

The roles of popular proverbs as a cultural heritage in preserving the human Values in Advertising

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Abstract

The ad plays an active role in promoting changes within the community and to make a positive impact through the creation of new human values according to the needs of society. Human values constitute a moral cultural system Define the behaviors of the recipient. The popular proverbs are the greatest legacy of a positive mental image of society. This is because of its uniqueness and individuality 'Built on a deep philosophy Reflect the spiritual trends of folklore. As we are living in an age where the modern media are increasingly shaken by the melting of cultural identity and the removal of popular legacies to be replaced by Western cultural values. Therefore, the research aimed to rework the elements of the popular heritage represented in popular proverbs to develop new advertising methods that change the attitudes of the recipient and spread positive human values related to the Egyptian cultural identity to achieve social communication in order to benefit from the applied study. The applied study tries to promote the human values in advertising through the use of popular proverbs. This is done through a project that was presented to the students of the Higher Institute of Applied Arts - 6th of October City where they were left free to choose the popular ideals that carry a positive message to attract the target recipients Brainstorming, and then reach the results of the study, which is most important that the proverbs popular Egyptian works to establish human values through the content of the message.

Keywords

Popular proverbs - Brainstorming– Human Values

Introduction- :

The Declaration has a central role in shaping opinions, making decisions and shaping the behavior of individuals, affect their behavior towards different groups, sectors and promotes changes within the community and to make a positive impact by generating new human values in accordance with the needs of society. Human values are 'an ethical cultural system' that defines the behaviors of the recipient.

The popular proverbs are the greatest legacy of a positive mental image of society.

The 'popular proverbs are the greatest legacy of a positive mental image of society because of its distinctiveness and individuality' built on a profound philosophy reflecting the spiritual tendencies of folklore.

The importance of employing popular proverbs in the design of advertising is to rework the elements of folklore to develop new advertising methods that transmit positive human values related to the Egyptian cultural identity to achieve social communication. It is a simulation of a sensory experience associated with certain emotions and a kind of representation of what memory stores.

Popular proverbs represent a frame of memory by building mental perceptions resulting from self-impressions that are formed through the experiences and experiences of the human emotions, attitudes and beliefs.

Statement of the problem:

The importance of research in trying to answer the following questions:

- 1- How can the human values of the recipients of the Declaration be enhanced by taking advantage of the Egyptian cultural heritage of popular proverbs?
- 2- How can the elements of folk heritage, represented in popular proverbs, be re-formulated to develop new advertising methods that transmit positive human values related to the Egyptian cultural identity to achieve social communication¹ ?

3- Objectives:

The research aims to:

- 1- Emphasize the importance of promoting the human values of the recipients of the Declaration through the use of the cultural heritage of Egypt in the popular proverbs.
- 2- Re-formulation elements of folklore represented in popular proverbs to develop new advertising methods that change the attitudes of the recipient and broadcast positive human values associated with the Egyptian cultural identity to achieve social communication

Hypotheses- :

Search assumes:

- 1- The promotion of the human values of the recipients of the Declaration through the use of the Egyptian cultural heritage of popular proverbs works to make a positive impact on the recipient according to the needs of the community.
- 2- The rework of elements of folklore represented in popular proverbs to develop new advertising methods that change the attitudes of the recipient and broadcast positive human values associated with the Egyptian cultural identity to achieve social communication

Significance:

The importance of research is to identify the influence of popular proverbs on promoting the positive human values of the recipient of the advertisement

Methodology:

The research depends on the empirical approach through conducting the research experiment in the light of what was drawn through a project that was presented to the students of the Higher Institute of Applied Arts - 6th of October city where they were left free to choose the popular ideals that carry a positive message to attract the target recipients Brainstorming, and then reach the results of the study, which is most important that the proverbs popular Egyptian works to establish human values through the content of the message.

Application side

The first model:



The product of Octavia, where the popular proverb is taken, is replaced by the Yogurt in Octavia. The word "yogurt" has been replaced by Octavia.

The second model:



The design of the Chips product where the popular proverb was taken (where the food is eaten for a visiting unit) and was completed by (as it is eaten for a unit

So that the consumer will participate in the announcement to complete the popular ideals and to express the large size of the bag Chebsi and to express the values of the lame in eating and good ten.

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