

# The Role of media campaigns in marketing sustainable development issues

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2025 Submitted: 15<sup>th</sup> May

2025 Accepted: 11<sup>th</sup> Jun

2025 Published: 17<sup>th</sup> Jul

**Abstract:** This study examined the role of media campaigns in promoting sustainable development issues. It analyzed the impact of various media outlets on spreading awareness and promoting positive behaviors among individuals and society. The results showed that media campaigns play an important role in shaping community awareness of sustainable development issues. However, they face multiple challenges, such as a lack of funding, misinformation, and poor coordination among stakeholders .

The study also confirmed that digital and social media have become more influential than traditional means in communicating messages related to sustainable development, given their ability to directly interact with the public. However, there is still a need to develop more integrated strategies that leverage all media outlets to ensure campaigns reach the widest segment of society .

Based on the findings, the study presented a set of recommendations aimed at enhancing the effectiveness of media campaigns, such as improving communication strategies, combating misinformation, supporting digital media, and providing sustainable funding . It also recommended the need to enhance cooperation between the media, government institutions, and international organizations to ensure the dissemination of unified messages that promote sustainable development efforts .

In conclusion, the study confirms that media can be a driving force for achieving sustainable development if used in innovative and thoughtful ways, which requires greater investment in awareness-raising media and building strategic partnerships between various actors .

**Keywords:** Campaigns media, Marketing, Sustainable development issues.



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## 1. Introduction

In recent decades, the world has witnessed a remarkable development in awareness of environmental, social, and economic issues, with increasing global efforts to balance present and future needs. In this context, the concept of sustainable development has emerged as a comprehensive framework aimed at achieving sustainable development that meets the needs of present generations without compromising the ability of future generations to meet their own needs. With the growing importance of this concept, the role of the media has become more vital in conveying ideas and raising awareness about issues related to sustainable development . Media campaigns are one of the key tools for marketing development issues and engaging the public. Media, in all its traditional and digital forms, has the power to influence public opinion, change behaviors, and steer discussions toward sustainable development priorities. Through well-thought-out and targeted media campaigns, awareness can be raised on topics such as climate change, poverty reduction, gender equality, and clean energy, contributing to motivating individuals and institutions to take effective steps toward achieving the Sustainable Development

**Goals .** Successful media campaigns are characterized by their ability to use creative methods and influential messages to reach different audiences, taking into account varying cultural and social levels. However, these campaigns face numerous challenges, such as scarce resources, poor coordination, and difficulty accessing remote communities. This calls for innovative strategies to overcome these obstacles . This study aims to explore the role of media campaigns in promoting sustainable development issues, highlighting their strategies, impacts, and the challenges they face. It will also present successful examples from around the world and offer practical recommendations to enhance the effectiveness of these campaigns. We hope this research will contribute to a comprehensive vision of how media can be used as a tool for positive change and achieve a more sustainable future for future generations.

In light of increasing global challenges such as climate change, poverty, inequality, and depletion of Natural resources. Sustainable development has become an urgent necessity to ensure the long-term stability and well-being of societies. Despite the importance of the Sustainable Development Goals set by the United Nations, achieving these goals remains dependent on raising awareness among individuals and communities and strengthening their role in supporting sustainable policies and practices. Media campaigns play a pivotal role in raising awareness and promoting sustainable development issues, but their actual impact faces numerous challenges. Among these challenges are weak public interest in some development issues, unclear media messages, difficulty reaching rural or remote communities, and media biases that may affect the credibility of these campaigns. Therefore, the problem of this research stems from the need for a deeper understanding of how to effectively leverage media campaigns to market sustainable development topics, with a focus on implementation strategies, the obstacles they face, and their impact on the awareness and behavior of the target audience. The research seeks to answer the following questions:

1. How do media campaigns, whether traditional or modern, contribute to marketing sustainable development topics, and what is their impact on awareness and positive behaviors?
2. What mechanisms do media campaigns use to disseminate and market sustainable development topics?
3. What are the possible ways to improve media campaign strategies in the coming years to enhance their role in achieving sustainable development?

The importance of this research stems from the pivotal role media campaigns play in marketing sustainable development issues and their impact on the awareness and behavior of individuals and communities. The importance of the research is evident in several aspects, including :

The research contributes to enriching the scientific literature on the relationship between media and sustainable development, by providing a theoretical and applied analysis of the role of media campaigns in spreading awareness and promoting sustainable behaviors .

