ORIGINAL RESEARCH   ORİJİNAL ARAŞTIRMA

"I Want to be Visible, Notice Me!": Nursing Image in the COVID-19 Pandemic Process: A Cross-Sectional Study from Türkiye

"Görünür Olmak İstiyorum, Beni Fark Et!": COVID-19 Pandemi Sürecinde Hemşirelik İmajı: Türkiye'den Kesitsel Bir Çalışma

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ABSTRACT Objective: The social image of nursing represents a huge challenge to the viability of the profession. In this study, It was aimed to determine the image of nursing in Türkiye during the coronavirus disease-2019 pandemic process. **Material and Methods:** The study was an online survey conducted with 806 adults in Türkiye. Health professionals and health discipline students were not included in the study. Data of the study were collected between 13 March-19 July 2021. The informed consent form and data collection tools were shared with adults via e-mail and social media networks. **Results:** It was determined that 51.1% of the individuals participating in the study were women, and 88.1% were between the ages of 18-46. The total mean score of nursing image was 68.91 (SD:7.87). Accordingly, the mean scores were 14.43 (SD:2.03), 14.44 (SD:3.01) and 40.05 (SD:4.64) for "general appearance", "communication", and "occupational and educational characteristics", respectively. The model, which includes the presence of any nurse in the immediate environment and following the news about nursing in the mass media, explained 5% of the variance of the nursing image. Having any nurse in the immediate surroundings (β=0.08) and following the news about nursing in the mass media (β=0.21) were positively associated with nursing image. **Conclusion:** Accordingly, it was determined that the perception of nursing image was higher and positive in people who had any nurse in their close environment and followed the news related to nursing in the mass media.

Keywords: COVID-19 pandemic; nursing; nursing image; Turkish society

ÖZET Amaç: Hemşireliğin toplumsal imajı, mesleğin yaşayabilirliği için devasa bir meydan okumayı temsil etmektedir. Bu çalışmada, koronavirüs hastalığı-2019 pandemi sürecinde Türkiye'de hemşirelik imajının belirlenmesi amaçlanmıştır. **Gereç ve Yöntemler:** Çalışma, Türkiye'de 806 erişkinle gerçekleştirilen çevrim içi bir ankettir. Sağlık çalışanları ve sağlık disiplini öğrencileri çalışmaya dâhil edilmemiştir. Çalışmanın verileri 13 Mart-19 Temmuz 2021 tarihleri arasında toplanmıştır. Bilgilendirilmiş onam formu ve veri toplama araçları e-posta ve sosyal medya ağları aracılığıyla erişkinlerle paylaşılmıştır. **Bulgular:** Araştırmaya katılan bireylerin %51,1'inin kadın, %88,1'inin 18-46 yaş aralığında olduğu belirlenmiştir. Hemşirelik imajı toplam puan ortalaması 68,91'dir (SD:7,87). Buna göre "genel görünüş", "iletişim" ve "mesleki ve eğitimsel özellikler" için ortalama puanlar sırasıyla 14,43 (SD:2,03), 14,44 (SD:3,01) ve 40,05'tir (SD:4,64). Herhangi bir hemşirenin yakın çevrede bulunmasını ve kitle iletişim araçlarında hemşirelikle ilgili haberlerin takibini içeren model, hemşirelik imajının varyansının %5'ini açıklamıştır. Yakın çevrede hemşire olması (β=0,08) ve medyada yer alan hemşirelik haberlerini takip etmesi (β=0,21) hemşirelik imajı ile pozitif yönde ilişkili bulunmuştur. **Sonuç:** Buna göre yakın çevresinde hemşire olan ve kitle iletişim araçlarında hemşirelikle ilgili haberleri takip eden kişilerde hemşirelik imaj algısının daha yüksek ve olumlu olduğu belirlenmiştir.

