

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

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Abstract:

The revolutions at some point are considered a kind of civilizational renewal to give the scene a historical moment that gives people the euphoria of political victory, social empowerment and economic sufficiency. Therefore, the popular protests came out against President Mohamed Morsi on June 30, 2013, and the subsequent move to topple him on the third of July of the same year, and through a popular revolution that the Minister of Defense responded during the Morsi era, Field Marshal Abdel Fattah El-Sisi. The Egyptian presidential elections for the year 2014 are the third multi-presidential elections in the history of Egypt and the second presidential elections after the January 25 revolution. The Egyptians elected in this election the sixth president of an audience The Arab Republic of Egypt. Field Marshal Abd Al-Fattah Al-Sisi and Mr. Hamdeen Sabahi were able to run.

Under a system that is universally described as a socially acceptable system from all spectrums of the Egyptian people to serve all Egyptians, a system that succeeded in all files internally and externally, and Egypt was portrayed as the militarily strong, the internally strong, the country of institutions that operate according to the principle of separation of powers, the expressive parliamentary For all the spectrums of the Egyptian people, which have impartial judicial powers, that do not accept interference in its internal affairs, promising economically religiously, socially interconnected, promising culturally and educationally, emerging in all fields in the future, the door for candidacy for the 2018 presidential elections has been opened to be Dimensions multi-party elections in Egypt's history and the third presidential elections after the revolution of January 25. Mr. Abdel-Fattah El-Sisi and Moussa Mostafa Moussa were able to run as candidates.

The political declaration is considered one of the different and different forms of communication messages, through presidential election campaigns in which each candidate seeks to show his political program and its goals by using different communication means, for the main goal: to win the votes of the voters.

Key words:

Advertising - Political – Presidential Campaigns.