1. It helps clarify the most effective media strategies in promoting sustainable development concepts, which benefits researchers and students in the field of media and communication .

2. Provides an analysis of the challenges facing media campaigns, helping media institutions, development organizations, and decision-makers develop solutions to enhance the effectiveness of development media .
3. Highlights the importance of social media as a modern tool for spreading awareness, which contributes to directing media efforts towards the most influential digital platforms .

This research is important for researchers, media institutions, NGOs, and decision-makers, as it demonstrates how media campaigns can be an effective tool for achieving sustainable development and offers strategies for improving their impact and overcoming the challenges they face.

## **2. Research objectives:**

1. Analyzing the role of media campaigns in spreading awareness about sustainable development issues .
2. Study the impact of different media (television, radio, newspapers, social media) on shaping individuals' opinions and behavior towards sustainable development .
3. Identifying the challenges facing media campaigns in marketing sustainable development topics, and finding solutions for them .
4. Analyzing successful media campaign strategies used to spread awareness of sustainable development.

## **3. Hypotheses**

1. There is a positive relationship between the effectiveness of media campaigns and increasing public awareness of sustainable development issues.
2. The effectiveness of media campaigns in marketing sustainable development topics varies depending on the medium used (newspapers, radio, television, social media sites).
3. Research shows that social media sites are more effective in targeting youth groups than traditional media in spreading sustainable development concepts.

## **4. Background**

### **First: The concept of media campaigns**

Media campaigns: are organized and planned communication efforts aimed at disseminating specific media messages with the aim of influencing public awareness, changing their behavior, or enhancing their knowledge about a particular issue . Media campaigns rely on the use of various media outlets such as (television, radio, newspapers, social media, and websites) to ensure reaching the largest possible segment of the target audience . ( See : Abdulaziz, 2019, p. 45 ) . Macdonald defines it as “ a set of planned media activities that use various communication media to convey specific messages to a target audience for the purpose of achieving social, cultural, political or commercial goals.

## **Second: Features and characteristics of media campaigns**

1. Pre-planning : where the objectives, target audience, and media used are determined .
2. Mass Impact : Campaigns seek to spread awareness, change behavior, or support specific issues on a broad scale .
3. Use multiple media : including television, newspapers, radio, and social media to ensure the message is spread .
4. Sustainability : Campaigns often last for specific periods to ensure they achieve the desired impact .
5. Measurement and Evaluation : The campaign's performance is monitored and its success in achieving its goals is evaluated.

Media campaigns are an effective tool for conveying influential messages to the target audience. They rely on well-thought-out strategies and diverse media outlets to achieve the desired impact on the awareness and behavior of individuals and communities.

## **Third: Media campaign methods**

Media campaigns rely on a range of methods that enable access to a broad audience and contribute to effective message delivery. These methods vary depending on the type of campaign and the target audience, and include traditional and digital media. Here are the most prominent media campaign methods :

### **A: The role of newspapers and magazines in media campaigns :**

Newspapers and magazines are traditional media outlets that still play a prominent role in media campaigns, contributing to conveying media messages to a broad audience and providing detailed and analytical content on various issues, including sustainable development. The role of newspapers and magazines in media campaigns can be summarized in the following points:

1. Awareness and education: Newspapers and magazines publish articles, reports, and investigations that highlight the importance of the issues targeted in media campaigns, which contributes to increasing public awareness.
2. Influencing public opinion: Through editorials, investigative reports, and analytical articles, newspapers and magazines can shape public attitudes and direct public opinion toward adopting positive positions on the issues raised.
3. Documentation and follow-up: Newspapers and magazines provide documented records of media campaigns, allowing researchers and decision-makers to review and analyze information and data related to these campaigns over the long term.
4. Reaching diverse segments: Due to the multiple forms of newspapers and magazines (paper and electronic), they reach a diverse audience that includes different age groups.
5. Enhancing the credibility of media campaigns: Newspapers and magazines are rich sources of information, which gives media campaigns credibility and legitimacy (Hassan, Ali, 2020, pp. 85-90).