Anahtar Kelimeler: COVID-19 pandemisi; hemşirelik; hemşirelik imajı; Türk toplumu

Nursing image has always been a subject of interest by nurses, which continues to be on the agenda in national and international arena.[1-3] Social nursing image, which is defined as the total amount of the perceptions, expectations and experiences of individuals outside the profession, especially those who receive healthcare service from nurse, is a complex and multidimensional phenomenon.[4,5]

Nursing is one of the most important healthcare discipline that is interconnected with the society, and accordingly, the opinion of the society on nursing is very important.[5] Although nurses are health professionals who have serious theoretical knowledge and conduct evidence-based research, the skills and core competencies, they have acquired through education and innovation, have not always been valued by the society, and the nursing image in public has not reached a professional dimension.[2,6] The social nursing image consists of stereotypes such as nursing being "doing" profession and care being a "female" charecteristic, and nurses are generally seen as "compassionate helpers" by the society.[2,7]

Despite witnessing the terrible morbidity and death of the coroanvirus disease-2019 (COVID-19) pandemic globally, it has also provided some of the greatest opportunities to begin and re-design nursing care rapidly, and to present the nursing contribution to society in the field of health care, and underlined the status and power that can be taken advantage of a profession. Therefore, the need to reconsider and conceptualize the nursing image with the COVID-19 pandemic has arisen.[8] There has been an explosion of public opinion about appreciation, gratitude and love for nurses and nursing profession around the world.[9] Nurses have been at the forefront in the fight against COVID-19 and have been the main component that keeps the health system alive in Türkiye.[10]

There are many studies in the literature investigating the image of nursing before the COVID-19 pandemic.[2,11-13] ten Hoeve et al. stated that the nursing image was very diverse and incompatible with each other from the perspective of the society, this image was due to the invisibility of nurses and the lack of discourse in front of the public, and that it was partly created by nurses.[2] In the study conducted by Meiring and Wyk, most of the participants (80%) defined nurses as extremely hardworking and caring (78.2%), while only 43.6% of the participants stated that they wanted their children to become nurses.[11] In the studies of Mat and Baykal and Çelik et al. in Türkiye, it was determined that the nursing image of the society was moderately positive.[12,13] In the study of Yılmaz et al., although 89% of the patients stated that nurses are a profession with important responsibilities, it was

determined that 76% of the patients saw nurses as assistants of physicians.[14] The professional development of nursing in Türkiye could not significantly improve the nursing image until the pre-pandemic period.[12-14]

Nurses are health professionals at the center of the health system. The nurses stated they expect the fact that their caregiving services should be visible and that the difficulties they experienced on a daily basis would be noticed.[15,16] One of the nurses stated their idea as "I want to see support, tolerance and understanding. I want our managers, close environment and society to understand the seriousness of the work we do." in a study conducted to determine the experiences of nurses in Türkiye during the COVID-19 pandemic by Cengiz et al.[15] In the study by Muz and Erdoğan Yüce, the participants stated that it was important to be appreciated by society while performing their duties as nurses in a global disaster.[17] It is thought that the extraordinary situation experienced and the problems it brings may affect the results of nursing care and the social nursing image. The fact that nurses are at the forefront of the care of especially complicated cases requiring hospitalization during the COVID-19 pandemic, and that many scenes of nurses' sacrifices are reported in the media, in other words, being more visible than ever, have led to the need to better understand the perception of nursing image in Turkish society. Since the basic user of healthcare services is society, the current study was conducted to determine the nursing image during the COVID-19 pandemic in Türkiye.

MATERIAL AND METHODS

STUDY DESIGN

The study was a cross-sectional study conducted with a simple random sampling method.

STUDY POPULATION AND SAMPLE

The population of the research consisted of adults living in Ankara, the capital of Türkiye and the second largest cosmopolitan city. Adults aged 18 and over living in the capital city of Türkiye, who known how to use a smart phone/computer/tablet, had internet access, and were able to fill in the online survey were

included in the study. Adults diagnosed with any psychiatric disease, being any health discipline student or being any healthcare professional and under the age of 18 were excluded from the study. No structured objective data collection tool was used to question the status of the participants in the study as having any psychiatric illness, and the statements of the participants were taken into account. Power analysis could not be performed for the sample calculation since no studies on image could be reached during the pandemic period, however, according to the power analysis result at the end of the study, it was seen that the power of the study was 88% and the study was completed with 806 adults who met the inclusion criteria.

