

Public Relations Practitioners' Employment of Persuasion Techniques in Health Advertising Campaigns

Khalaf Kareem Kyoosh* 

Department of Media, Faculty of Arts, University of Wasit, Wasit, Iraq

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* Corresponding author:
kkareem@uowasit.edu.iq

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Abstract

Objectives: This study aims at investigating the extent to which public relations practitioners employ persuasion methods in health marketing campaigns. It also highlights the most prominent persuasive appeals in health marketing campaigns.

Methodology: The study is analytical and descriptive. The sample consists of (100) advertisements.

Results: The results reveal that the persuasion methods used in advertising campaigns vary according to institutions and societies. In addition, the study indicates that "religious advertising" is prioritized over other methods (such as personalization, repetition, enticement, excitement, and evoking experiences) which are not commonly used as persuasion methods. It also shows that rational appeals rank first followed by emotional appeals whereas intimidation appeals rank last.

Conclusion: Based on the results, the study makes clear that public relations practitioners are expected to influence and persuade by taking advantage of the available choices and by bearing in mind the target audience of the advertisements. Moreover, the study recommends reusing the persuasive methods of health advertising messages, benefiting from specialists on the field and focusing on various logical and emotional appeals to attract the audience.

Keywords: Public Relations Practitioners, Persuasion Methods, Advertising Campaigns.

توظيف ممارسي العلاقات العامة لأساليب الإقناع في الحملات الإعلانية الصحية

خلف كريم كيووش*

قسم الإعلام، كلية الآداب، جامعة واسط، واسط، العراق

ملخص

الاهداف: الكشف عن مدى توظيف ممارسي العلاقات العامة لأساليب الإقناع في الحملات الإعلانية الصحية، ودراسة أبرز الاستمالات الإقناعية في الحملات الإعلانية الصحية.

المنهجية: إن المنهج المستعمل في البحث بصورة أساسية هو (المنهج الوصفي؛ الدراسة التحليلية). تم اختيار عينة بلغت (100) منشوراً، وتمثل المجتمع المستهدف في البحث

النتائج: أفرزت نتائج البحث أن أساليب الإقناع في الحملات الإعلانية قد تفاوتت بين حملة وأخرى؛ فقد جاء أسلوب "الحجج والبراهين الدينية" في المرتبة الأولى، ومن ثم تلتها أساليب (الشخصنة، التكرار، الترغيب، الإثارة، واستثارة الخبرات) في المراتب الأخيرة من بين أساليب الإقناع، فيما حلت الاستمالات العقلانية في المرتبة الأولى تلتها الاستمالات العاطفية فيما جاءت استمالة التخويف في المرتبة الأخيرة.

الخلاصة: بناءً على نتائج البحث خرجت الدراسة بعدة توصيات منها ضرورة تكرار الأساليب الإقناعية في الرسائل الإعلانية الصحية مع التأكيد على الاستفادة من الملاكات الأكاديمية المختصة في هذا المجال، والتركيز على التنوع المنطقي والعاطفي للاستمالات في الرسالة الإعلانية لإثارة المتلقي.

الكلمات الدالة: ممارسو العلاقات العامة، أساليب الإقناع، الحملات الإعلانية.

1. Introduction:

The Public Relations Department proves that it is an effective communication and administrative function through its original and effective tools in facing the current challenges of the organization and society, regardless of the activity in which it is associated. For most organizations and institutions, and because it is a persuasive message that seeks to convince the public of a specific product (good, service, idea) in various ways and forms of persuasion techniques, including what is printed and occupies the largest area of the daily newspapers that we read, including what is audio, Also, what invades television programs, and even public streets, shops, and buses that are almost devoid of advertising posters, and any advertising campaign is also not devoid of a persuasive technique to obtain tangible results and work on the success of the campaign to reach the mind or stomach of the consumer, as it is said.

The importance of persuasive techniques comes from repeating the number of times exposed to them quickly, and the consumer or the target audience does not stand in front of them to examine them. It is necessary that these techniques be persuasion that attracts attention, and based on the importance of these techniques in various means of advertising, we have highlighted through research about the employment of public relations practitioners Persuasive techniques used in advertising campaigns.

1.1 The concept of persuasion

It is the process of enticement through reason, logic and knowledge. It is a process carried out by a person by directing an individual or a group using reason, logic and knowledge. (Fergana, 2018, p. 75) Persuasion is subject to the laws that govern the process of perception, knowledge, and motivation, as he says, "The individual tends to persuade by suggestions that he believes are emanating from people of glamorous social standing." (Sway, 1974, p. 19). Dave Lacani describes good persuasion as an art mastered by practice, as it is like an organized dance between you and the person you persuade, and this organization requires understanding the needs and true desires of the person you persuade, understanding his criteria for taking action, and finally providing information in a way that suits his desires referred to. (Lakani, 2016, p. 30). defined persuasion as: the process of communicating ideas, attitudes, values, and information, either as suggestions or statements, through certain stages, and in the presence of objective and subjective conditions that help, and through the process of communication. (Misbah, 2006, P. 17). Kevin Hogan defined persuasion as: to succeed in influencing someone to change a behaviour, opinion, product, service, or method of dealing with others, that is, you want him to do something completely different from what he used to do. (Kevin Hogan, 2011, P. 11). These definitions emphasize that persuasion is linked to two characteristics: the first is success in influencing the target person, and the second is intent, which means that persuasion seeks to change behaviour based on changing attitudes, because the temporary change of behaviour, or the conflict of behaviour and direction means that there is a kind of coercion. Not persuasion Ferjani, 2018, p. 75) In his daily life, the individual is exposed to dozens of persuasion attempts. Wherever he goes, and whatever he does, there are those who try to change his mind or position on a specific thing, such as buying a piece of land, a car, or any other commodity. Similar and trying to convince the buyer that buying that commodity is an abundant profit, and not buying is an irreparable loss. (Rizk, 1994, p. 17).

