

Chapter 11

Using Info-Graphics in Raising Consciousness to Confront the Newly Discovered Coronavirus (COVID-19): A Descriptive Study

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ABSTRACT

The main purpose of this chapter is to study using infographics in raising consciousness to confront the newly discovered corona virus (COVID-19). This will be achieved by using a combination of qualitative and quantitative methods. Thus, a guide of semiological analysis and a questionnaire were structured and validated by four experts in public relations and advertising specialty to analyze infographics and collect data from the field and to find the relation between infographics design and the level of Egyptian citizen conscience of the pandemic. The main definitions, which are infographics, consciousness, and COVID-19, were identified. The research findings were illustrated by issues of hierarchy of effects theory. The main findings demonstrate that well designed infographics led to a rise in consciousness, and that's where the Egyptian Ministry of Health and Population has succeeded.

INTRODUCTION

“On 31 December 2019, the WHO was informed of cases of pneumonia of an unknown cause in Wuhan City, China. A novel corona virus was identified as the cause by Chinese authorities on 7 January 2020 and was temporarily named (2019-nCoV). On 30 January 2020, Dr Tedros Adhanom Ghebreyesus, WHO Director-General, declared the novel corona virus outbreak a public health emergency of international concern (PHEIC), WHO’s highest level of alarm” (WHO, 2021, para. 3).

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Depending on this situation, needs emerge to study different aspects of this newly discovered virus, and knowing its repercussions on our lives. This chapter will be a part of the efforts to study one aspect of pandemic and contribute to raising consciousness, illustrating findings through theoretical issues of hierarchy of effects theory.

The **objectives** of the chapter are:

- Shedding light on contributions of Egyptian Ministry of Health and Population in the field of raising consciousness of COVID-19.
- Identifying Egyptian citizens' response to the Egyptian Ministry of Health and Population contributions to raise consciousness of COVID-19.
- Analyzing info-graphics as a part of Egyptian Ministry of Health and Population contributions to raise consciousness of COVID-19.

BACKGROUND AND LITERATURE REVIEW

Research Topic and Definitions

The current chapter focuses on studying using info-graphics in raising consciousness to confront newly discovered corona virus (COVID-19): A descriptive study.

Through this topic, the author will determine the main three definitions of this research, these three definitions are:

Firstly, the **Info-graphics**: “Info-graphic is a portmanteau of the words (information) and (graphic). In essence, an info-graphic is a form of visual communication meant to capture attention and enhance comprehension” (Richie, Josh,2021).

Secondly, the **Consciousness** which “refers to your individual awareness of your unique thoughts, memories, feelings, sensations, and environments. Essentially, your **consciousness** is your awareness of yourself and the world around you. This awareness is subjective and unique to you” (“What is the best definition of consciousness?”,2021, para. 1). Also, “Consciousness is the function of the human mind that receives and processes information, crystallizes it, and then stores it or rejects it with the help of the five senses, reasoning ability of the mind, imagination and emotion and memory” (“Consciousness”, 2021, para.2).

Thirdly, the **Corona virus disease** or “**COVID-19**”. it is the disease caused by SARS-CoV-2, the corona virus that emerged in December 2019” (Sawer, Lauren M.,2021).

Literature Review

The most important step for any author is to make a review of the literature which is related to his research; to find out the gaps in this literature and know what others did not meet in order to fulfill it.

Depending on available and related studies about COVID-19, the author can divide research literature into six main categories: economical issues, technology, educational issues, psychological issues, health care and mass communication studies.

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