**B: Radio:** Radio is one of the most important mass media outlets that contributes effectively to disseminating information campaigns, given its ability to reach various segments of society, even in remote areas. Radio is distinguished by its ability to exert immediate influence and convey audio messages in a clear and direct manner, making it an effective means of raising awareness and engaging with the public.

( See: Al-Shennawy, 2020, pp. 120-125)

### **C. The most prominent roles of radio in media campaigns**

Reaching a wide audience: Radio can reach different age and social groups, including the illiterate and those who do not use digital media.

1. Emotional and direct impact: Due to the use of sound, music, and sound effects, radio can deliver messages in an effective way that arouses emotions and interest.
2. Flexibility in broadcasting and repetition: Media campaigns can benefit from the repeated broadcasting of radio messages to ensure they reach the largest number of listeners.
3. Audience interaction: Some radio stations offer talk shows and opinion polls that enable the audience to participate and express their opinions on campaign topics.
4. Supporting community and development issues: Radio plays an important role in raising community awareness of health, environmental, and social issues through targeted awareness campaigns ( Al-Shennawy, 2020, pp. 120-125).

### **Television**

Television is one of the most important media outlets with a significant ability to influence audiences. Its combination of sound, image, and movement allows it to deliver messages more powerfully and clearly. It is also widely available in homes and institutions and has the ability to capture attention more quickly than other media outlets. Therefore, television remains an effective tool in media campaigns, especially those aimed at raising awareness of sustainable development issues. ( Al-Zuhairi, 2018, pp. 98-102)

The most prominent roles of television in media campaigns:

1. Visual impact: By using moving images, television can convey information in a visual way that captures the audience's attention and enhances their understanding of the issues being discussed.
2. Reaching a wide audience: Television can reach a large and diverse audience, from families to individuals in public places, making it an effective means of reaching the largest number of people.
3. Interacting with current events: Thanks to its ability to broadcast live programs and live coverage, television can be a powerful tool for immediate engagement with current events and relevant media campaigns.
4. Awareness and education: Through awareness programs, commercials, and other media materials, television can highlight sustainable development issues and emphasize the importance of shifting to more sustainable behaviors.

5. Television commercials: Television commercials provide an effective means of promoting public issues, as they deliver messages quickly and accurately.

(Al-Zuhairi, 2018, pp. 98-102).

### **Social media**

Social media has become one of the most powerful tools in media campaigns, thanks to its widespread reach, rapid information transfer, and the ability to interact directly with the public. These platforms provide a dynamic environment for reaching different age and societal groups, making them an effective means of spreading awareness and promoting participation around important issues, including sustainable development. (Abdul Hamid, 2021, pp. 150-155), (Kadhim & et al, 2023).

The most prominent roles of social media in media campaigns

1. Reaching a wide and diverse audience: Platforms such as Facebook, X, Instagram, TikTok, and others allow for easy access to millions of users, which increases the spread of media campaigns.
2. Instant engagement with the audience: Comments, likes, and shares provide an opportunity for the audience to interact with the content, enhancing the reach and impact of the campaign.
3. Use of multimedia: Social media sites support various types of content, such as videos, images, articles, and live broadcasts, which helps present media messages in diverse and attractive ways.
4. Precise audience targeting: Through sponsored ads and digital analytics, target groups can be precisely identified based on their interests and behaviors, increasing the effectiveness of media campaigns.
5. Reducing the costs of media campaigns: Compared to traditional media (television, newspapers, and magazines), social media sites are considered a low-cost means of reaching a wide audience with minimal resources.
6. Influencing public opinion: Through awareness campaigns (hashtags), social media can significantly influence public opinion and shape societal attitudes on important issues. (Abdul Hamid, 2021, pp. 150-155)

### **Fourth: Integrating media outlets into joint campaigns.**

Joint media campaigns that integrate multiple media outlets are more effective and impactful in delivering messages to the target audience. Campaigners leverage the advantages of each media outlet to enhance the reach of the message and achieve the desired goals. This approach, known as integrated communication in media campaigns, combines traditional media, such as newspapers and television, with modern means, such as the internet and social media, to ensure the message reaches the largest possible audience.

( Sherif, 2020, pp. 88-94)

The importance of integrating media outlets into joint campaigns:

1. Expanding reach: Using multiple media platforms increases the number of people you can reach, as each medium can target a different segment of the audience.