1.2 Persuasion methods

The ability to influence others is very important, and there are many ways to convince people to do what you want without even realizing that you convinced them, so whether you want people to love you, agree with you, or buy your products, you have to use some tricks and adopt Some honourable tactics without manipulation. Persuasive methods can be defined as: those methods that are used to influence and convince the other party or parties of the idea to be reached through several methods, means, and inducements that lead to reaching the goal easily and easily, and among these methods is the presentation of evidence and and the presentation of a side One of the subjects versus the presentation of the pro and con sides, repetition and reinforcement with clarity of goals and other methods (Rizk, 1994, p. 22).

There are three types of methods or inducements used in the persuasive message:

- Rational appeals: It relies on addressing the mind of the recipient, presenting logical arguments and evidence, refuting counter-opinions after discussing them and showing their various aspects, using numbers and statistics, citing

information, building results on premises, presenting other points of view. (Amina Meziane, 2021, P. 22).

- Emotional appeals : It is the most common type of appeals used in advertising, because the emotional effect has an effect that is no less powerful than the mental one. These appeals are often used with women, children, and people with simple education. (Al-Wafi, 2016, page 22).
- Intimidation solicitations: intentionally arousing the fears of members of the public about the negative effects of an issue or a specific topic with the aim of changing the direction towards it. The aim of using intimidation inducements is not just the effects of terror among the recipients, but rather the explanation, interpretation, and the presentation of convincing objective facts, leading to a positive direction by pressing on the chord of fear. (Mantouri, 2008, p. 41).

1.3 Factors affecting the persuasion process

There are some factors that affect the persuasion process, whether it is a positive or negative effect. The first is voluntary exposure to the process of persuasion, meaning that the receiver's exposure to the message is voluntary without exerting any pressure on him, as the presence of pressure negates the process of conviction, and leads to coercion. The second is the influence of the group to which the individual belongs, such that the group to which the future belongs or even to which he wishes to join plays a strong role in influencing his conviction process, and this group may be the state, the city, the neighbourhood, the village, the tribe, or Others, where customs, traditions, and what people are accustomed to have a strong influence on the future tendency to be convinced or reject the opinion As for the third and most important factor affecting the persuasion process, it is the influence exerted by opinion leaders who have a strong influence on others in a society, as well as support and help others and provide them with advice and guidance, and sometimes individuals are affected by them more than they are affected by the media or propaganda. (Rabih Hussein, 2017, p. 68).

1.4 Principles of Persuasion :

Persuasion, like any other skill, is mastered through practice and application. If you want to achieve the highest levels of persuasion, it is necessary not to stop learning. In order to master persuasion, you must carefully record the situations in which you have achieved exceptional success and those in which you have failed miserably. You must dismantle and analyze each of these situations to find keys that lead you to success. You can get acquainted with the principles of persuasion, which are part of the framework on which your efforts in the persuasive process are based, namely: (Lakani, 2016, p. 195):

1.5 The concept of advertising campaigns in public relations

defined it as, a non-personal communication activity, which is carried out through public means of communication, by advertisers, who pay a fee, to deliver information to those concerned, whether they are consumers or the public. (Nasser, 1997, P. 15). The oldest and most important definition of advertising is the definition issued by the American Marketing Association and defines it as: any form of paid, non-personal communication to promote goods, ideas and services for a well-known funder. (Al-Adly, 2004, p. 150). Advertising is also defined as that paid form of non-personal messages that are broadcast through various means of mass communication by industrial or business establishments, persons, or organizations with or without purpose. (Ali, 2016, p. 15). Thus, through the previous definitions, the advertisement represents a persuasive strategy aimed at persuading the consumer to carry out the targeted reaction by the advertiser, which is represented in moving the consumer from the stage of awareness of the product to the stage of behavior. (Ali, 2016, p. 17).

1.6 Objectives of advertising campaigns in public relations

The process of defining advertising objectives is the main axis for planning advertising campaigns and a basis for their success, because defining advertising objectives provides the advertiser with some evidence of how to develop the appropriate advertising message, as well as the possibility of using advertising objectives as criteria by which to be guided and relied upon in Evaluation of the effectiveness of the advertising campaign. (Al-Fattah, 2013, pp. 16-17)

1.7 Factors of success of advertising campaigns in public relations

Recently, many tasks that have been developed and spread around the world have appeared on the professional, commercial and investment scene in general. They are no longer abstract, secondary professions that can be dispensed with. Rather, some of them have become the basis for the success of any project, upgrading it and achieving its goals. One of the

most prominent of these professions is the marketing process, or advertising campaigns. Marketing, promotion, or advertising in its various advertising and promotional fields for products, commodities, and even corporate services is currently considered one of the most prominent areas of work that includes thousands of young people, researchers, scholars, advertisers, and financiers. There are companies established specifically to work in this field. As a result, annual revenues estimated at trillions of dollars have been achieved around the world, and marketing has its various sciences and strategies, including methods and arts of communicating with the public, advertising and persuasion, and so on defined advertising campaigns as: an advertising program on the part of the advertiser to the targeted consumers, and it includes a set of carefully planned operations and efforts that seek to define limited goals, and some experts go that what is meant by advertising campaigns is that media activity that is complex and extended over time, as it includes It contains a series of interrelated advertisements that aim to achieve a specific selling or marketing result. (Hussein, 1993, p. 10). And it is defined as: that advertising activity that is complex and extended over a certain period of time, and which includes a series of linked advertisements that aim to achieve a specific selling or marketing result. (Falah, 2008, p. 165), there are a number of elements that lead to the success of the advertising campaign, the most important of which are: (Nasser, 1997, p. 55)

