

## الإستراتيجيات الفلسفية لتصميم حملات إعلانية لدعم المنظومة الأخلاقية والقيمية بالمجتمع

### Philosophical strategies to design advertising campaigns to support the moral and value system of society

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#### Abstract:

Recently, societies are exposed to many socio-economic and political changes that, in turn, affect the social component and psychological structures of individuals' structure, affecting the behavioral and moral and moral systems of society.

The effects of these changes on the members of society vary between the negative and that lead to the deviation of social values and ethics from the right track, which needs to modify and evaluate and change, and between the positive effects and need to be strengthened and rooted among the members of the community, which needs mechanisms for correction, Effective advertising communication becomes one of these mechanisms for change, through targeted advertising campaigns aimed at restoring the moral and value system of society to its natural course, as the primary driver of the motivations and reactions of members of this society.

Because these targeted campaigns are loaded with many messages and codes that affect the behavior within this society, and this behavior is supposed to be positive according to the philosophy adopted by these campaigns, there is a possibility that there is a problem in the communication process and the interpretation of communication messages wrong, Messages and their positive impact, which is usually contrary to the objectives adopted by these campaigns,

#### Here is the problem of research, which is to answer the following questions:

1. What are the mechanisms that advertising campaigns which support the ethical and value system in society work through?
2. What are the design strategies used in these campaigns?
3. What are philosophical theories (dimensions) should these campaigns contain?

The research aims to shed light on the nature of these campaigns and the development of philosophical strategies to design these campaigns as part of the social responsibility of their Producers to promote and support the positive behaviors within the society, as well as to study how to design a mechanism to design these campaigns in line with the moral and value system of society.