DATA COLLECTION

The data of the study were collected between 13 March-19 July 2021, the dates when the incidence of the disease in Türkiye peaked for the third time. The time period for which data was collected was the third peak period of the pandemic. Due to the third peak, the pandemic rules were strictly enforced and the whole society was expected to comply with these rules. Especially since rules such as staying at home, avoiding crowded environments, and rotational shift working make it difficult to reach adults physically, it has been tried to reach adults through e-mail and social media networks. Therefore, the data were collected online. Data collection tools, which were organized using the Google Forms (Google, USA), were delivered to the adults via e-mail and social media networks. Since it is a community-based cross-sectional study, each adult was asked to share the questionnaire and scale created via Google Forms electronically with their close environment in order to increase the study sample as much as possible.

DATA COLLECTION TOOLS

Adult Information Form: There was a total of 12 questions including age, gender, marital status, education, employment, job, income level, presence of any nurse in the immediate vicinity, being infected with COVID-19 disease, receiving nursing care in any healthcare center due to COVID-19, being a companion of any relative hospitalized due to COVID-19 and following news about nursing in the mass media during the pandemic process in the form.

Nursing Image Scale: Scale was developed by Özsoy as 35 items.[18] The validity and reliability study of Nursing Image Scale was carried out by Çınar and Demir.[19] The scale, which was finalized as 27 items, has 3 sub-dimensions: "general appearance", "communication", and "occupational and educational characteristics." The scoring of the items in the scale is as follows: "I agree (3 points)", "I partially agree (2 points)" and "I do not agree (1 point)." Negative statement ("nurses are authoritarian and tough-looking people") in the scale are scored inversely. The lowest score 27, and the highest is 81. As the score obtained from the scale increases, the image of nursing in the society is evaluated more positively.[19]

DATA ANALYSIS

Statistical analysis of study data was done with IBM SPSS Version 22.0 (IBM Corp., Armonk, NY, USA). Frequency and percentage distributions of adult characteristics were given. The mean scores, standard deviations, minimum-maximum values in the 95% confidence interval were calculated for Nursing Image Scale. In addition, the total mean score of nursing image, standard deviation, minimum-maximum values were also shown. The distribution of answers given by the adults to the scale items in each sub-dimension was indicated as frequency and percentages. The suitability of the study data to normal distribution was evaluated with the Kolmogorov-Smirnov test and it was determined that the data were not suitable for normal distribution. The associated factors with nursing image in community was analysed with multiple linear regression.

ETHICAL CONSIDERATIONS

Ethical approval of the study was obtained from Gazi University Ethics Commission with number 2021-176, date February 16, 2021. Before starting to answer the data collection tools on the Google Form, the adults were asked to read and tick the part about their willingness to participate in the study voluntarily. After the adults stated that they wanted to participate voluntarily by reading this sentence, they were able to move on to the data collection tools. There were no adults who answered this sentence negatively. The study complied to the standards in the Declaration of Helsinki.

RESULTS

CHARACTERISTICS OF ADULTS AND MEAN SCORES OF NURSING IMAGE (N=806)

Of participants, 51.1% were woman, 88.1% were between the ages of 18-46. The mean age was 31.70±11.59, 76.4% were university graduates and 53% were employed, however 92.7% stated that their income level was not high. It was determined that 61.4% of the adults had any nurse in the close envi-

ronment, 17.9% were infected with COVID-19, 12% received nursing care in the hospital due to COVID-19, and 68.1% followed the news related to nursing in mass media during the pandemic process (Table 1).

ANSWERS OF ADULTS REGARDING NURSING IMAGE IN PANDEMIC (N=806)

It was determined that 22 of the 27 items in the scale were answered with "I agree" and the rate varied between 38.4-92.9%. The remaining 5 items were answered with "I partially agree." The response rate

Characteristics	n (%)	Nursing image Mean (SD)
TABLE 1: Characteristics of adults and mean scores of nursing image (n=806).		
Age		
18-46 years	710 (88.1)	68.83 (7.79)
≥47 years	96 (11.9)	69.55 (8.36)
Gender		
Women	412 (51.1)	68.76 (7.73)
Men	394 (48.9)	69.07 (8.01)
Education		
University graduates	616 (76.4)	68.69 (7.89)
Non-university graduates	190 (23.6)	69.62 (7.74)
Marital status		
Single	471 (58.4)	68.69 (7.61)
Married	335 (41.6)	69.23 (8.21)
Employment		
Employed	427 (53.0)	68.50 (8.12)
Unemployed	379 (47.0)	69.37 (7.56)
Income level		
High	59 (7.3)	68.75 (9.23)
Low/moderate	747 (92.7)	68.93 (7.75)
Presence of any nurse in the immediate surroundings		
Yes	495 (61.4)	69.68 (7.77)*
No	311 (38.6)	67.69 (7.88)
Being infected with COVID-19		
Yes	144 (17.9)	69.02 (8.26)
No	662 (82.1)	68.89 (7.78)
Receiving nursing care in any healthcare center due to COVID-19		
Yes	97 (12.0)	69.11 (7.72)
No	709 (88.0)	68.89 (7.89)
Being a companion of any relative hospitalized due to COVID-19		
Yes	29 (3.6)	71.55 (9.07)**
No	777 (96.4)	68.81 (7.81)
Following the news about nursing in the mass media during pandemic		
Yes	549 (68.1)	70.11 (7.86)*
No	257 (31.9)	66.35 (7.26)