- **Correct information:** Good collection of information and data related to the service or commodity leads to the success of the advertising campaign. An example of this is the collection of data about the volume of demand for the commodity.
- **Appropriate method:** There are many ways and means of advertising campaigns, each with its own characteristics and advantages, and the best method that suits the commodity and is in line with the target audience that will become a consumer must be chosen.
- **Good item:** In the sense that the good item itself is characterized by a high degree of quality and that it is able to fulfill the functions for which it was prepared. Either in terms of the packaging in which it is located, it must be designed in a way that attracts attention, and a trade name must be used or chosen that is compatible with what is offered.
- **The appropriate consumer:** It is one of the most important reasons for the success of the campaign. The need to choose the appropriate audience can achieve success. On the contrary, if it is difficult to determine the audience, the result will be negative for the product or service provided.
- **Appropriate time:** It means the need to determine the start time of the advertising campaign, and it is usually chosen so that it precedes the product or service in the market with a reasonable period of time in order to convince consumers.
- **Appropriate place:** It means choosing promotional places to make it easier for the public to reach them.

1.8 The objectives of advertising campaigns in public relations

The set of goals that the advertising campaign seeks to achieve varies according to the conditions of the product and the position of the current and prospective consumer according to the advertising and marketing stage that the advertised good or service goes through. Growth and maturity, as the product seeks to maintain the level of its sales and face competition. In general, the campaign aims in the long term to increase the profits achieved for the organization as a result of increasing its sales, and since the purposes of advertisers are multi-purpose, and it is natural that the advertising campaign has several purposes as follows: (Monem, 2012 p.89):

- The advertising campaign seeks to influence the recipient's attitudes and behaviors, in order to finally reach the specified desired goal.
- Achieving sales, increasing the company's share of the market, and maximizing its profits from the various brands offered by the products.
- The advertising campaign seeks to bring about a change in the behavior of individuals, by influencing their motives, desires, attitudes, and methods of perceiving them.
- Creating a good image for the establishment, a center of excellence for its brand, and increasing consumer acceptance and loyalty to the commodity.
- The advertising campaign urges prospective consumers to acquire goods or demand services, and to accept ideas,

people, or establishments.

- Act as a guide to guide targeted consumers to the whereabouts of goods and services and how to use them.
- Make initial contact with potential customers by informing consumers of different categories of the existence of the product and the benefits or benefits that it performs.

2. Literature Review :

Most of the Iraqi, Arab and foreign studies that were presented in our research did not focus on public relations practitioners' employment of persuasion methods in health advertising campaigns, but they come close with most of the studies below in methodology, theoretical steps, conclusions, results and research variables above with independent elements with performance or other changes without entering In the details of persuasion methods in health public relations campaigns, their importance and mechanisms for enhancing them in health campaigns, most of them came individually by focusing on one or more of the persuasive elements and methods of advertising campaigns. Our current study differs from the review of previous studies in terms of the problem, sample, population, method of presentation, as well as statistical operations. In the end, our study is considered an incentive for researchers to add to the studies that preceded it to continue studying the topics of persuasion methods in health campaigns.

The results of our study and Shehab's agreed (that isolating the success or failure of advertising campaigns must stick to the realism of the campaigns, followed by the factor of choosing the appropriate audience, while the share of the factor of choosing the appropriate place for the success of the monitoring was lower than its previous ones, while it showed that the Ministry of Health needed to do this evaluation. Not bad campaigns that use all media, including results that show strength and weakness.

I noted the results of our study with the results of Deniz Similoglu's study on the record of advertising campaign successes by employing smokers in persuasion (authenticity of ideas), while in persuasion (authorities of martyrdom), followed by employing conscience in persuasion (arousing emotions and authoritative emotions), while I later showed that persuasion Interpretation can still help users control themselves online, increase their attitude toward the online system, and remind them of the potential effects of persuasive interfaces.

The results of our study concluded with the results of Othman regarding the objectives of the advertisements that the masses searched for in order to use good products and create a good image for the institution, while Daniels showed that public relations used in planning and came up with means of communication to achieve the objectives of health awareness campaigns in the National Reproductive Health Program.

The results of our study differed from the results of the previous study, which concluded that public relations workers are effective people in designing viewpoints emerging from those who are not accredited, because the last study (Al-Mawla) contributed to studying the public, while our study continues using the guaranteed analysis tool.

- A study (Shehab 2012) employing public relations campaigns to spread health awareness in Iraq (a field study in the city of Baghdad): Study problem: What are the means and methods of health public relations campaigns that the Iraqi public relies on to derive health information from them. And the public's evaluation of health public relations campaigns carried out by the Iraqi Ministry of Health Objectives of the study: It consisted in knowing the role played by health public relations campaigns in providing the public with health information. Study methodology and tools: The researcher used the survey method, the questionnaire and the scientific observation tool. Results of the study: It was concluded that the Ministry of Health, when carrying out campaigns, must use all the media, and it is necessary to evaluate the results of the campaigns in order to know the strengths and weaknesses. Approach of the study: The study is close to the current research in that it dealt with campaigns in spreading health awareness in the Ministry of Health.

