

تصميم الرسالة الإعلانية باستخدام الفرانكو آراب وتأثيرها علي الهوية العربية
**The design of the advertising message using the Franco Arab and its impact
on the Arab identity**

أ.م.د/ سمر هاني السعيد أبو دنيا

أستاذ مساعد - كلية الفنون التطبيقية - جامعة حلوان - مصر

Assist. Prof. Dr. Samar Hany Al Saeed Abo Donia

Associate Professor, Advertising Department, Faculty of Applied Arts, Helwan

University, Egypt

dr.samarhany@hotmail.com

Abstract:

Our Arabic Language is an important part of our Arab Identity as language is speaking thought whilst thought is unspoken language. It is of enormous value to life of each nation for being a tool that carries thoughts and exchange concepts between citizens of the same nation. In addition, it is the cultural tool that builds a nation and protects its existence.

There is a correlative relationship between Arabic Language and advertising as there is no successful visual advertising without a clear and simple advertising message written in easy and simple language expressing content and idea of the advertisement.

Advertising communication is important and complicated as advertising, which is a process of communicating with the mass, aims at providing the latter with information on products and services along with creating sufficient awareness through widespread methods using numerous techniques and different languages for advertising messages to influence individuals and groups with different cultures, needs and motivations.

Today, the Arab use the Franco-Arabic language in their daily life whether in Social Media or their daily SMSs extending to advertising messages in signage, film posters, magazines, books and different mass media, thus, this language increasingly spreads and is established in the mind of youth, a matter that poses danger to our Arabic Language from one hand and threatens Arab identity from the other side.

Therefore, the **Research Problem** lies in answering the following question:

How can we function the simple Arabic Language in formulating a successful advertising message that preserves our Arab identity and is fit for different segments of the mass (especially youth) that use this (Franco-Arabic Language) without alienation by the mass?

Keywords: Franco Arab - Advertising message - Social Media - Arab Identity