*p<0.001; **p<0.05; COVID-19: Coronavirus disease-2019.

ranged from 38.2-60.2%. The majority of positive answers showed that the image of nursing was positive during the pandemic process. The mean score of nursing image during the pandemic was 68.91 (SD:7.87) (minimum:39.00, maximum:84.00) (Table 2).

FACTORS ASSOCIATED WITH NURSING IMAGE (N=806)

It was determined that the mean score of nursing image was significantly higher in people who had a nurse in their immediate surroundings, stayed as a companion to anyone who was hospitalized due to COVID-19, and followed the news about nursing in the mass media during pandemic (p<0.001). These variables were included in the multiple regression model. According to the multiple regression model, it was determined that the factors associated with the nursing image were presence of any nurse in the immediate surroundings and following the news about nursing from the mass media during the pandemic. According to the multiple regression model, the variable of staying as a companion for someone hospitalized for COVID-19 was excluded from the model because the confidence interval involved 1.00. It was determined that the model explained 5% of nursing image variance (adjusted R²=0.05, p<0.001). The variables of presence of any nurse in the immediate surroundings (ß=0.08) and following the news about nursing from the mass media during pandemic (ß=0.21) were positively associated with nursing image (Table 3).

▌ DISCUSSION

This study was carried out to determine the nursing image of nursing in Türkiye during the COVID-19 pandemic. It was determined that nursing image was moderately positive in the studies conducted to determine the social nursing image using the same scale as our study in the pre-pandemic period in Türkiye.[12,13,20] The mean score of nursing image and the majority of their positive answers showed that nursing image was positive during the pandemic according the current study in which nursing image was evaluated in Türkiye. Supporting the results of the present study, it was determined that the number of positive tweets increased and the views about nurses were more positive in the study based on the analysis of tweets posted on Twitter (Twitter Inc., USA) before and during the pandemic in Türkiye by Şahan et al.[21] It was thought that the reasons for the positive nursing image during the COVID-19 pandemic in present study were being followed the news about nursing in traditional media by the majority of adults (68.1%), being worked with great devotion without taking annual leave by nurses, positive reflection of all efforts to ensure patient comfort on nursing care and having any nurse relative (61.4%). Thus, it was determined that the perceived nursing image of those who followed the news about nursing in the media and had any nurse relative were positively related.

Effective communication is an important aspect of care and a key element of professional behavior in nursing.[22,23] In the literature, it is emphasized that the communication of nurses is an effective factor in determining the perception of the society about nursing.[23,24] In the study of Çelik et al. in the pre-pandemic period, it was found that the communication sub-dimension was the sub-dimension with the lowest average score.[13] In this study, which was applied during the pandemic period, the answers given by the participants to all the items in the communication sub-dimension were "I agree." In line with our study results, in the study of Uysal and Demirdağ, the perceptions of the individuals participating in the research regarding the nursing profession before and after the pandemic were evaluated, and it was determined that there was an increase in the post-pandemic period in the expression "nurses spend the most time with patients."[25] Despite the personal protective equipment and conditions that may negatively affect the communication of nurses with the patient during the pandemic process; it is thought that the results are influenced by the fact that he works on the front lines 24/7, is the healthcare professional who spends the most time with his patients, and that these images are featured in the media.

Nurses contribution to the COVID-19 pandemic cannot be ignored cannot be ignored and is global.[9] So, did this global contribution only strengthen the angel lady image of nursing, or does it include professionalism? As a result of this study, it was deter-

TABLE 2: Answers of adults regarding image of nursing in pandemic (n=806).