- Study (Othman 2017) Effectiveness of Public Relations Campaigns Strategies in Health Awareness (A descriptive and analytical study on the Public Relations Department of the National Program for Reproductive Health). The problem of the study: represented in the extent to which public relations campaigns contribute to health awareness of reproductive health. Objectives of the study: represented in identifying public relations strategies to implement awareness campaigns of the national program for reproductive health. Study Methodology and Tools: The researcher used the descriptive analytical

method and the questionnaire, interview and observation tools. Results of the study: The study revealed that public relations uses strategic planning to design and test appropriate means of communication to achieve the goals of health awareness campaigns in the national program for reproductive health. Approach of the study: It approaches the current research as it deals with public relations campaigns in the field of health awareness.

- A study of (Al-Mawla 2018) public relations and its role in achieving the goals of awareness-raising media campaigns: The problem of the study: What is the role played by public relations in achieving the goals of media campaigns for awareness, education, guidance and counselling? Study Objectives: It consisted in knowing the role played by public relations in achieving the goals of media campaigns for awareness, education, recommendation and guidance, and achieving the desired effect on the target audience. Study methodology and tools: The researcher used the descriptive approach and the questionnaire tool. Results of the study: It was concluded that most of the public relations worker who prepare, design and implement media campaigns are non-specialists, which has already appeared through media campaigns. The approach of the study: The study is close to the current research in that it dealt with public relations, awareness campaigns, education, guidance and counselling, which is similar to the current research.

- A study((Deniz Cemiloglu, 2022) Explainable persuasion for interactive design: The case of online gambling: Persuasive technology refers to digital means that influence attitude behaviour, and decisions. While the professional design of persuasive interfaces considers user interests and freedom of choice a primary requirement, principles and methods to achieve it are yet to be introduced. In the design of persuasive interfaces, fulfilling conditions of informed consent can help establish transparency and address such ethical issues. This paper defined explainable persuasion, its potential form, and benefits and explored whether explainable persuasion is a user requirement on demand. This paper further examined explainable persuasion design from the user's perspective and reported on acceptance and rejection factors, as well as possible design tensions and solutions. In this study, we took online gambling as a case study. A total of 250 UK-based users of gambling platforms (age range 18–75, 127 female) completed our online survey based on principles of persuasion and explainability. Findings showed that players were aware of the use, persuasive intent, and potential harm of various persuasive design techniques used in online gambling platforms (e.g., the use of in-game rewards, reminders, and praise to encourage further gambling). Despite this awareness, they agreed that explainable persuasion can still help users stay in control of their online experience, increase their positive attitude towards the online system, and keep them reminded of the potential side effects of persuasive interfaces. Future research is required to enhance the design and implementation of explainable persuasion in persuasive interfaces.

3. Methodology :

3.1 Research problem : Although there are many studies that discussed many aspects of persuasive techniques through their importance, effectiveness, advantages, disadvantages, design elements, ethics, and their impact on human behaviour for advertising campaigns; The studies that tended to study these techniques were characterized by scarcity, despite their importance in achieving the mental or emotional impact on the prospective consumer, and walking with the intellectual and logical sequence until it ends up being convinced of the announced thing. Hence, the research problem crystallizes in monitoring and analyzing the persuasive methods used in advertising campaigns through an analytical study on a sample of health advertising campaigns to identify the persuasive techniques used, and their relationship to human behaviour. From this standpoint, the researcher identified the research problem through the following questions:

- To what extent do public relations practitioners employ persuasion techniques in advertising campaigns?
- What are the mechanisms of persuasion techniques in health advertising campaigns?
- What are the most prominent persuasive approaches in health advertising campaigns?
- How do public relations practitioners employ persuasion tactics in advertising campaign messages?
- What are the success factors of public relations practitioners in employing persuasive techniques in advertising campaigns?

3.2 The importance of the research: Each research study has an importance that is evident from the importance of the subject to be studied. The target audience through designs, directing and advertising, so the institutions that adopt the

technique of persuasion for the advertising campaign in promoting the product or commodity pay great care and attention to this aspect and always seek to use persuasive techniques of all kinds in order to influence their audience, and this is what prompted us to shed light on them to highlight the importance of the study Which are:

- The importance of the scientific subject due to its richness and the diversity of the advantages that can be delved into in order to answer a lot of questions in order to give additional data, results and knowledge on the subject and considering it as a new addition to knowledge research in the field of media and communication.
- Searching for new information about persuasive techniques and their relationship to advertising campaigns for institutions, and reaching results that have not been reached before, taking into account that it will become an addition to the field of knowledge in general.
- An attempt to give a positive dimension and perception to those in charge of advertising in institutions by highlighting new concepts, as persuasion techniques can make advertising have a great impact and give it a deeper orientation and understanding, contrary to its external form and meaning.
- State the need to use appropriate persuasive techniques in the various advertising campaigns to produce an advertising material that will achieve the desired goal.