2. Enhancing the impact: When the audience receives the same message through multiple media outlets, the impact becomes stronger and more deeply rooted in their minds.
3. Achieving media integration: Different media can complement each other, such as using television to publish promotional advertisements, newspapers to publish explanatory articles, and social media sites to interact directly with the public.
4. Increasing the level of participation and interaction: Digital media enables the public to instantly interact with media campaigns through comments and shares, which increases their effectiveness and reach.
5. Diversifying content forms: Integrating media allows the message to be presented in multiple forms, such as text, videos, images, live broadcasts, and interactive surveys, which increases its effectiveness and reach (Sherif, 2020, pp. 88-94).

### **The concept of sustainable development**

Sustainable development is a comprehensive development model that seeks to meet the needs of present generations without compromising the ability of future generations to meet their own needs. This concept relies on achieving a balance between economic, social, and environmental dimensions to ensure the continuity of resources and achieve long-term human well-being . According to the Brundtland Commission Report issued by the United Nations in 1987, sustainable development is defined as " development that meets the needs of the present without compromising the ability of future generations to meet their own needs" ( United Nations, 1987) .

The most prominent dimensions of sustainable development :

1. The economic dimension: It includes achieving sustainable economic growth through the efficient use of resources and enhancing productivity without depleting the environment.
2. Social dimension: Focuses on improving the quality of life, eliminating poverty, promoting social justice, and enabling communities to access services such as education and health.
3. Environmental dimension: It is concerned with preserving natural resources, reducing pollution, and encouraging the use of new energy to ensure a clean and healthy environment for future generations.

The importance of sustainable development :

- a) Achieving a balance between economic growth and environmental conservation.
- b) Improving the standard of living and reducing poverty and unemployment.
- c) Protecting natural resources for future generations.
- d) Supporting innovation and technology for sustainable development.  
(United Nations, 1987)

**Second: The relationship between media campaigns and sustainable development :**

Media campaigns play a pivotal role in achieving the Sustainable Development Goals by raising awareness, changing behaviors, and influencing decision-makers and society. Various media outlets—from newspapers, radio, television, and social media platforms—transmit information related to environmental, economic, and social issues, contributing to enhancing the participation of individuals and institutions in achieving sustainable development. (United Nations, 2020)

**Third: The relationship between media campaigns and sustainable development :**

1. Spreading awareness about sustainable development issues: Media campaigns help educate society about the concept of sustainable development and its goals, such as poverty eradication, quality education, gender equality, and climate action. They also highlight environmental challenges such as global warming, pollution, and natural resource management.
2. Changing individual and societal behaviors: Media campaigns encourage the adoption of environmentally friendly practices such as recycling, rationalizing energy consumption, and sustainable use of resources, as well as promoting values of social responsibility and participation in environmental and development initiatives.
3. Impact on public policies: Through extensive media coverage, media campaigns can pressure governments and institutions to make decisions that support sustainable development.
4. It contributes to enhancing transparency and accountability regarding the implementation of environmental and social policies.
5. Enhancing the role of companies in sustainable development: Media campaigns encourage companies to implement social responsibility principles, such as investing in renewable energy and achieving social justice in the workplace. It helps improve the image of brands that adopt sustainable strategies, which encourages more companies to participate.

**5. Literature review**

**First: Study (Mr. 2022) Challenges facing the media in spreading sustainable development issues .**

It focused on the obstacles that prevent the success of media campaigns in spreading awareness about sustainable development, the study identified a lack of funding, poor coordination among media outlets, and misinformation as the most significant obstacles . It proposed launching training programs for media professionals on how to address sustainable development issues in more effective ways.

**Second: Study (Al-Khatib, 2021) The role of media in raising awareness of sustainable development.**

This study examined the impact of traditional and digital media in spreading awareness about sustainable development issues, the results confirmed that social media is



more influential than traditional media in reaching youth groups and stimulating interaction on sustainability topics, the study recommended the need to enhance interactive media content to increase the impact of media campaigns.

### **Third: Study (Al-Marsi 2018) The impact of media campaigns on individuals' environmental behavior.**

It aimed to analyze the relationship between media campaigns and changes in individuals' environmental behavior, I found that media campaigns supported by visual content (videos and awareness ads) are more capable of influencing behavior than text-only content, the study recommended the use of digital media to enhance the impact of media campaigns on changing environmental behaviors.