Sub-dimensions / Items	"I agree" n (%)	"I partially agree" n (%)	"I do not agree" n (%)
General appearance			
Mean (SD): 14.43 (2.03) (minimum-maximum: 7-18)			
Nurses are well-groomed, clean people	**598 (74.2)**	201 (24.9)	7 (0.9)
Nurses are polite and respectful people	**405 (50.2)**	359 (44.6)	42 (5.2)
Nurses are cheerful, smiling people	310 (38.5)	**426 (52.9)**	70 (8.6)
Nurses are authoritarian and tough-looking people	122 (15.1)	**408 (50.7)**	276 (34.2)
Nurses are people in uniform	**614 (76.2)**	132 (16.4)	60 (7.4)
The reflection of nurses in the media is consistent with the facts	188 (23.3)	**485 (60.2)**	133 (16.5)
Communication			
Mean (SD): 14.44 (3.01) (minimum-maximum: 6-18)			
Nurses listen to the people	410 (50.9)	346 (42.9)	50 (6.2)
Nurses let people ask question	**438 (54.3)**	312 (38.8)	56 (6.9)
Nurses offer solutions to the questions of healthy individuals	382 (47.4)	345 (42.8)	79 (9.8)
Nurses offer solutions to the patient's questions	**437 (54.2)**	304 (37.7)	65 (8.1)
Nurses keep secrets	343 (42.5)	336 (41.7)	127 (15.8)
Nurses are a guiding consultants	413 (51.3)	313 (38.8)	80 (9.9)
Occupational and educational characteristics			
Mean (SD): 40.05 (4.64) (minimum-maximum: 21-48)			
Working conditions of nurses are harsh	**611 (75.8)**	168 (20.8)	27 (3.4)
Nurses can work in many institutions outside the hospital (factory, school)	**446 (55.3)**	192 (23.8)	168 (20.9)
Nursing education should be at the university level	**675 (83.7)**	100 (12.4)	31 (3.9)
Nurses can be administrator	**436 (54.1)**	238 (29.5)	132 (16.4)
Nurses can be educator	**310 (38.4)**	240 (29.8)	256 (31.8)
Nurses can do scientific research	**511 (63.4)**	193 (23.9)	102 (12.7)
Nurses can be associate professor or professor	**438 (54.3)**	185 (23.0)	183 (22.7)
Nurses are a profession with independent practice	234 (29.0)	**308 (38.2)**	264 (32.8)
Nursing care is vital in recovery of patients	**696 (86.3)**	99 (12.3)	11 (1.4)
Nursing is a theory-based profession	**685 (85.0)**	114 (14.1)	7 (0.9)
Nursing is a skill-based profession	**636 (78.9)**	151 (18.7)	19 (2.4)
Health education of individual and society is important in nursing services	**738 (91.6)**	59 (7.3)	9 (1.1)
Men can be nurses, too	**749 (92.9)**	44 (5.5)	13 (1.6)
Nurses are advocates of patient rights	**398 (49.4)**	291 (36.1)	117 (14.5)
Nurses have high prestige in community	318 (39.4)	**376 (46.7)**	112 (13.9)

SD: Standard deviation.

TABLE 3: Factors associated with nursing image (n=806).							
		95% CI for B					
Factors	B	Lower bound	Upper bound	Std. Err.	β	p value	Adjusted R2
Following the news about nursing in the mass media during pandemic (Ref: no)	3.47	2.31	4.64	0.59	0.21	<0.001	0.05
Presence of any nurse in the immediate surroundings (Ref: no)	1.25	1.13	2.36	0.57	0.08	0.028	

Ref: Referans; B: Unstandardized coefficient; β: Standardized coefficient; CI: Confidence interval; Std. Err: Standard error.

mined that the average score of the occupational and educational characteristics sub-dimension during the pandemic process was higher than the studies conducted in the pre-pandemic period and used the same scale.[12,13] In current study, it was thought that the study results have not only strengthened nursing image based on angel lady and also provide society to know the professional dimension better with agreement to the items "Nursing education should be at the university level (83.7%)", "Nurses can do scientific research (63.4%)", "Nurses can be associate professor or professor (54.3%)", "Nursing care is vital in the recovery of patients (86.3%)" and "Nursing is a theory-based profession (85.0%)" in the subdimension of "Occupational and educational characteristics."

