

الهوية المجتمعية وعلاقتها بالمحددات التصميمية للحملات الإعلانية لمعالجة القضايا الخاصة بالمرأة

Community identity and its relationship to design determinants of advertising campaigns for women's issues

أ.م.د/ إيمان صلاح أحمد حنفى

أستاذ مساعد - قسم التصميم الجرافيكي - كلية الزهراء للبنات - مسقط - سلطنة عمان

Abstract:

The advertisement is one of the important sections of the community visual communication process, whether the communication process is between the designer and his target audience of the community (through advertising campaigns) or among the members of the community itself using visual elements.

The recipient is the cornerstone of the communication process and the designer should take into account several factors in directing his message through advertising campaigns, where the community identity is one of the most important factors that help to shape the human thought of members of this community, whether the cultural identity or age of members of this community.

These factors are part of every so-called "design determinants" that control the acceptance or rejection of the advertising campaign theme.

The most important of these determination, which may be very difficult to use, is the use of the designer of the elements depicted as images of women in any form in the advertisement, both in terms of the external appearance of women or even the subject of the Declaration itself, especially when presenting issues and problems of their own.

The research aims at reaching the common space between the creative process of the designer and the charged message of visual design, on the one hand, and the societal identity, values and customs of society and its cultural constants, on the other hand, in campaigns on women's issues.

Identity within any community is divided into:

- Social identity: It is our way of thinking about ourselves and others and includes their areas (Friendship, recognition of gender role, relationships with the opposite gender, the concept of leisure and recreation).
- National identity: The identity used to refer to the individual's belonging to the place.
- Cultural identity: identity that is related to the language and mechanisms of individual culture in society.
- Age identity: identity that contributes to the classification of individuals according to their age.
- Personal identity: The group of elements of personal characteristics of individuals and their interactive relationships are divided into: the identity given - the chosen identity - the central identity.

The identity of individuals with the community is interwoven with a community identity, defined as:

The set of traits and constants derived from the customs, traditions and inherited traditions within the society that interact with each other to form customary rules governing the behavior of the members of this society, influencing their decisions and determining the extent to which they accept their emotions towards different matters.
(Procedural definition)

This identity determines the acceptability of the public receiving the message; if the message exceeds one of the constants of this identity; the recipient in particular and the community in general believes that it has become a moral hazard to society and therefore is rejected altogether or even not content satisfaction.

Thus, the identities of the group can be divided into:

- 1- **Closed identity:** The society is closed to its heritage and culture; it affects the social elements that are innovated and transforms it to suit his identity. **it thus tends to the constants and does not change easily. it does not accept the shocking campaigns and considers them an exit.**
- 2- **Flexible identity:** These communities can accept the cultural and community variables contained in them and integrate them to reach an intermediate stage and **these communities are more vulnerable to others and capable of shocking campaigns, but must take into account the fundamentals of these communities.**
- 3- **Open identity:** These societies enjoy cultural openness; they are highly influential to the surrounding communities. **They absorb and introduce societal changes and accept and absorb shocking campaigns.**

To determine design determinants associated with the community, a questionnaire was conducted to reach a set of determinants that were directly linked to design elements

Design determinants - for closed and flexible communities - when using images (according to the questionnaire):

- 1- Do not use a general appearance different from the appearance of the environment of the recipient.
- 2- Not to use images known to the identity (the intruder or one of its acquaintances).
- 3- Not to use an unethical image of women.
- 4- Do not use socially objectionable images.
- 5- Not showing the woman's body or any part thereof.

Design determinants - for closed and flexible communities - when using color (according to the questionnaire):

- Color connotations shall be observed according to the societal interpretation.

Design determinants - for closed and flexible communities - when using scripts (according to the questionnaire):

- 1- Do not use extraneous words.
- 2- Not to use non-spoken language in society.
- 3- Using incomprehensible phrases.