

Political Advertising in Egypt after 30 June 2013 Revolution Analysis Study on Presidential Election 2014/ 2018

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Introduction:

Political advertisement is considered a competitive communication message among opponents of the political field, this obviously appears in the presidential elections campaigns in which each candidate strives to highlight his political platform using different means of communication, in order to win votes.

Egypt has witnessed two revolutions in the early years of the twenty first century which changed the country politically, economically and socially, the first revolution was on the 25th of January 2011 and the second was on the 30th of June 2013.

The aim of these two revolutions was to establish a democratic system instead of the dictatorship authoritarian rule either individual or religious, after the 30th of June revolution, Egypt has evolved to a new era where a future map was developed that included amendments in the Egyptian constitution and holding of presidential elections that was held in June 2014, the third part of this future map was the elections for the Egyptian parliament. The presidential elections of 2018 is the fourth pluralistic presidential elections in the country's history and the third presidential elections since the 25th of January revolution.

Objective:

This research aims to study the political advertising in Egypt after the 30th of June revolution as the main mean in electoral propaganda through 2014/2018 presidential elections.

Research problem:

Political advertising is a form of advertising that is not well known although it is considered the major influencer that changes the opinions and attitudes of the electorates.

The research problem seeks answers for these questions:

- 1- What is the importance of political advertising during the presidential elections?
- 2- What are the factors of political advertising as a communication process that aims to influence the recipients?
- 3- Is political advertising considered an advertising campaign or it is a concept in itself?

Research methodology:

This research follows the descriptive methodology supported with an analytic study of selected political advertisings for the candidates of the Egyptian presidential elections in 2014/2018.

Key Words:

Advertising- political- presidential elections

Preface:

Public protests against President Mohamed Morsy were taking place on the 30th of June 2013, Abdel Fattah Al-Sisi the minister of defense then the current president of Egypt responded to the popular revolution. The elections of 2014 is considered the third pluralistic presidential elections of all time and is the second one since the 25th of January 2011, where the Egyptians

elected the sixth president of Egypt through which both field marshal Abdel Fattah Al-Sisi and Mr. Hamden Sabahy were competing.

In 2018, under a system that is globally considered to be appealing to a broad spectrum of people that serves all Egyptians not only a particular sector group or category,

The Higher Committee for Elections announced the opening of the stand for elections to be the fourth pluralistic presidential elections in the country's history and the third since the 25th of January revolution. After the nomination deadline and the grievances period was over the elections ran between two candidates only Abdel Fattah Al-Sisi and Moussa Mostafa Moussa.

Political Marketing:

"It is a group of activities and processes that drives a candidate to win the political elections" or "it is an integrated system with interactive activities that aim to plan and support a certain candidate to take over the targeted elections".

Political Advertising:

It is a communication process through which the proclaimer pays to get a chance to deliver his political messages through the available means of communication aiming to influence the recipients, their thoughts and their attitudes. Political advertising is considered to be the most effective part in the political media worldwide.

The content of a political advertisement:

In order to attain the main target of a political advertisement, one should seek the roads to people's acceptance based upon personal and objective criteria, taking into consideration the political ideology, which should have been presented earlier, and the communication method which should be simple and useful for the voters.

Classification of political advertising:

- 1- Official advertisement: in which authoritative bulletins are used free of charge for all candidates.
- 2- Political advertisement: it usually starts before the main campaign starts and still can be used during the campaign and it appears as large billboards in recognizable sites.
- 3- Gigantic advertisement: it optimizes the appearance of the candidate in a low cost.

Visible impact of political advertisement:

It is considered to be the main factor a designer seeks when designing a political advertisement to influence the recipients depending on the impact of the regulatory process in driving their sensorial awareness towards the desired targets.

Elections campaign:

It is the group of activities done by a party or a candidate in order to supply voters with information about their political platform, policy and goals by all the available means and potentials in order to influence them to gain their votes and win the elections.

Strategies of elections campaigns:

First strategy: depends on the political party: where the candidate runs the elections as a member of the party and according to the party's principles, depending on the popularity of this political party.

Second strategy: depends on the political candidate: in this case the focus is mainly on the candidate as an individual, his personal traits, his qualities, his achievements and his stands towards some key issues.

Third strategy: based on certain issues: where the main focus in this campaigns is on some key issues that needs to be set before implementing the elections campaign.

Forms of elections campaigns:

Forms of political advertising are a group of elements that have the potential to create a certain deliberated reaction on the recipient so as to persuade the targeted audience through emotional and cognitive impact therefore attaining the objectives of the elections campaign.

First form: Simplification style:

This part is responsible for the communication process by dividing the goals and programs into simple points, under the guidance of given information to frame a simplified clear version.

Second form: Repetitive style:

Repetition is considered to be the most commonly used form of political advertising, and here are some roles repetition can play in a campaign:

- 1- It allows the targeted voters who could not notice the candidate's political program to be acquainted with the campaign.
- 2- Repetition allows recalling the candidate's program in order to be firmly established in the memories of voters.
- 3- Acquiring people's acceptance on all levels as a result of continuous perusing.

Third form: political slogans and pictures:

A picture is one of the most important and successful expressive means among many other political advertising forms, as it effectively imposes itself throughout the political scene. As for slogans; they are a successful style that plays a major role to deep-root the ideas of the candidate in the recipients' cognition. As an example is President Abdel Fattah Al-Sisi campaign in his elections campaign in 2014 where the slogan "long live Egypt" was adopted for the campaign, whereas the campaign of his opponent Mr. Hamden Sabahy took the slogan "will Continue Our Dream".



