

## Enhance family relations in light of the Corona crisis (COVID 19) through advertising messages

**Prof. Samar Hany Abo Donia**

Professor of Design, Department of Advertising - College of Applied Arts

[dr.samarhany@hotmail.com](mailto:dr.samarhany@hotmail.com)

**Assist. Lect. Ranya Ezzat Amin**

Assistant Lecturer, Graphic Department, October University for Modern Sciences and  
Arts (MSA)

[Rania.designer@gmail.com](mailto:Rania.designer@gmail.com)

### **Abstract:**

Advertising has a major and vital role in our society, and it has a major role in changing societal behavior, whether at the family or community level. In the light of the Corona crisis, the ads have changed in terms of the advertising message presented to the recipient, and we notice the manifestations of the change in family social relations in society and the change in the advertisements provided to the recipient in the light of this crisis., and we will discuss these methods in research.

According to the World Health Organization, the Coronavirus is a virus that causes common cold and severe acute respiratory syndrome, and this spread has been reduced by imposing individual household quarantines. In light of this crisis, we notice the change in the content of advertisements, so most ads have confirmed in their content the commitment of individuals to stay at home, and provide ideas for how to communicate with family members during the period of home quarantine, which led to the strengthening of family social relations. The research focused on activating the role of advertisements and their advertising messages to enhance social and family relations in the light of the Corona crisis, through research and analysis of a selected sample of advertisements and by doing a questionnaire on a group of recipients by displaying ads using methods It is paid by the unconscious incentive and measure the effectiveness of these methods, which are paid by the unconscious incentive at the recipient of the advertisement.

which are paid by the unconscious incentive at the recipient of the advertisement.

### **Keywords:**

Corona, family relationships, advertising message, subconscious stimuli, recipient behavior.