3.3 Research Objectives: The field of scientific research is considered one of the wide fields whose objectives differ and its data are multiplied, as it aims to adopt any researcher to study something to fill the cognitive curiosity that accompanies him and remove the ambiguity of some issues, so this study aims at a set of goals, the most prominent of which:

- The extent to which public relations practitioners employ persuasion techniques in advertising campaigns.
- Exposing the mechanisms of persuasion techniques in health advertising campaigns.
- A study of the most prominent persuasive inducements in health advertising campaigns.
- Knowing how public relations practitioners use persuasion tactics in advertising campaign messages.
- Studying the success factors of public relations practitioners in employing persuasive techniques.

3.4 Research limits: The research limits are as follows:

- Temporal boundaries: an analytical study of advertising campaigns on the website of the Iraqi Ministry of Health from 1/1/2022 to 1/6/2022.
- Spatial boundaries: Iraq, the Facebook site of the Iraqi Ministry of Health.
- Objective limits: the contents of the advertising campaigns of the Health Promotion Division through the means of Facebook.

3.5 Research community and sample : The research community is represented by publications related to advertising campaigns on the Facebook page of the Iraqi Ministry of Health's website, as the researcher used the method of comprehensive review of all publications related to advertising campaigns for public relations practitioners via Facebook from 1/1/2022 to 1/6/2022 Six months, and the total number of analysed advertising messages reached (100) advertising content for public relations practitioners. The analysis was carried out in both types: (formal and qualitative) for the contents mentioned above, and included the subject unit and the idea unit; For news, announcements, and conferences.

The description of the images accompanying the sample's advertising campaigns in the scientific research process has an important role, as it is difficult for the researcher to relate to all the aspects concerned with the study, and thus the researcher has to take a microcosm of the general thinking. Thus, the researcher chose an intentional, practical sample available, represented by (100) advertising campaigns.

3.6 Research Methodology : The nature of the research necessitated that the researcher choose the analytical descriptive approach in order to reach accurate and detailed knowledge about the main elements of the research and its suitability for this type of research. The descriptive approach is defined as “a method of analysis based on sufficient and accurate information about a phenomenon, a specific topic, or a known period of time, in order to obtain scientific results, and then interpret them in an objective manner, in a manner consistent with the actual gifts of the phenomenon.” (Waheed,

2000, p. 183).

3.7 Honesty and reliability: The researcher conducted a virtual truth test by presenting the analysis form to experts specialized in the field of media, and their number was (5). As for stability, the researcher agreed with another researcher to conduct a content analysis with the same period of time for the same publications for a sample of 10% of the total main contents. The result: Holsty equation $= 2 \times 80 / 80 + 80 \times 100 = (100)$.

3.8 The theory guiding the research: the theory of prioritization (agenda intervention) : This theory assumes that the media, including social networking sites, have a significant impact in stimulating the public's interest in specific events and issues, as social networking sites will not be able to review the entirety of the events that occur in society, but rather the process of selecting and focusing on a part of it and controlling its contexts and events according to What is compatible with political and ideological orientations, and in a way that ensures the arousal of interests among the public and makes them understand them and stimulate conversations and discussions about them, meaning that social networking sites are considered a stimulus that has the ability to shape or reshape trends regarding events that were focused on only others, so they occupied a certain order among the public according to their importance. (Al-Mazahra, 2012, p. 332) The theory of prioritization is concerned with studying the effects resulting from the public's exposure to media discourses and content in their treatment and treatment of intentionally arranged events and their interpretation with the aim of increasing awareness and awareness of them, which contributes to the formation of specific behaviors and trends, and this is what concludes that the agenda-setting process Or prioritizing topics is an interactive process between the channel's news agenda and the audience, and its results lead to achieving greater understanding and influencing trends. (Al-Tarbishi and Al-Sayed, 2006, p. 266). Based on the above, the researcher employed this theory to find out the extent to which public relations practitioners employ persuasion methods in health advertising campaigns.

4. Results And Discussion:

Analysis of the content of health advertising campaigns, which are carried out by the Health Promotion Division of Wasit Health Department, after the researcher was able to build a dimensional classification and identify the categories constituting the analysis units, which were limited to (13) main categories. Persuasion and behavior of the advertising campaign and the geographical spread of these campaigns. It also included the functions and types of advertising, the success factors of advertising campaigns, the stages of planning advertising campaigns and their objectives through the implementation of the analysis plan, which collects the frequencies of the categories and arranges them in tables according to the sequence of their appearance, and then interprets the results using the method of percentages.

Persuasive inducement: The results of the research revealed that the emotional inducement got the first rank with 45 recurrences with a percentage of 45%, while the rational inducement came in the second place with 30 iterations and a percentage of 30%, while the intimidation inducement got the third rank with 25 iterations and a percentage of 25%.

Table (1) shows persuasive inducements in advertising campaigns in public relations:

Inducement	Frequency	Percentage
Emotional inducement	45	45%
Rational inducement	30	30%
Intimidation inducement	25	25%
Total	100	100%

Principles of persuasion in advertising campaigns: Regarding the principles of persuasion in advertising campaigns, honesty ranked first with (22) repetitions and a percentage of (22%), while the focus on the public interest came in the second place with 20 repetitions and a percentage of 20%, and in the third place came Focusing on the result with 18 repetitions and a percentage of 18%. In the fourth rank, the focus came on the goal with 16 repetitions and a percentage of 16%. As for being ethical, it came in the fifth rank with 13 repetitions and a percentage of 13%, to come in the sixth and last rank personal knowledge by (11) iterations and a percentage of (11%).

