

The Effectiveness of Using the Egyptian Folklore in the Visual and Dramatic Television Advertisement

Dr. Nancy Abdalla Mohmed Fakhry

Lecturer, Faculty of Applied Arts, Advertising Department, Benha University

nancy.fakhry@fapa.bu.edu.eg

drnancyabdalla@hotmail.com

Research Summary:

The Heritage is defined as all the traditions, customs, sciences, literature, arts, etc. passed from one generation to another and still existing since the existence of the human being on Earth as heritage is the history and civilizations of peoples. Heritage as a general and comprehensive term is different from (folklore); the first includes all old and new, sophisticated and simple sciences, knowledge, arts, and industries but folklore includes only every issue related to spontaneous and random culture and knowledge for specific classes in societies cumulative from one generation to another including popular beliefs, stories, tales, and popular heritage such as poetry, songs, music, clothes, dances, proverbs, superstitious concepts, celebrations, and religious occasions.

Advertisement is similar to other visual arts that is influenced by Egyptian Folklore specially because it is directly and effectively addressed to the public specially TV advertisement that contains drama, motion, and several visual elements that provided the opportunity to the diversity of the folklore's functional methods through the idea, story, song, dialogue, clothes, or otherwise. The purpose of the advertisement itself a product or occasion related to the folklore such as The Birth of the Prophet celebration.

Key words:

Folklore, TV advertisement, visual formulation, dramatic formulation

Research Problem:

There are many television advertisements that were influenced and clearly expressed the manifestations of folklore, the customs, traditions, occasions and others. They differ based on the purpose of the advertisement or nature of the product. However, how was the use of folklore employed in television advertisements in terms of processing ideas and elements visually and dramatically?

What is the importance of this employment, the problems that have emerged and their causes? How well the mental image and the meanings associated with Egyptian folklore are preserved in the content of the advertisement?

Research Objective:

The research aims to study the dimensions of the impact and employment of folklore in television advertisements in terms of inspiration and use of ideas in visual and dramatic formulation of the advertisements, as well as highlighting the importance of reviving folklore in television advertisements.

Research hypotheses:

The research assumes that contemporary television advertisements are full of manifestations of influence by Egyptian folklore and elements of authentic folk culture because of its popular characteristic of the audience's life. Advertising is also part of the individual's accumulated visual culture.

The use of folklore vocabulary and aesthetics contribute to support the advertising message and gain originality and excellence.

Research methodology:

The research discusses this issue on the ground of different analytical models and realizing the manner of operating them, the extent of their success or failure in sometimes, reaching the recommendations of making an advertisement inspired by the folklore without changing the meaning on addition to maintaining and emphasizing the mental image.

Results and Discussion

From the theoretical study and analytical models, the research found various forms of using traditional folk songs and music that received a very large share in their appearance on the television advertisements and were successful among the public. This is besides visual elements, material folk culture elements and other features of popular life that are largely associated with the class to which they are directed, and the use of literary heritage and proverbs in dramatic ideas, advertising dialogues and phrases, which contributed to the ease of memorizing, remembering and authenticity of the advertisement.

And the research found that there were several problems encountered in employing folklore in television advertisements:

- 1- Conservative Folklore Movement finds that the use of authentic folk songs and the conversion of verbal words into a visual image lose the original meanings, their mental image and identity. This threatens the heritage of the future of folk songs.
- 2- Quoting popular melodies is considered by the conservative movement as an intellectual property (and that the melody is linked to certain words related to the audience mind with images and sometimes occasions). The advertiser should refer to the composer first.
- 3- There is also confusion between the use of traditional heritage songs and a kind of recent folklore songs called "festivals". Some critics and writers consider it as not a folk art, and some see it as popular due to its quick widespread among the public. However, it is certainly not a heritage, used by advertising designers for its popularity among a large number of audiences, especially from the public class.

Research Findings:

- 1- Employing folklore contributes to give a feeling of emotional satisfaction to the audience due to the rarities and aesthetics of heritage. It is the secret behind the success of advertisements based on melodies, songs and traditional epics.
- 2- Citing the public class, its culture and figures in advertising increases the effectiveness of the advertising message, its confirmation and response.
- 3- The use of folklore in the advertising is originally a translation of internal experience of the culture of the Egyptian personality and history, which finds a place for it in advertising.

This is the reason for the success of most of the advertisements that rely on dramatic tales from the reality of popular life.

Research Recommendations:

- 1- Folklore has its own nature and circumstances in which it originated. The process of inspiring or employing folklore in television advertisements or other communication arts must be a creative process that places heritage in its true value and place. When employing folklore, the advertising designer must be credible and authentic to the vocabulary and expression of heritage because he transmits culture and life from generation to generation.
- 2- Expanding the study and knowledge of the elements and aesthetics of folklore and its importance to designers develops the spirit of heritage, social and aesthetic values and this is reflected on all forms of applied arts.
- 3- The need to pay attention to the study of folk culture in its various genres and forms for the advertising designers to identify the rich and diverse balance of this culture that reflects all aspects of life for the Egyptian people and knowing their methods and patterns, so as not to waste this culture and its sources, lack its sincere expression on the pretext of development and the pursuit of all new updates.

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