

Advertising and family relations in the light of sociology theories

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Abstract:

Advertising has a major and vital role in our society, as the share of advertisements seen by the consumer in many advertising media is very large, and most of them may carry direct or indirect advertising messages, either positive or negative that have an effect on our customs and social traditions and Egyptian culture. The customer imitates everything he sees in these ads, and this happens in the absence of censorship by the authorities concerned, the customer watching these different ads and gain many behaviors which is different to our social traditions, What we see daily in our social and family relationships, whether positive or negative, is the best proof of the changes and transformations taking place within society, advertising has a major role in this societal behavioral change, whether regarding family or community levels. The need for attention to family social relations has increased as a result of the negative effects that have spread in our societies and the occurrence of a defect in these relations, so there is a need to give more attention to the messages that ads contained and the need to integrate the positive values in these messages, and activate the role of positive advertising in the community to promote positive family social relations. The research focused on activating the role of advertising and its advertising messages (direct or indirect) to enhance positive family social relations through research and analysis samples of advertisements to identify social and intellectual traditions. Sociologists look at society in different ways. Some of them see society mainly as a stable and continuous unit. Their minds imply the survival of the family, religion and other social systems, and a second team looks at society as consisting of several universities grappling and competing for scarce resources. In the opinion of a third team, the most striking aspects of the social world are the daily routine interactions between individuals, and these three opinions are the most common perspectives among sociologists and they are respectively: functional, conflictual, and interactive, respectively, and we will address them in detail in this research.

1- Theoretical framework: strengthening family relations in advertising by applying sociology theories

Sociology is the organized study of social behavior and human groups, and this science focuses mainly on the impact of social relations on people's attitudes and behavior, as it focuses on how societies evolve and change, and there are many topics that sociology is concerned with studying, but we will care and address social theories in the field of family relations and its

application in the field of advertising design. Sociologists look at society in different ways. Some of them see society mainly as a stable and continuous unit. Their minds imply the survival of the family, religion, and other social systems, and a second team looks at the society as it is consisting of several groups grappling and competing for scarce resources, and a third party saw more striking aspects of the social world are the daily routine interactions among individuals, and these three opinions are the most common among sociologists and they are the perspectives: functional, conflictual, and interactive respectively, and we will address them in detail and show their application in advertising design.

1-1 Family:

- The family is the first social unit in society, and therefore society consists of different families.
- The family is distinguished as a social organization as the cornerstone of social construction, as it is the focal point on which the rest of the other social community organizations are based, as the family as a social system is suitable from the rest of the social systems, and if the family becomes corrupt, all other social systems in the society are corrupted.

1-2 Family relations:

- It is the mutual interaction that lasts a long period of time among family members through communication, and the exchange of rights and duties between the father and mother on the one hand, and between them and their children on the other hand, and among the children of each other on another hand.

1-3 Functional perspective:

- **The apparent jobs:** The apparent jobs are the explicit, declared and intended jobs of the institution. These jobs include the intended and known importance, and on the contrary the underlying jobs are.
- **Hidden jobs:** they are unintended and undeclared jobs, and they reflect hidden goals of the advertisement that are sent to the recipient, whether intended or unintended by the advertiser. By applying to the field of advertising design, we find: The visible functions are the explicit, declared and intended functions in the advertisement, which are directed directly and explicitly by the advertisement to the recipient, and the underlying functions are the implicit and indirect functions that the advertisement contains. In the next announcement, we find the functions that appear in the advertisement, which is the apparent and direct advertising message addressed to the recipient about the good treatment of neighbors and the importance of interconnection among them by providing the same card shipping service to you and your neighbor as a type of participation and strengthening social relations among them.

1-4 Conflict perspective:

- Sociologists view this perspective of the social world as being in a state of constant conflict, as opposed to stressing stability on the job, and a conflict perspective assumes that social behavior improves its understanding in the context of conflict or tension between competing groups, and it is not necessary that this conflict becomes violent; It can take the form of negotiations, party politics, and group competition. Sociologists are concerned with the conflict between women and men, and between parents and children. The conflict perspective is concerned with how society systems, including the family, help in preserving the privileges

they enjoy. The conflict perspective assumes that social behavior improves its understanding in light of conflict or tension among individuals. Applying to the field of advertising design, we find that some advertisements deal with the perspective of the conflict that is between the mother and her children, or the husband and his wife, and other various relationships within the family.

