The author declares that there is no conflict of interest regarding the publication of this paper.



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## Appendix

**Table: Sample of the analytical study and the main topics in each issue of Health and Medical Magazine, Sharjah, UAE, (In Arabic)**

Num	Main topics of the Magazine "H& M"	Issues of the magazine	The Magazine
1	<b>Somatization</b> <i>is a symptom of no disease</i>	Number 835 Sunday 16 November 2014	
2	<b>Hormone replacement:</b> <i>the impact time and problems for years</i>	Number 855 Sunday 5 April 2015	
3	<b>Ecology and its diseases</b>	Number 864 Sunday 7 June 2015	
4	<b>Changes</b> <i>that a woman makes after childbirth</i>	Number 870 Sunday 19 July 2015	
5	<b>Tips for a more fresh " Young skin"</b> <i>Benefits that make you drink coffee with all love</i>	Number 874 Sunday 16 August 2015	



<p>6</p>	<p><b>Alzheimer's and aging</b> <i>A non-deterministic relationship</i></p>	<p>Number 1087 Sunday 15 September 2019</p>	
<p>7</p>	<p><b>Roushta</b> <i>Normality for a healthy life in Ramadan</i></p>	<p>Number 1069 Sunday 12 May 2019</p>	
<p>8</p>	<p><b>Therapeutic protocols follow the "corona"</b></p>	<p>Number 1126 Sunday 14 June 2020</p>	
<p>9</p>	<p><b>"Covid - 19" drugs have a long list awaiting approval</b></p>	<p>Number 1127 Sunday 21 June 2020</p>	
<p>10</p>	<p><b>Corona</b> <i>Development of promising treatments and results for vaccines</i></p>	<p>Number 1130 Sunday 12 July 2020</p>	