Table (2) shows the principles of persuasion in advertising campaigns in public relations:

Principles of persuasion	Repetition	Percentage
Focus on outcome	18	18%
Focus on the higher interest	20	20%
Commitment to the truth	22	22%
Focusing on the goal and time	16	16%
Personal knowledge	11	11%
Being ethical	13	13%
Total	100	100%

Advertising Campaigns Behavior: In the statement of advertising campaigns behavior, positive behavior ranked first with 75 iterations and a percentage of 75%, while neutral behavior ranked second with 19 iterations and a percentage of 19%, while negative behavior came in third place with 11% repeat rate.

Table (3) shows the behavior of public relations practitioners in advertising campaigns in public relations:

Campaign behavior	Frequency	Percentage
Negative	1	1%
Positive	75	75%
Neutral	19	19%
Total	100	100%

Geographical spread of persuasive advertising campaigns: As for the analysis of geographical spread, media campaigns with a local spread ranked third with 12 iterations and a percentage of 12%, and international spread came in the second place with 50 iterations and a percentage of 50%. The national prevalence was (38) iterations, a percentage of 38%.

Table (4) shows the geographical spread of advertising campaigns in public relations:

Geographical spread	Frequency	Percentage
Local	12	12%
International	50	50%
National	38	38%
Total	100	100%

Functions of advertising campaigns: In clarifying the functions of advertising, the analysis revealed that the increase in the uses of the product occurred by 20 iterations and a percentage of 20%, while the demand for a specific approach after 14 iterations and a percentage of 14%, while the change in tendencies and directions occurred after iterations amounted to 20 and a percentage 20% As for creating a positive image for projects with a number of iterations of 10, a percentage of 10%. The function of opening new markets came by 8 iterations, a percentage of 8%, and the increase in commodity turnover rates came by 3 iterations, and a percentage of 3%. The function of increasing sales in the season of declining demand came by 20%. 4 iterations and a percentage of 4% The attempt to confront the discussion came with a number of 4 iterations and a percentage of 4%, As for the share of creating a kind of affiliation and loyalty among the product, by 3 iterations and a percentage of 3%. As for the function of trying to postpone the continuous decline in the demand structure, by a number of 10 iterations, and a percentage that reached 10%, as in Table No. (5).

Table (5) shows the functions of advertising in advertising campaigns in public relations:

Functions	Frequency	Percentage
Changing tendencies and directions	20	20%
Creating demand for a specific product	14	14%
Attempt to postpone the continued decline in the demand structure	10	10%
Opening new markets	8	8%
Creating a sense of belonging and loyalty to the product	3	3%
Attempt to confront discussion	4	4%
Increase product uses	20	20%
Increase product turnover rates	3	3%
Product increase in low demand season	4	4%
Creating a positive image of the product	10	10%
Total	100	100%

Advertising campaigns, the results of the research showed that the factual information of the campaigns had 80 iterations and a percentage of 25.72%, while the share of the appropriate method for the advertising campaign was 22 iterations and a percentage of 7.07%. The factor of selecting the appropriate audience was 7.7%. 88 repetitions and a percentage of 28.29%. As for the share of the factor of choosing the appropriate place for the success of the campaign, by 56 repetitions, and a percentage of 18.00%, and the factor of good products came by 20 repetitions, and a percentage of 6.43%, then the share of the factor of the appropriate time for the advertising campaign was by 45 repetitions, and a percentage of 14.46%. And as in Table (6)

Table (6) shows the success factors of advertising campaigns in public relations:

Success Factors	Factors	Percentage
Factual information	80	25.72%
Appropriate method of presentation	22	7.07%
New Products	20	6.43%
The appropriate audience	88	28.29%
Right time	45	14.46%
The Right Place	56	18.00%
Total	311	97.5%

Stages of planning advertising campaigns: Regarding the planning stages of the advertising campaign, the results of the research revealed that the first place was assigned to the safety of the commodity with a rate of 25 iterations and a percentage of 25%. 19% came in the third place for choosing the appropriate advertising means with a rate of 10 iterations and a percentage of 10%, and the fourth place went to determining the appropriate budget for the campaign by 8 iterations and a percentage of 8%, and in the fifth place came continuous monitoring of each step by 8 iterations and a percentage of 8%. Findings and recommendations The sixth rank was for knowledge of distribution places, with 7 iterations and a percentage of 7%. The seventh rank came for data and information collection, with 6 iterations, and a percentage of 6%. The eighth rank was for audience identification, with 5 iterations and a percentage of 5%. Its similarity in the results ranked ninth. Which was the share of determining the appropriate time for the campaign by 5 iterations and a percentage of 5%. As for the tenth and final place, it was the share of testing the plan before its implementation as a stage of planning the advertising campaign by 6 iterations and a percentage of 6%, as in Table (7).

