

<b>Research Title</b>	<b>"The Role of television advertising in the dissemination of medical superstitions"</b>
<b>Researcher Data:</b>	Dr. Mohammed Kamal Ahmed Hassan – Fayoum University – Faculty of Arts – Department of Sociology - <a href="mailto:mka03@fayoum.edu.eg">mka03@fayoum.edu.eg</a>
<b>Abstract</b>	<p>The present study aimed to identify the Role of television advertising on the dissemination of medical superstitions. Hence, the study raises the question of the extent to which television advertisements play a role in the dissemination of medical superstitions. This study is part of the descriptive analytical studies, which are supported in its methodology for analyzing and interpreting its problematic on the content analysis methodology of 150 television advertisements promoting medical superstitions through a number of 7 channels, And using Content Analysis Form to Analyze the content of these ads. As well as the use of social survey methodology on a random sample of (90) single, divided into (56 male, 34 female), and using the questionnaire tool to monitor the response of viewers to what is provided through these ads of medical products The study found a variety of mechanisms on which television advertising depends on the dissemination of medical superstitions, which contributed to support the superstitions and strengthen and install in the mind of the recipient. The study also adopted the adoption of advertising on slang in the dissemination of medical, superstitions which helped to attract the attention of viewers to what is presented. The study also confirmed that the increase in ad dose contributed to the consolidation and stabilization of the advertising message of a legendary nature. The study also revealed a diversity of medical superstitions promoted by advertisements between sexual superstitions, aesthetic superstitions, and superstitions related to the healing of diseases. the study found that private channels had the upper hand in promoting medical superstitions. The study also revealed the increasing demand by females for superstitious products, which are presented through television advertisements and related to physical beauty. The study also revealed the increasing demand for sexual medical products by men. Finally, the study revealed the extent of the deception practiced by those responsible for these ads in falsifying health reality, and trying to achieve some kind of wealth and make money even on the health of individuals.</p>
<b>Journal Name</b>	Journal of the Faculty of Arts - Faculty of Arts- Fayoum University
<b>Publishing Date</b>	No. 12 (Jun., 2015), pp. 259-323.