Our study results show that the image of nursing is positive in Türkiye during the COVID-19 pandemic; it is remarkable that almost half of the society partially agree with the statements "nursing is a profession with independent practices" and "nursing has a high prestige in society." The nursing profession has not been adequately recognized and professionally seen by society though all the evidence that nurses provide the best possible care to the patient, whether in peace or disaster.[2,6] It was reported that nursing is an extremely unknown and invisible profession because the society does not recognize the competence, autonomy and independence of nursing in the literature review conducted by López-Verdugo et al.[26] It has been determined that nursing was not seen as a respectable profession, was perceived as a dirty job and nurses assisted doctors.[27-29] In the studies carried out to determine the nursing image of the society in the pre-pandemic period. The results of these studies were in parallel with the results of ours. In present study, it was considered that the presence

of nurses with different educational degrees in Türkiye, the historical development of nursing, myths about gender roles, the idea of being female profession, and the negative image created by the media about nursing or nurses until the pre-pandemic period were influential in the partially agreement of almost half of adults in the high prestige of nursing in the society.

General appearance of the nurse; behavior, attitude, attire is a whole. It gives an idea about the nurse to the individual and therefore to the society and affects their subsequent interactions positively or negatively.[24] The result of this study showed that the mean score of the general appearance sub-dimension was lower than the other sub-dimensions. In the study, it was determined that most of the participants partially agreed with the statements "nurses are cheerful, smiling people" and "nurses are authoritarian and tough-looking people" in the general appearance sub-dimension. Similar to our study finding, in a study conducted in the pre-pandemic period, the answer was partially agree with the same statements.[13] Contrary to our study findings, in the study of Uysal and Demirdağ, it was determined that there was an increase in the number of individuals who thought that nurses are smiling after the pandemic.[25] In the same study, it was determined that there was an increasing belief that the working conditions of nurses were heavy and the number of nurses was insufficient. As a result, it is thought that nurses working in long shifts without permission during the COVID-19 pandemic process have psychological, social and emotional problems in coping with work-related demands, social relations and personal lives, which have an impact on their general appearance and expressions.

The media has a very important role in the formation of the perception of nursing image in society,

and the social nursing image is based on the image of nursing in the media.[2,6] Since 2020, more than ever before, nurses have been taking part in a global arena as "heroes" in order to fight this deadly disease, which can be described as one of the most important crises in human history, in front of the society more than ever.[7,25,30] A one-unit increase in following the news about nursing in mass media resulted in an increase of approximately 4 points in the image score. It is thought that the media coverage of nurses whose faces are bruised, exhausted and tired, sacrificing themselves for the well-being of others from wearing masks during the pandemic process, and that they are labeled as "heroes" positively affect the image of nursing.

Nursing is a familiar profession for most people all over the world. Many people have a nurse relative in their close environment, or have a family member who is sick and needs a nurse.[7] In the study, it was determined that the perceived nursing image of individuals who had a nurse relative in their immediate environment was positively related, and that a 1-unit increase in the presence of a nurse in the immediate environment provided an increase of approximately 2 points in the image score. It is important to be in contact with nurses and therefore to be aware of what nurses do and the relationship between nurses and patients.[31] It can be said that individuals get to know the nursing profession more closely and positively with the presence of a nurse relative, and so they have a positive opinion about the nursing profession.

LIMITATIONS

The fact that these results are specific to Türkiye is a limitation of this study. The results cannot be generalized to the group other than the target sample in Türkiye. In addition, the results obtained from this study are limited to the scale used for data collection. In addition, given the exclusion criteria of the study and the way the participants were reached, the online survey may have been filled in by family members of participants or other important people in their environment. The results of the study were evaluated in line with the answers given to the online survey.

CONCLUSION

It was determined that the nursing image was positive in Türkiye during the COVID-19 pandemic, and those who followed the news about nursing in traditional media and who had any nurse relative had a higher and more positive perception of image as a result of the study. In order to take the opportunities provided by the COVID-19 pandemic to our profession, it is recommended that sharing all the practices that nurses have done and succeeded in clinical and academic roles with the society in pandemic, emphasizing the professional identity of nursing more and raising awareness of the society in line with the needs and providing nursing to be more visible in traditional media.

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