Table (7) shows the stages of planning advertising campaigns in public relations:

Campaign Planning Stages	Frequency	Percentage
Safety of the provided product	25	25%
Determine the intended goal of the campaign	19	19%
Determine audience parameters	5	5%
Data and information collection	6	6%
Determine the appropriate time for the campaign	5	5%
Choosing the appropriate advertising means	10	10%
Knowledge of distribution places	7	7%
Determine the campaign budget	8	8%
Testing the plan before implementing it	6	6%
Continuous monitoring of each step	8	8%
Total	100	100%

Objectives of health advertising campaigns: The results of the research regarding the objectives of the advertising campaigns revealed that urging consumers to purchase goods was 12 repetitions and a percentage of 12%, while creating a good image for the establishment came with 10 repetitions and a percentage of 10%, while the rank was the share of influence on trends The recipient and his behaviors by 20 repetitions and a percentage of 20% and similarity in the results, which pertain to guiding consumers to the places of goods by 13 repetitions and a percentage of 13%, and a change in the behavior of individuals came by 36 iterations and a percentage of 36%. As for the initial contact with customers by 3 iterations and a percentage A percentage of 3%, to be the seventh and last rank for the goal of achieving sales and increasing the share of the establishment by recurrence (5) and a percentage of (5%) as well, as in Table (8)

Table (8) shows the objectives of advertising campaigns in public relations:

Campaign objectives	Frequency	Percentage
Influencing the recipient's attitudes and behaviors	20	20%
Achieving sales and increasing the share of the establishment	5	5%
Bringing about a change in the behavior of individuals	36	36%
Creating a good image for the establishment	10	10%
Encouraging consumers to purchase goods	12	12%
Guiding consumers to place goods	13	13%
Initial contact with clients	3	3%
Total	100	100%

Mechanisms of persuasion in health advertising campaigns: As for the mechanisms of success of advertising campaigns, the results of the research showed that the use of ideas in persuasion (authenticity of ideas) by 40 repetitions and a percentage of 40%, while the use of examples in persuasion (the authenticity of two martyrdoms) by 13 repetitions and a percentage It reached 13%, and the use of conscience in persuasion (authenticity of emotions and aroused emotions) came with a rate of 25 recurrences and a percentage of 25%, while the use of pictures and drawings in persuasion (authenticity of the image) came with a rate of 22 repetitions and a percentage of 22%, as in Table (9)

Table (9) shows the mechanisms of persuasion in health advertising campaigns:

Persuasion mechanisms	Frequency	Percentage
Employing ideas in persuasion (authentic ideas)	40	40%
Employing examples in persuasion (the authenticity of the two martyrdoms)	13	13%
Employing conscience in persuasion (authenticity of aroused emotions and emotions)	25	25%
Employing images and drawings in persuasion (image authenticity)	22	22%
Total	100	100%

Persuasion Tactics in Advertising Campaigns Messages: The results of the research regarding the tactics of advertising campaigns revealed that relying on a degree of intimidation by 15 repetitions and a percentage of 15%, while starting with the needs and attitudes of the recipient with 10 repetitions and a percentage of 10%, either displaying and analyzing the divergent opinions For the topic by 10 repetitions and a percentage of 10% Linking the content to the source or reference by 15 repetitions and a percentage of 15% The degree of clarity and ambiguity in the message came by 10 repetitions and a percentage of 10% The logical arrangement of the ideas of the message by 15 iterations and a percentage of 15% The cumulative effect and recurrence with a frequency of (25) and a percentage of (25%) as in Table (10)

Table (10) shows persuasion tactics in the messages of health advertising campaigns in public relations:

Persuasion Tactics	Frequency	Percentage
Relying on a degree of intimidation	15	15%
Start with the needs and attitudes of the recipient.	10	10%
Presentation and analysis of the divergent opinions of the subject	10	10%
Linking the content to the source or reference.	15	15%
The degree of clarity and ambiguity in the message	10	10%
Logical arrangement of message ideas	15	15%
Cumulative effect and recurrence.	25	25%
Total	100	100%

How do public relations practitioners employ persuasive methods: The results of the research revealed that reliance on religion was 12 repetitions and a percentage of 12%, while personalization was 10 repetitions and a percentage of 10%, while repetition was 20 repetitions and a percentage of 20%. Encouragement was 10 recurrences. And a percentage also reached 10%. Emotional grooming came to achieve persuasion by 10 repetitions, and a percentage reached 10%. Excitement came by 12 repetitions, and a percentage reached 12%. As for evoking experiences with repetitions (10), a percentage of (10%) came intimidation to achieve persuasion and logical arrangement. For the ideas of the message with a frequency of (8) and by 8%, as in Table (11).

Table (11) How public relations practitioners employ persuasive techniques:

Persuasive methods	Frequency	Percentage
Debt	12	12%
Personalization	10	10%
Frequency	20	20%
Enticement	10	10%
Emotional inducement to achieve persuasion	10	10%
excitement	12	12%
Exciting experiences	10	10%

Persuasive methods	Frequency	Percentage
intimidation to achieve persuasion	8	8%
Logical arrangement of message ideas.	8	8%
Total	100	100%

The results of the research revealed that the general public had 33 recurrences and a percentage of 33%. Both parents had 17 recurrences and a percentage of 17%. The family had 20 recurrences and a percentage of 20%. Women had 15 recurrences and a percentage that was 15%. Men came with a rate of 20 repetitions, and a percentage of 20%, for children, by 5 repetitions, and a percentage of 5%, as shown in Table (12)

Table (12) A table showing the main category of the target audience:

Audience	Frequency	Percentage
The general public	33	33%
Both parents	17	17%
family	20	20%
women	15	15%
men	20	20%
children	5	5%
Total	100	100%

The language used in persuasion campaigns: The results of the research showed that the standard language came with 25 repetitions and a percentage of 25%, while the colloquial language came with 30 repetitions and a percentage of 30%. 15 repetitions and a percentage of 15%, as shown in Table (13).

