

Shock in the Public Service Advertising

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Public Service Shocking advertisements witnessed, in the recent few decades, wide spread or boom in several countries worldwide, as advertisers began to look at them as an effective means as per which they can draw attention, persuade and influence through using horrible images for intimidation or bold or provocative messages. With the intense competition in the advertising field, most non-profitable organizations tended to function “shockvertising” to increase influence and strength of the advertisements as well as to increase the awareness and to change behavior towards the different social issues especially those which are related to health or injury protection such as wearing safety belt, Sexually transmitted diseases (STDs), AIDS, Smoking or humanitarian issues such as child abuse, family violence or harassment. Advertising men, marketers, psychiatrists and sociologists discussed the effectiveness of “shockvertising” with conflicting opinions whether with or against it. Whereas the Arab World has become exposed to this type of advertising which notably spread around the world. Consequently, the **research problem** arises which can be encapsulated into answering the following question:

How can the shock element be utilized in effective and successful design of public service advertisements in Egypt to achieve highest levels of drawing attention, influence and dazzling to achieve objectives of the advertisement?

The research objective is to draw attention and encourage the institutions which are concerned with public service advertising in Egypt, to function the shock element in designing public service advertisements and provide solutions to the community problems which are the most important objectives of those institutions and establishments to catch the eyes and occupy the mind of the recipient for the longest possible period of time to achieve the purpose of the advertisement.

The **research methodology** adopts the analytical description of some examples of public service advertisements whether Arabic or international which functioned shock in a bid to find a collection of standards that can be adopted by designers for successful shock advertising. Then a questionnaire, on samples of Egyptian and foreign advertisements, on the same subject (dangers of smoking) to compare between the strength of the shock at the Egyptian and foreign advertisements to determine to

what extent the shock elements affects the Egyptian recipient.

The **research reached** that “shockvertising” is a double-edged weapon. Sometimes, shockvertising is appropriate especially when it is utilized around subjects regarding health or safety issues, whilst, it may be repellent with a negative effect causing avoiding the relevant trademark. **Keywords:**

Shockvertising -Public Service Advertising