

## **Stereotype and Social Meaning in TV Advertising**

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### **Introduction:**

Advertising is part of shaping experiences of the recipient through advertising ideas that include cultural content that helps to draw a mental image for him/her about the advertised product. The recipient creates his mental image of things and people through direct and indirect life experiences to which he is exposed, and a message from the messages is responded to as a result of the interaction that occurs between the symbols that this message carries and the mental image formed from the recipient's previous experiences.

Due to the increasing entry of new products to the market on daily basis, the need to rely on advertising has increased, considering that it makes the difference within the mind of the recipient, in the presence of similar products in the physical form, and thus the basic function of advertising is not just because it converts the product to something different from the competing products but helps to focus on the added value achieved by the product, and thus the product becomes the choice of recipient based on human social meaning. Hence, the idea of the research is studying the concept of social meaning and its effect on the stereotype of advertising.

### **Research problem:**

The problem of research is to answer to the following question:

How can changing the stereotypical image of social meaning in advertising contribute to drawing a positive mental image of the advertised product?

### **The importance of the research:**

The research is interested in studying the stereotype and social meaning in the ad and its impact on the mental image of the declared product.

### **Research objective:**

The research aims to emphasize drawing a positive mental image for the advertised product by changing the stereotype and the social meaning in the advertisement.

### **Research Hypothesis:**

The research assumes that by changing the stereotype in the ad, it contributes to building a positive mental image of the advertised product.

### **Research methodology:**

The research follows the descriptive and analytical approach in describing the subject of the research by limiting the theoretical framework associated with the subject of the research to an analytical study of a set of local television advertisements and the inference of the results.

**Search limits:**

**Objective limits:** Analysis of advertising models of the concept of stereotype and social meaning in the construction of the ad message in the television ad.

**Temporal Boundaries:** Analysis of a range of local TV commercials from 2016 to 2020.

**Search terms:**

**Stereotype :**A set of links that link a target group to a series of descriptive properties.

**It is referred to as the stereotype in the research:** it is the stereotype of advertising of different products and services, which has become a stereotype of advertising messages for these products without distinguishing one product from another.

**Social Meaning:** A social is a word that refers to the world around us and to people's interactions and coexistence with each other.

**Mental image:** A process of "knowledge", with cultural origins based on the direct and indirect "perception" of the characteristics and attributes of a subject (individual, group, or community), the formation of emotional attitudes towards it (positive, negative) and the resulting visible or mystical behavioral orientations within a particular community.

**It means the mental image in the research:** it is the idea formed by the mind of the recipient on the subject of the advertisement, and gets the formation of the image through the experience of the recipient and its exposure to the ad message either directly through his five senses or indirectly via the media communication.

**Theoretical framework for the research:****First: the concept of stereotype****1- Stereotype**

The term "Stereotype" is a big part of our daily conversation.

The origin of the stereotype is based on two Greek words, where the word "stereos" means "solid", and the word "types" means "models", a copy or image to be emulated, the stereotype is defined as a set of links that link a target group to a series of descriptive characteristics.

**2- Social Stereotype**

Social stereotype is a way of recognizing phenomena and behaviors that are often repeated and formed in the process of personal development where stereotypes are determined by the degree of socialization of the individual, the collective impact, traditions, as well as their own experience where they are unanimously proven by members of society with the direction of a subject.

**3- Gender Stereotype**

Defined as an exaggerated generalization of the qualities, natures and differences of a particular group based on their social type, these stereotypes create prejudices for traits associated with a particular gender, when in fact they are qualities that can exist in all human beings of different social types.

**4- The theory of meaning in advertising**

The theory of meaning in advertising design is an advertising strategy based on drawing a mental image of the recipient through language (adding a new meaning to the brand) to convince the recipient not only to make the purchase decision but also to establish a recurring pattern (the behavior of the recipient) through mental contacts to guide the thinking and decision to buy from the point of view of the recipient of a particular product.