1-5 Interactive perspective:

- The functional and conflict perspective analyzes patterns of behavior in society on a large scale, while the interactive perspective reviews daily pictures of social interaction in order to understand society as a whole, and interactivity is a reference framework in social sciences for studying human and understanding how human behavior is affected by the larger context of society, and is called the interactive perspective, sometimes with an interactive (symbolic) perspective, because supporters of reactivity see symbols as an important part of human contact, and members of society participate in the social meanings of symbols. For example, the black color in our Arab societies symbolizes sadness, while in Europe they are symbolizing sorrow in white. These patterns of symbolic reaction are classified as images of verbal interaction that include signs, facial expressions, and gestures. The interaction perspective pays primary attention to the daily images of interaction among individuals in society, including symbols and other types of nonverbal communication. Social interaction continues as long as individuals are formed by society and they themselves constitute society.

1-6 Social learning theory:

- It is a theory presented by Pandora (*) and indicates that “behavior is learned through observation and parallels of patterns” and that the individual acquires or learns new responses or patterns of behavior through a social situation or framework.

1-6-1 The foundations of social learning theory:

- The theory emphasizes the inevitable, reciprocal and continuous interaction among (the individual, the environment, and behavior).
- New patterns of behavior can be acquired even in the absence of reinforcement (by observing others).
- “Pandora” emphasizes that observation is the main source of learning in contemporary culture, and that much of human behavior is acquired by observing what people do, behaviors, then understanding this behavior, and choosing some aspects of it to become part of an individual’s habits and behaviors.
- Behaviors that we learn are the result of environmental and cognitive factors (as in children).

1-6-2 Social learning theory assumptions

- Learning by observation is a major source of learning.
- The observation process is affected by three elements of the form (the observed- person - the surrounding conditions).
- Exposure to a model leads to three different types of responses (Gaining a new response - strengthening or weakening an existing response - highlighting an existing but forgotten response).
- Repetition processes help maintain: They are important factors in facilitating the process of retention, as they strengthen the learning effects and make them more established.

1-6-3 Note learning stages

- Pandora believes that the learning process by observation is carried out according to four stages, (Attention - retention - motor reproduction - reinforcement and alternative punishment).

1-6-4 Observed learning results

- Learn new behaviors Through observation, he learns new behaviors.
- Observing a specific behavior may help in remembering a similar response to the responses of this observation, which will facilitate the process of restoring these behaviors.
- Refraining from conducting a behavior as a result of its effects.

2- The analytical framework:

The research will address the analysis of a number of 3 negative Egyptian advertising models that explain the various social family relationships. The first model shows the relationship of neighbors with each other, the second model shows the wife's relationship with her mother-in-law, and the third model shows the mother's relationship with her children to focus on the research problem in dealing with some ads for messages that work to demolish family social relations of all kinds, and the researcher will develop a proposal to solve these negatives of the same design, but in a different way that enhances family social relations, with clarification in each analytical model about what type of social relations is used in the ads? And what is the perspective of the sociology used, and the steps for applying the social learning theory in advertising and the behavior acquired by the recipient through the advertising message presented to him.

3- Results:

- Based on the theory of social learning, the acquisition of a new behavior or a change in an existing behavior is through observing this behavior and then keeping it in memory and then imitating it.
- There are apparent functions, latent functions, and dysfunction that the recipient understands when exposed to the advertising message that the advertisement contains based on the application of the functional perspective in the advertisement.
- Advertising is a powerful tool for gaining positive habits among individuals in society or changing negative habits and thus developing the whole society based on the social learning theory in the messages included in the advertisement.

4- Recommendations:

- When designing the content of the advertisement message (directly or indirectly), it must be taken into consideration that it is appropriate for the social behaviors, values, customs and cultures prevailing in the Egyptian society.
- Benefiting from sociology theories and their findings and applying them in the design of the declaration in order to enhance family social relations and improve and advance society.
- The necessity of setting laws that limit advertisements that carry unethical messages, whether direct or indirect, and knowing the extent of their negative impact on the members of society and, consequently, on society as a whole.

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