### **Comparison between previous studies and the current study**

1. **The difference:** Previous studies have focused on specific aspects such as environmental media, digital campaigns, or challenges, while the current study seeks to provide a comprehensive analysis of the role of media campaigns in marketing all aspects of sustainable development .
2. **Similarity :** All studies have confirmed the importance of media in promoting sustainable development, the need to improve media campaign strategies, and the importance of coordination between media agencies .
3. **Addition :** This study presents an integrated vision that includes the impact of traditional and digital media, challenges, and proposes practical solutions to enhance the role of media campaigns .

Fourth: Challenges facing media campaigns in promoting sustainable development:

Despite the pivotal role media campaigns play in raising awareness and promoting sustainable development, they face numerous challenges that impact their effectiveness and ability to achieve their goals. These challenges range from economic, technical, social, and political, requiring well-thought-out strategies to overcome them . ( Hassan, 2021, pp. 132-140)

The most prominent challenges facing media campaigns in promoting sustainable development :

1. Lack of funding and material support
  - a) Media campaigns require huge financial resources for media production, advertising, and broadcasting content across various channels .
  - b) Poor funding reduces the quality of media content, limiting its impact on the target audience .
  - c) Reliance on government or private funding may impose restrictions on media messages or direct them towards certain interests .
2. Lack of public interest in sustainable development issues
  - a) Audiences typically focus on immediate, everyday issues, such as political and economic news, which leaves little interest in climate change or social justice issues .

- b) The need for more engaging communication methods such as storytelling and direct interaction via social media .

### 3. Technological challenges and rapid digital development

- a) Traditional media faces challenges in keeping pace with digital developments and adapting to modern media such as digital platforms and live streaming .
- b) The need to train media professionals and journalists to use modern technologies and big data analysis in media campaigns .
- c) Unequal access to the Internet in some rural and remote areas, which limits the spread of digital media campaigns .
- d) Political restrictions and media legislation:
- e) Some media campaigns may face government restrictions or media censorship that prevent them from discussing sensitive issues such as climate change or social justice .
- f) In some countries, the media may be controlled to serve certain agendas, which weakens the independence of media campaigns .

### **Proposed strategies to address these challenges**

- a) Providing sustainable financial support for media campaigns through partnerships with the private sector and international organizations .
- b) Design engaging and interactive media content that captures audience interests using short videos, inspiring stories, and live broadcasts .
- c) Verify information before publishing it to combat misinformation and spread fact-based awareness .
- d) Employing modern technology such as artificial intelligence and digital media to reach a wider audience .
- e) Strengthening cooperation between media and stakeholders to ensure the dissemination of integrated messages on sustainable development .
- f) Conduct periodic evaluation studies to measure the impact of media campaigns and develop more efficient strategies .

Despite these challenges, media campaigns remain a powerful tool for promoting sustainable development, provided that barriers are addressed in innovative and effective ways. By supporting independent media, adopting new technologies, and enhancing public awareness, media can play a pivotal role in achieving the Sustainable Development Goals in the long term . (Mr. Muhammad, 2022, pp. 90-105), (Kadhim & Hamad, 2024).

## **6. Materials and Methods**

This research relies on the descriptive approach, which is one of the most widely used research methods in social and media studies, due to its ability to accurately and systematically describe and analyze phenomena. This approach is used to study the role

of media campaigns in marketing sustainable development topics, by collecting and analyzing data to understand the extent of the impact of these campaigns on individuals' awareness and behavior towards environmental, social, and economic issues . The research relies on quantitative and qualitative research tools. A questionnaire was designed for a sample of 30 respondents to measure their exposure to media campaigns on sustainable development and the level of impact of these campaigns on their environmental awareness and behavior. The research also includes an analysis of statistics and data extracted from the questionnaire, in addition to a review of previous studies that addressed the same topic, which contributes to providing a comprehensive view of the effectiveness of media campaigns in achieving the sustainable development goals .

By using the descriptive survey approach, the research seeks to:

- a. Describe the phenomenon under study in terms of media campaigns related to sustainable development and the means used to disseminate them.
- b. Analyze the impact of these campaigns on the target audience through data extracted from the survey.
- c. Explore the challenges facing media campaigns and propose solutions to enhance their effectiveness.