Fig.1: a political ad for the candidate Abdel Fattah El-sisi with the campaign's slogan in 2014 "Long Live Egypt"

In 2018 the candidate Abdel Fattah Al-Sisi's campaign adopted the slogans "With you for the sake of Egypt" and "You are the hope"



Fig.2: a political ad for the candidate Abdel Fattah Al-Sisi with the campaign's slogans in 2018

While the candidate Mr. Moussa Mostafa Moussa's campaign took the slogan "We continue... We Develop. For a better Egypt"



Fig.3: a political ad for the candidate Moussa Mostafa in 2018 with the campaign's slogan.

Fourth form: Electoral debate style:

It is considered a public electoral battle between the opponents moderated by individuals or neutral organizations and the judges are the voters.

Methods of communication in electoral advertising campaigns:

- 1- Throwing out publications: it is the least effective and the weakest persuasive method.
- 2- Handing-out publications: it is easier but less likely to spread.
- 3- Visual means: this method raises the awareness of the voters and reinforces the message of the campaign.
- 4- Arranged events: it is a pre-arranged event by an external organization that allows the candidate to meet more voters.
- 5- Knocking-the-doors: Where a group of volunteers lead the propaganda of the candidate by running meetings in districts, villages and plants to demonstrate his electoral program regarding the issues that may concern them.



fig.4: an advertisement in Aldawahi District in Port Said during Knocking-the-doors campaign in 2018

6- Influencers' support: the candidate meets a group of influencers to win their support in the campaign and it is considered a crucial method because of the credibility of those influencers in the streets.

Advertising campaigns' schools:

- 1- Emotional: it focuses on the political advertisement that addresses the emotions of the voters.
- 2- Information: it depends on supplying people with political information through language like; clarifying the candidate's stand towards the issues that are raised on the political arena or by explaining the candidate's future programs and projects.
- 3- Fast answers: it is devoted for public opinion polls.



fig.5: a political ad from the emotional Abdel Fattah El-Sisi's campaign in 2014 school of advertising president that addresses the voter's emotions by the slogan "A President as great as Our Dreams"



fig.6: a political ad information school from 2018's presidential campaign where the voters are addressed by the slogan "Work Builds Nations"

Electoral Messages: The electoral message is a simple, clear and condensed statement that indicates the elections campaign's program and the issues it involves, it also reflects the candidate's orientation towards these issues. It also focuses on both the candidate and the voter. On designing those messages, it should be short to the point, convincing for the voter and clear of any ambiguity or vagueness.

Electoral symbols:

In 2014 the election committee provided a set of ten symbols for the candidates to choose from, Mr. Hamden Sabahy's campaign chose the eagle, whereas the campaign of President Abdel Fattah El-Sisi chose the star as its symbol.

الرمز الانتخابي	المرشح	الرمز الانتخابي	المرشح
			
نجمة	عبد الفتاح السيسي	النسر	حمدين صباحي

fig.7: a political ad for the candidate Abdel Fattah El-Sisi with the Star as a symbol for his campaign and his opponent Hamden Sabahy with the Eagle as his symbol

As for 2018's elections; the candidate El-Sisi adopted the Star as a symbol and his opponent Moussa Mostafa Moussa took the Plane symbol.



fig.8: a political ad for the candidate Abdel Fattah El-Sisi 2018 with the Star as a symbol for his campaign



fig.9: a political ad for the candidate Moussa Mostafa Moussa with the Plane as a symbol for his campaign.

The location of Al-Gehad party has witnessed an intensive display of boards and propaganda that were voluntarily made by people and parties that were already fans of president Elsis.



fig.10: Street billboards in 2018 for both candidates

Social media and elections campaigns:

From the campaigns of both candidates Abdel Fattah Elsis and Hamden Sabahy we find that they brought massive eruption over the social media, where the campaign of Abdel Fattah Elsis claimed that their candidate is contacting his supporters and answering their questions upon the hash tag #ta7ya_masr, also Hamden Sabahy's campaign launched hash tag on Twitter #ask_hamdein. In 2018, the elections campaign for President Abdel Fattah Elsis launched the hash tag #hankamel_7elmna on twitter.



fig11: hashtag on twitter for the candidate Elsis in 2018 elections

Research results:

- 1- The main function of a political advertising is making a strong and direct impact on the attitude of the voters.
- 2- Political advertisement is an important and successful way to introduce the candidate, as it offers a mental image within the recipients.
- 3- Elections symbols are a basic communication element in political advertisement, as it facilitates the identification of the candidate during the voting process.

- 4- Political advertising industry has developed sine the 30th of June 2013 revolution.
- 5- Political communication studies are essential in designing a political advertisement.
- 6- Political advertising is an important and effective part of the elections campaigns.
7. The simpler the political advertisement is the easier its message is delivered.

Research recommendations:

- 1- The necessity of developing the curricula studied in the faculties of art and design in order to give way to study the elements of political advertising thoroughly which by turn leads to more creative designs, taking into consideration the world wide innovation in political advertisement ideas and designs, and that a political advertisement is considered an essential part of the electoral process.
- 2- Advertising agencies should be more creative on designing political advertisements, accordingly make the election campaigns more successful.

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