

Body language in advertising design under the Corona pandemic

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Abstract:

After millions of people have woken up to talk about a mysterious virus that could rob human lives, many has underestimated the matter, and no one imagined that the virus would turn into a nightmare chasing everyone for an unknown period of time. In addition to the fear of infection, quarantine and social separation contributed to the increase in the state of anxiety. Forced locking down between the walls of the house for several weeks, is an unusual matter that causes many problems and mental disorders, especially in communicating with others. The corona virus not only steals people's lives, but also physical behaviors, which help to show sympathy for others and alleviate their suffering.

Before the development of technology and the creation of emojis via social media, humans were mainly dependent on body language, as 55% of communication is through body language, 38% is through tone of voice, and 7% is through words. But, the coronavirus causes stripping us of the emotional closeness, which we sometimes need when are feeling weak, alone, or afraid. Today, we are having difficulty seeing facial expressions and body movements, due to the wearing of medical masks and social distances.

Even the advertising ideas have differed during the current period, through the reliance of most companies on their vision of social responsibility, including awareness of the taken measures to protect from the Corona virus, social separation, and others. Advertising companies have turned to alternative solutions for photographing the advertisement in the current period to prevent accumulation during filming by the precautionary measures to confront Corona, including photographing via mobile phone or photographs of body expressions, then making montages for them and designing the advertisement. This crisis worked on taking care of different directions in the field of advertising, especially in the language of the body, and communicating the advertisement idea to the recipient in line with this period.

Keywords:

Corona-Body Language-Advertising.

Research Importance:

- The importance of the research appears in the changes brought by the Corona pandemic through body language in advertising design.

Research problem: The research problem is summarized in trying to answer the following questions:

- 1 - What is the importance of studying body language in advertising design?
- 2 - What changes did the Corona pandemic make in advertising design through body language?

Research Aims:

The research aims to:

- 1 - Study the importance of body language in advertising design.
- 2- Knowing what the Corona pandemic has changed in advertising design through body language.

Research hypotheses:

The research assumes that:

- 1 - Body language in advertising design has a major role in communicating the advertising message effectively.
- 2 - The Corona pandemic brought changes to the design of advertising through body language.

The search limits:

Objectivity limits: Body language in the advertisement (to include facial expressions and body positions).

Time limits: From the beginning of the appearance of the Corona virus (February) until (July 2020).

Spatial limits: Through a set of advertising forms using body language locally and globally before and after the period of the Coronavirus.

Research Methodology: Descriptive method for analyzing and describing some advertising forms submitted before and after the period of the Coronavirus.

Search Terms:

Corona Virus: are a wide range of microorganisms that may cause disease in animals and humans, and they are known to be viruses. The newly discovered Coronavirus causes Covid-19 disease. CORONA VIRUS in Arabic means wreath or crown-aura, the name is due to the distinctive appearance that appears under the electron microscope due to the presence of villi of surface protrusion, which gives it an appearance in the form of a king's crown or solar aura. The outbreak began globally from the Chinese city of Wuhan and then moved to other countries all over the world.

Body language: It is a language of communication based on the expressions of the body and it is a science that studies non-verbal communication methods. It is a non-verbal language, and it is any apparent movement of either the entire body or part of it, such as eye movements, facial expressions, movements of hands and legs, curves and signals, either by the head or the trunk, which a person uses to communicate a specific message to the other.

Advertising: is a personal communication process through public means of communication by advertisers who pay a price to deliver certain information to groups of consumers where the advertiser encloses his identity inside the advertisement.

Introduction:

The feeling of fear and anxiety caused by the spread of the Corona virus is normal during this period, but it must be overcome in order to avoid any negative psychological effects that may result from that period, so the field of advertising addressed the community with the precautionary measures and the necessity of the commitment of citizens to stay at home to protect themselves through ads based on body language in communicating the advertising idea in a new way to relieve the psychological pressures caused by the Corona pandemic. No matter how the designer of the ad excelled in choosing spoken phrases, they cannot give or communicate the meaning clearly and completely to the recipient unless they are reinforced in another language that relies on signs, movements, and symbols to reach the speed of response to an advertising message, which is the body language. The ads during this period raised the slogan "Stay at home" in line with current events. Ads are always looking for and focusing on a certain social value. Because of this crisis, most of the advertisements are centered around the idea of home and family, and the focus was on the values of staying at home, the importance of enjoying with the family, and the ability to have fun and entertainment, but at home.

The meaning of body movements at the advertising:

The content of the advertisement focuses on arousing the emotions of the recipient because it is more effective and faster in reaching the response of the recipient this way, the advertiser usually searches for everything that speeds the process of arousal to reach its goal by directing consumer behavior, one of these methods that are used in advertising is body language, in communicating the advertising message. The goal of the advertiser is to convince the consumer of the importance of his/her commodity by any means, the most informative messages that use the non-verbal language are the advertising messages because the advertisement has certain characteristics, the first of which is the short time space, which is not sufficient to communicate the idea of the ad through the verbal language only, so the designers used this Language out of the predicament of time and effort.

The body language consists of a group of elements: the posture of the body, and facial expressions, which are organized together to form a communication channel that conveys the meaning that each of these elements carry to other people, "where messages are passed through body language to other people."