Table (13) A table showing the language used in persuasion campaigns:

(3)	Language used	(2)	Frequency	(1)	Percentage
(6)	Fus-ha	(5)	25	(4)	25%
(9)	colloquial	(8)	30	(7)	30%
(12)	Combined	(11)	30	(10)	30%
(15)	Foreign	(14)	15	(13)	15%
(18)	Total	(17)	`100	(16)	100%

5. Conclusions and Recommendations:

5.1 Conclusions :

- The results of the research revealed that the increase in the uses of the product got the first place, followed by the demand for a specific product, while the change of tendencies and trends occurred after that. The creation of a positive image for the projects followed, and the function of opening new markets came in the last ranks, This result is logical since most health campaigns are awareness campaigns and not for commercial purposes.

- The results of the study showed that the success factors of the advertising campaigns adhered to the realism of the campaigns, while the share of the appropriate method for the advertising campaign came in second place, followed by the factor of selecting the appropriate audience, while the share of the factor of choosing the appropriate place for the success of the campaign recorded less indicators than its predecessors, and the factor of good products came in the last ranks, One of the characteristics of campaigns is that they are realistic and specify the appropriate time and place, and this point is taken into account by public relations practitioners when developing health campaigns.

- The results of the research showed that the mechanisms for the success of the advertising campaigns came through the employment of ideas in persuasion (authenticity of ideas) in the first place, while the employment of examples in

persuasion (the authoritativeness of martyrdom) was followed by the employment of conscience in persuasion (the authoritative emotions and emotions aroused) in the fourth place, while the employment of images And drawings in persuasion (authenticity of the image), it came last, Arguments, proofs, and evidence are among the most important methods of persuasion in media messages directed because the audience wants to deal with them logically and objectively.

- The results of the study showed that the persuasion tactics in the messages of the advertising campaigns depended on a degree of intimidation, either starting with the needs and attitudes of the recipient came second, while presenting and analyzing the divergent opinions of the subject came in the third place, and then linking the content to the source came after it, and the degree of clarity and ambiguity in the message came after it, either the order The rationale for the ideas of the letter came last , This is a logical result, since fear during health crises is considered a persuasion tactic.

- The results of the research revealed that reliance on religion came in the first place, while personalization came after it, while repetition came third, and enticement came after it, and emotional grooming came to achieve persuasion after it, while evoking experiences came in fourth place, followed by intimidation to achieve persuasion and the logical arrangement of the ideas of the message, In Arab societies, especially Iraq, religion is considered one of the factors of socialization and persuasion methods because it contributes to delivering the communication message to the public.

- In the statement of the behavior of advertising campaigns for the department in question, positive behavior ranked first, while neutral behavior ranked second, and negative behavior ranked third .

- When analyzing the geographical diffusion of advertising campaigns, the campaigns with international spread came first, and the national spread came in the second place, while the last place came from the share of local spread, This is a logical result, given that most of the campaigns that are published are international and foreign campaigns related to medicine and health care.

- When clarifying the functions of advertising, the analysis revealed that the increase in the uses of the product got the first place, while the second place came from the share of creating demand for a commodity and the third place from the share of changing tendencies and directions, while the fourth place was creating a positive image for projects, and the fifth place came from the function of opening markets New and increased commodity turnover rates came in the rank, and in the seventh rank came the function of increasing sales in the season of declining demand, and in the eighth rank came the attempt to confront the discussion, while the ninth rank was from the share of creating a kind of affiliation and loyalty between commodities, while the tenth and last rank was from the share of the job of trying to postpone Continuous decline in demand structure, This answer is logical because most advertising campaigns contain a new product and not a consumer product.

- The results of the analysis of the success factors of advertising campaigns revealed that the correct results of the campaigns ranked first, while the second place was from the share of the appropriate method for the advertising campaign, and the third was the consumer choice factor, while the fourth place was from the share of the factor of choosing the appropriate place for the success of the campaign, and it came in the fifth place. The good commodity factor to be the sixth and last rank of the share of the appropriate time factor for the advertising campaign, as success factors for the advertising campaigns conducted by Wasit Governorate Health Department.

- The results of the research with regard to the objectives of the advertising campaigns showed that the first rank was related to urging consumers to purchase goods, while creating a good image for the establishment came in the second rank, while the third rank was related to influencing the recipient's attitudes and behaviors and their similarity in the results.. This result is objective because most of the objectives of advertising campaigns are for the purpose of urging the public to be convinced of the ideas, information, and goods directed to the public, This result is objective because most of the objectives of advertising campaigns are for the purpose of urging the public to be convinced of the ideas, information, and goods directed to the public.

5.2 Recommendations:

- Continuing to provide scientific research specialized in the effects of persuasion methods and patterns of their employment and benefit from them in advertising campaigns.

- Carrying out future studies on the patterns, types and methods of advertising campaigns and their effects on the markets inside Iraq.
- Providing the Wasit Governorate Health Department with new research and studies related to advertising campaigns and their modern methods in dealing with labor markets, including the health aspect, to benefit in the future from new methods and employing them to serve institutions and society.
- Increasing the effectiveness of communication and communication with the department in question because of its impact on the labor market, and emphasizing overcoming obstacles in front of it to prevent the loss of advertising campaign efforts in the future.
- Taking care of updating the persuasive and advertising methods of the Wasit Health Department and emphasizing the benefit of specialized academic cadres in the province (Wasit University - College of Arts - Media Department, Imam Al-Kadhimi University College of Islamic Sciences - Media Department).

Preserving the correct distribution and diversification of the persuasive methods used in the advertising campaigns of the department in question and focusing on reaching the actual advertising message to the recipient by adopting credibility as a success factor.

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