

The Effect of Media Literacy on digital Ads

Prof. Najwa Yahya Al-Adawi

Former Head of the Advertising Department - Faculty of Applied Arts - Helwan University

Prof. Rania Farouk Abdel Azim

Professor, Department of Advertising - Faculty of Applied Arts - Helwan University

Researcher. Sahar Syed Ismail

Master's degree at the Faculty of Applied Arts, Department of Advertising

ssahar175175@gmail.com

Abstract

As per the unprecedented development and growing of the Media, the visual designs and concept become one of the success keys in the Marketing campaigns. The Media and its channels have played an important and effective role in our daily life, and these channels have become an important platform for advertisers to reach large audiences with low cost.

The Media channels are essentially dependent on visuals designs, thus visual literacy become a very important knowledge for dealing with the advertisement and has an impact on the nature of its components to be suitable. This new progress in advertising create a new kind of ads called "digital ads". The aim of this research was to develop a conceptual framework regarding how visual imagery and design in advertising combining in the digital ads and how the Media literacy can influence the designs of the ads to help them to reach the required targets. The visual designs in advertisements play a major role in influencing and swaying the audience's perceptions if the audience has the ability to read and understand the ad's message

This study tries to emphasize the necessary visual vocabulary and the advertiser's knowledge of the different types of digital ads, the difficulties that face them and how to overcome them, clarifies the expected advantages and how to reach the desired effect on the market.

Keywords:

Media Literacy, Digital adverting, Advertising literacy skills, Advertising literacy, Rhetorical literacy.