1- Facial Expressions:

The first thing we notice in a person is his face, the face is one of the sources of information that we obtain to form judgments about this person, and facial expressions are part of this information that we obtain. Facial expressions are a form of verbal communication, and they are one of the primary means of communicating social information among humans. Facial expressions clearly express the person's internal feelings and emotions and help to communicate these emotions quickly and flexibly to other people. Facial expressions play an important role during the process of communicating with others, and studies have confirmed that there are six basic facial expressions: Surprise, Happiness, Anger, Fear, Sadness and Disgust,

Surprise:

Surprised expressions are highly distinctive and are usually formed of elevated brows and a raised upper lip.

Happiness:

Happiness can be communicated by a single facial movement, which occurs when the corners of the lips are pulled into a smile.

Anger:

Researchers believe that pressed and tightened lips are the essential signifiers of anger.

Fear:

Fear is formed of subtler facial movements and is often communicated by the movement of eyebrows.

Sadness:

Sadness can be shown by a combination of eyebrow movement, depressed lip corners and a partial deepening of the nasolabial furrow, also known as smile lines.

Disgust:

Either a wrinkled nose or a raised upper lip can signify an expression of disgust.

Advertising under the Corona pandemic through facial expressions:

In light of the outbreak of the Coronavirus, many countries have obligated their citizens to wear masks from the World Health Organization, the features of the hidden face have spread and contact among people has become prohibited, because the muzzle placed a barrier between the speaker and the second one, and weakened communication ; One of the researchers stressed that the muzzle increased the body's movements so that a person can communicate his information to the other person, due to the disappearance of the parts of the face responsible for the expression that put them from communication and renew the conversation between the two without rest.

It is known that advertising design always wants to express the spirit of the times, and in the time of Corona advertising companies were forced to acclimate to reality and abandoned ads that violate and urge adherence to them, so advertising companies tended to pay attention to different directions in the field of advertising, especially in body language and communicate the advertisement idea to the recipient to accompany this period.

The Posture of the Body:

The position of the body is defined as the position and direction of specific parts of the body, such as bending the upper part to the front or back, or placing the hands in the pockets, or sitting and placing the feet on top of each other, or the contact to show emotion and others, it is also very important in communicating with others, so all parts of the body have their own language as the following:

1- The Arm language:

- Opening the arms to signify the desire to take the other side with hugs, in order to indicate longing and welcoming.

Opening the arms while placing the body in a state of relaxation to signify rest and relaxation.

- Shake the arms straight forward and backward, or place them upward to indicate joy and euphoria.
- Extend the arms forward to ask for help and aid.

2-The finger language:

- To indicate a specific direction: the finger indicates a direction or something.
- For smoothness and roughness: touching things with a flatness in the face to indicate smoothness, or touching things with resentment of the face to indicate roughness.
- For peace and welcome: shaking hands with the other side by supplying the hand.
- For determination: The five fingers were firmly attached to the palm of the hand and are being rocked more than once.
- Praise and salutation: by placing the hand on the forehead tilted.

3- The Leg Language:

- When the man is running, this indicates: vitality and activity.
- If the man was in a fast walking situation, this indicates: the speed and the speed of something. As for hitting things with the foot, such as a ball and others, it indicates: strength.
- And when a woman shows her leg when she is soft and beautiful, then it is an indication of: the beauty of the body.
- When one is jumping, this indicates joy and freshness.

4- The position of the body in general:

- The body is in a resting and sleeping position with no naps: to signify relaxation.
- The body is in a curved position with wrinkles and white hair: indicating aging.
- Stand in a position when the body is straight and steady in one place: to indicate readiness.
- When the body moves in all situations, such as jumping, running, skipping in the air, with a wide smile and a glow in the eyes: to indicate activity and vitality.
- When the body is in a state of relaxation, with signs of happiness appearing on the speaker's face, with an emphasis on obtaining the desired gains: indicates success, trust and victory.

COVID-19 has already changed every plan that the advertising companies set for themselves, and may have canceled many advertising ideas that could not be appropriate for the current situation, as the whole world turned upside down and new and different conditions were imposed, so the advertisement quickly went into production of New Ideas to take advantage of the current situation, so that the body language differed in the design of the advertisement in this current period, either with facial expressions or with the positions of the body as a whole.

Results:

The researcher came through an analysis of some models based on body language the following:

- 1- Good use of body language expressions in advertising design is one of the most important factors for visual impact on the recipient, attracting his attention and provoking his interest.
- 2 Diversity in the use of physical expressions in the design of the ad increases the ability of the advertisement to draw the attention of the recipient and emphasize the meaning.
- 3- Making

changes to the design of the advertisement significantly during the pandemic period compared to the period that preceded it through body language (from facial expressions and body positions). 4- Facial expressions are more effective and expressive than other parts of the body in expressing the ad idea, before the Corona pandemic period. As for the pandemic period, hand signals, other body parts, and physical orientation are more effective in advertising design.

Recommendations:

The researcher recommends the following: -1 importance of studying the body language and its significance for employing it in designing the advertisement in a manner appropriate to the message. 2- Working to raise the awareness of advertisers of the importance of body language connotations in advertising design. 3- Seek to develop design ideas and methods based on body language to express the advertising idea in an innovative way, and that suit the different circumstances of society, to achieve success between the advertising message and the recipient. 4- The designer must be familiar with the different conditions of society and be creative about what is needed through body language in the design of the advertisement.

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