This research thus contributes to providing scientific and practical recommendations on how to improve media campaigns and make them more effective in supporting sustainable development goals.

### **Research sample**

The research community consists of students at Wasit University, representing an important segment of society that can be influenced by media campaigns and contribute to achieving sustainable development goals through their awareness and behavior. The community includes :

- Students from various academic disciplines within the university .
- Different age groups, including university students, who are the most influenced by various media .
- Individuals who are exposed to media campaigns on television, radio, newspapers, and social media .

### **Sample**

A sample of 30 students from the College of Arts at Wasit University was selected to represent the research community .

The sample included students from various disciplines within the College of Arts, to ensure diversity of academic backgrounds and perspectives .

The simple random sampling method was used to ensure the neutrality of the results and their representation of the study community .

### **Justifications for choosing the sample :**

The Faculty of Arts is one of the faculties that focuses on the study of media, communication, and social impact, making its students an appropriate group for studying the impact of media campaigns on awareness and sustainable development .

Selecting university students allows us to analyze the impact of media campaigns on university students, who are among the groups most likely to use traditional and digital media .

-The research helps understand how students respond to media campaigns, which contributes to developing more effective strategies to reach them .

Students from the College of Arts at Wasit University represent a suitable sample for studying the role of media campaigns in marketing sustainable development topics. The research allows for analyzing the awareness of university students and their influence on various media outlets, which enables recommendations to be made to improve future media and awareness strategies .

### **Search tools**

To achieve the research objectives and collect the necessary data to study the role of media campaigns in promoting sustainable development topics among students at the College of Arts at Wasit University, several research tools were used to ensure the accuracy and reliability of the results. These tools are as follows :

#### **1- Questionnaire**

The questionnaire is the primary tool for collecting data, as it was designed to measure the impact of media campaigns on students' awareness and behavior towards sustainable development .

The questionnaire includes a set of closed and open questions, covering the following topics :

- a) Students' level of awareness of sustainable development concepts .
- b) -The extent of their exposure to media campaigns related to sustainable development .
- c) The most influential media on them .
- d) Their response to media campaigns and the extent of their impact on their behavior.

The questionnaire was distributed to a sample of 50 students from the College of Arts at Wasit University, using paper and electronic distribution methods to ensure that it reached the largest possible number of participants .

### **Interviews**

Semi-structured interviews were conducted with students and professors specializing in media and sustainable development to gain deeper insights into the extent to which the media influences awareness of development issues .

The questions in the interviews included :

- a) Their opinion on the effectiveness of current media campaigns .

- b) -Challenges facing the media in spreading awareness of sustainable development .
- c) Their suggestions for improving future media campaigns .

### **Content Analysis**

The content of media campaigns targeting sustainable development, published by various media outlets such as newspapers, television, and digital media, was analyzed .

#### **The analysis included :**

- a) -Evaluating the media messages used in campaigns and their clarity and impact .
- b) Identify the most commonly used persuasive methods in media campaigns .
- c) -Comparing the effectiveness of media campaigns in traditional media versus social media .

Questionnaire, interviews, and content analysis were used as research tools to collect data on the impact of media campaigns in marketing sustainable development topics among Wasit University students, which helped in reaching reliable results and providing recommendations based on accurate data .

### **Research areas**

To ensure a comprehensive study of the role of media campaigns in promoting sustainable development topics among students at the College of Arts at Wasit University, several research areas were identified that encompass various aspects of the topic.

The research was conducted at Wasit University, specifically in the College of Arts, where the research sample was selected from the college students who represent the group of university youth most interactive with various media .

The research covers the period of time extending from the specified (year or months in which the study was conducted ) , which is the period during which the data was collected from the selected sample and analyzed to reach the results .

The research focuses on studying the impact of media campaigns in marketing sustainable development topics among university students .

The research addresses the role of various media (television, radio, newspapers, social media) in conveying sustainable development messages and their impact on students' behavior .

Discusses the challenges facing the media in disseminating sustainable development issues, and proposes strategies to enhance the effectiveness of media campaigns .

The research community consists of students from Wasit University, while the research sample consists of 50 students from the College of Arts, who were randomly selected to measure their awareness and influence by media campaigns .

