

The humanitarian values in advertising and their rule in positive stimulation.

Pro.dr./Abeer Hassan Abdo

Lecturer.dr./Lina Atef

Assist.lecturer/Manar Mohamed Yehia Al-Kady

Advertising department-faculty of applied arts-Helwan university

Introduction;

Advertising is a style of developing communication and a tool to achieve the required change with what fits with the nature of the stage that societies are passing by. Advertising isn't after financial or commercial outcome as it seeks positive change, the efficiency of advertisement isn't measured with what it achieved in changing the rate of selling or buying or convincing the viewer with the services or products of the ad. but with it's ability to affect the viewer and producing a change on the level of perception and behavior by enhancing the cultural thoughts and humane values. That was reflected on the design of the ad. which concentrated on lifting the moral spirit and stimulate the positive values, optimism and participation. Which confirms the role of advertising in supporting the humanitarian values inside the society, where values are basic elements in modifying the society culture. They differ with the progress of the society and that change has it's valuable application in the ad.'s strategy. Which dramatically affects the design of the ad.' message till the required ideas reached the receiver.

The humanitarian values effect is relying on connecting the products and behavior of the receiver with the various gained motives which the individual gains to satisfy his needs whether materialistic or social or individual needs like self expression or knowledge, which are connected with emotions and directions like belonging to a family or country. The viewer is subjected to new advertising ideas and ways to change his direction and broadcast values and habits related to the identity of our Egyptian and Arabic communities. Where the ad. works on stimulating collection of emotional responds to attract the receiver attention, affecting the viewer behavior by affecting his feelings like joy, love, happiness where emotions affect the way the products and services will be handled, to satisfy the highest human needs which is self-expression, by building a product that has a

connection with the receiver reactions in the society and his right to express himself, his beliefs and opinions freely and supports the humanitarian values that are linked to his life and his community as they are attractive values of the advertised product or service.

The research problem;

Answering the following questions:

- What are the basic building axes of the humanitarian values that work on stimulating the positive values in the society and affect the receiver directions?
- Do the expression theories about the humanitarian values in making a positive change in the receiver directions?
- How the humanitarian values' strategies expressed the content of the advertising message through stimulating the feelings and emotions of the viewer?

The research objective;

It aims to study the impact of the building axes of the advertising message by ways of the humanitarian values' strategies to induce a positive change to the receiver hence achieving the society communication.

The research hypothesis;

The research assume that benefiting from the building axes to express the advertising message that is used in supporting the humanitarian values' strategies among the viewers will have an effective role in inducing a positive change to the receiver directions and achieving the society communication.

The research methodology;

Descriptive analytical way by describing a selected collection of advertising messages that are used in supporting the humanitarian values' strategies and benefiting from the results of the study to confirm the induction of a positive change to the receiver directions and achieving the society communication