

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 effect to 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 a major role in this societal behavioral change, whether the family or community level. 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 among sociologists and they are perspectives: functional, conflictual, and interactive, respectively, and we will address them in detail in this research.

Keywords:

the family, sociology theories, learning theory.