The research covers the spatial (University of Wasit), temporal (research period), thematic (the role of the media in marketing sustainable development topics), and human (the re-

search sample of students from the College of Arts ), which ensures the comprehensiveness of the study and the achievement of accurate results that can be built upon in the future.

**Table (1) represents the distribution of the sample according to gender**

percentage (%)	number	Sex
36.7%	11	Males
63.3%	19	females
100%	30	total

1. The percentage of females in the sample ( 63.3% ) is higher than the percentage of males.
2. Males ( 36.7% ) are less than females.

**Table (2) represents the distribution of age groups of the respondents**

percentage (%)	Repetition	Age group
3.3%	1	Less than 20
40%	12	From 20-30
33.3%	10	From 40-31
23.3%	7	From 41-50
0%	0	greater than 50
100%	30	total

1. The most represented age group in the sample is ( 20-30 ) years, which amounted to ( 40% ).
2. The age group of ( 31-40 ) years reached ( 33.3% ).
3. The age group of ( 41-50 ) years reached ( 23.3% ).
4. There is no age group older than ( 50 )

**Table (3) shows the distribution of the sample according to the educational level**

percentage (%)	Repetition	Academic level
100%	30	University student

The results show that all sample members are university students, which means that the responses reflect the viewpoint of this particular group regarding the role of media campaigns in marketing sustainable development issues.

**Table (4) The most influential media outlet in following up on media campaigns**

percentage	repetition	Media outlet
33.3%	10	television
46.7%	14	social media sites
20%	6	Internet (news sites)
100%	30	total

1. Where it got 46.7%

2. Followed by television with a percentage of 33.3%
3. While online news sites were the least used 20%

**Table (5) shows the daily viewing rate of media campaigns**

percentage	Repetition	Exposure rate
10%	3	daily
60%	18	once a week
30%	9	rarely
100%	30	total

1. The majority of the sample
2. 60 are exposed to media campaigns several times a week, which indicates that these ( .campaigns reach the public on a regular basis, but not just daily
3. 30% Of the respondents, they are rarely exposed to it, which may indicate the weak .reach of some campaigns or lack of interest in them
4. 10% of the sample only follow media campaigns daily, which indicates that media content needs to be enhanced to be more attractive to viewers and followers.

**Table (6) shows whether media campaigns have contributed to increasing your awareness of sustainable development issues:**

percentage	repetition	Level of approval
20%	6	Yes, very much so
73.3%	22	Yes, to some extent
6.7%	2	Does not provide enough information
100%	30	total

1. The majority of respondents 73.3% believe that media campaigns provide information about sustainable development to some extent, indicating that there is information .available, but it may not be sufficient or completely clear
2. 20% believe that media campaigns provide information to a large extent, which reflects the need to enhance media content and increase focus on raising awareness of sustainable development issues, and some
3. The other 6.7% ,believe that media campaigns do not provide sufficient information which means that there is a segment of the public that does not find the campaigns .useful enough

**Table (7) shows the analysis of the data of the third section on the impact of media campaigns on individuals**

percentage	Repetition	The answer
40%	12	.Yes, I changed my behavior
43.3%	13	Yes, but the impact is .limited
16.6%	5	No, it did not affect
100%	30	total

1. (40%) of participants confirmed that media campaigns changed their behavior .towards sustainable development
2. (4.3%) said the impact was limited, meaning the campaigns were not strong .enough to bring about a radical change in behaviour
3. (16.7%) .indicated that media campaigns had no impact on their behavior at all

**Table (8) shows the challenges facing media campaigns**

percentage	repetition	The challenge
26.7%	8	Poor funding
36.7%	11	lack of public interest
16.7%	5	poor coordination
20%	6	unclear messages
100%	30	the total

1. The lack of interest of the respondents is the biggest challenge, as it received 36.7% which indicates that media campaigns are not always able to attract the attention of the respondents or motivate them to interact with them
2. Lack of funding 26.7% is a major obstacle, as campaigns need sufficient budgets to ensure their reach and impact
3. Lack of clarity in media messages 20% is another problem, meaning that campaigns .may not communicate sustainable development concepts effectively
4. Poor coordination 16.7% between different parties reduces the effectiveness of campaigns, which calls for improving cooperation between the relevant parties

**Table (9) shows the most effective media outlets in spreading media campaigns**

percentage	repetition	Media outlet
10%	3	TV commercials
80%	24	social media
10%	3	Field awareness campaigns
100%	30	the total



1. Social media 80 % is considered the most effective means of spreading media campaigns, reflecting the shift towards digital and interactive media in reaching the public.
2. TV ads and field awareness campaigns each received only 10%, which calls for more positive and interactive strategies.

