

Body language in advertising design under the Corona pandemic

Prof. Atiat Mohamed El gabry

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

gabry.at1@gmail.com

Prof. Samar Hany Abo Doina

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

dr.samarhany@hotmail.com

Researcher. Yosra Mohamed Abd El-Hamid

Graphic Designer - Egypt

Yosramohamed610@gmail.com

Abstract:

After millions woke up to talk about a mysterious virus that could rob human lives, many underestimated the matter, and no one imagined that the virus would turn into a nightmare chasing everyone for an unknown period. In addition to the fear of infection, quarantine and social separation contributed to the increase in the state of anxiety. Forced closures 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 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 distance.

Even the advertising ideas differed during the current period, through the reliance of most companies on their vision of social responsibility, including awareness of measures to prevent 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.