**Table (10) The most important proposals for developing media campaigns**

percentage	repetition	The proposal
26.7%	8	Produce more interactive and engaging
23.3%	7	Increased use of social media
26.7%	8	Simplifying the language of media messages
23.3%	7	Boosting influencer engagement
100%	30	the total

1. Producing interactive and attractive content 26.7% and simplifying the language of media messages 26.7% ,are considered among the most important suggestions indicating the importance of developing methods for presenting media content to .attract the attention of the public
2. The increase in social media use 23.3% reflects the growing trend towards .digital media, which requires more effective digital communication strategies
3. Enhancing influencer engagement 23.3% demonstrates the importance of .public figures' role in effectively spreading sustainable development messages

## 7. Conclusion

After an in-depth research journey into the role of media campaigns in promoting sustainable development issues, we concluded that the media, in all its forms, is an essential element in spreading awareness and promoting positive behaviors that support sustainable development. The study demonstrated that media campaigns play a pivotal role in communicating information, motivating the public, and influencing decision-makers, which contributes to achieving development goals at the social, economic, and environmental levels . The research also addressed the challenges facing media campaigns, such as lack of funding, media misinformation, and weak public engagement, which affect the extent to which these campaigns succeed in achieving their goals. Through data analysis, it was found that the use of digital media and social media has become one of the most effective tools for communicating media messages faster and more effectively . In light of our findings, a set of recommendations were presented that could contribute to enhancing the role of media campaigns in supporting sustainable development by improving the quality of media content, enhancing cooperation between media institutions and development organizations, and intensifying community-oriented awareness programs .

In conclusion, we hope that this research has provided a useful scientific contribution, helped highlight the importance of media in achieving sustainable development, and served as a starting point for more in-depth future research in this vital field.

## **8. Results**

Based on data analysis and previous studies, the study reached a set of results that clarify the role of media campaigns in marketing sustainable development issues, and the extent of their impact on societal awareness and behavior.

1. The results showed that digital media (such as social media) was the most influential, with 46.7% of participants preferring to follow awareness content on these platforms, compared to television, which came in second place at 33.3% , reflecting its continued influence, particularly among older age groups. The internet, newspapers, and radio had a limited impact compared to digital media.
2. The results showed 20% of respondents confirmed that media campaigns provide sufficient information about sustainable development, while 73.3% felt they provide information to some extent, indicating the need to develop media content to be more clear and comprehensive. 6.7% of participants believe that media campaigns do not provide sufficient information, indicating the existence of gaps that must be addressed.
3. The results showed that Public disinterest 36.7% The most significant challenge was the need for new strategies to attract engagement. The lack of funding 26.7% Poor coordination 16.7% of media outlets are facing a major obstacle to implementing effective media campaigns .
4. These results demonstrate that media campaigns are an effective tool for raising awareness about sustainable development, but they require improvements in content and strategies to enhance their impact on the behavior of individuals and communities . The study also emphasizes the importance of coordination among media outlets and greater reliance on digital media to keep pace with changes in information consumption patterns.

## **9. Recommendations**

Based on the findings of the study, the following recommendations can be made to enhance the role of media campaigns in marketing sustainable development topics and increase their effectiveness:

- 1.Designing integrated media campaigns that combine digital media (social media, live broadcasting), traditional media (television, radio, newspapers), and media to ensure access to all segments of society .
2. Use interactive and creative methods such as short videos, digital stories, and online challenges to capture audience attention and enhance engagement .
3. Conducting periodic research and studies to understand the needs of the target audience and develop media content based on their interests .
4. Enhancing transparency in media campaigns by clarifying the objectives and sponsors of campaigns to prevent any political or commercial exploitation of media content .
5. Collaborate with experts and specialists to ensure the accuracy of media content on sustainable development issues.

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