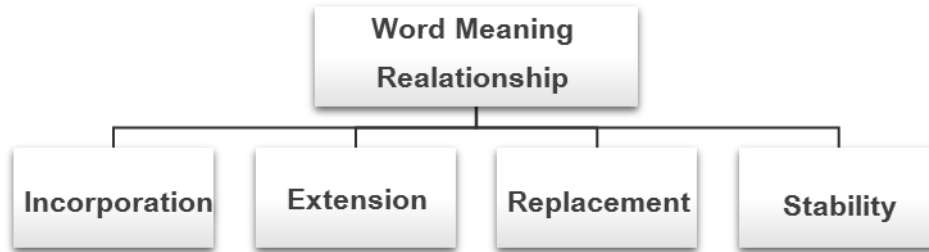


Chart (1) word-meaning relationship

## Second: Social meaning in advertising

### 1. The concept of social meaning

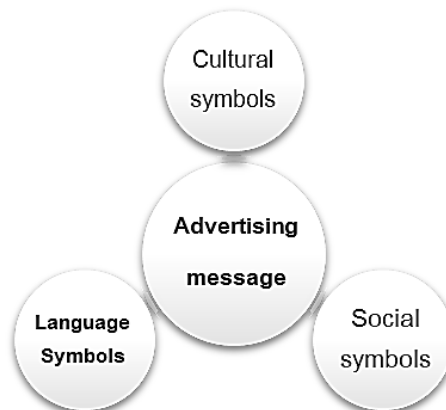
A social word refers to the world around us and to people's interactions and coexistence with each other. When the recipient is exposed to the ad he thinks about the characters presented by him and comes close to them and merges with them to make an impression on them as the characters presented in the declarations, where they affect the recipients, the media of advertising inform us about the cultures and social issues that a few of the public can touch directly, so we rely on the image provided by the ad as a guide to build our social reality.

### 2- Production of social meaning in advertising

While the public and clear objective of advertising communications is to promote products (goods and services), they have evolved significantly in the postmodern era, and have become a means of social influence with symbolic meanings that deal with roles and social relationships within society.

### 3- Social meaning and building the advertising message:

Advertising messages include three types of symbols that contribute to the meaning of recipients, and these symbols are cultural symbols, social symbols, and language symbols.



Ad messages and icons Chart (2)

### 4- The recipient and the creation of meanings expressing social identity

The meanings that advertising messages try to focus on are influenced by the social, cultural and historical backgrounds of recipients, there is not one dominant meaning, but multiple meanings according to what everyone understands.

Advertisers make it easier for recipients to understand the meaning of advertising messages by changing the stereotype of social meaning in advertising, supporting the image of the products and drawing a positive mental image of the advertised product, and the class discrimination in advertising negatively affects the brand such as the Madinty Compound.

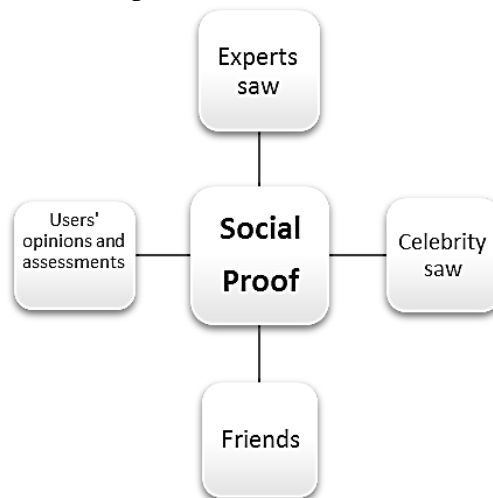
### 5- Social meaning and its application in advertising

When linking trademarks to a meaningful social sense and executed in a recipient-related manner, this is what distinguishes the brand from any other brand and may create a positive mental image of the advertised product.

### 6- Social Proof and its use in advertising:

The Social Proof is a marketing concept that indicates the excellence of the product or service that is promoted and is worth buying, because there are former customers who trusted the product or service and purchased it.

Several tools can be used to enhance the power of social directory, such as displaying the opinions of experts (doctors in toothpaste advertising, industry leaders, celebrities, athletes, and football players), regular users of the product and friends.



Tools to enhance the power of social evidence Chart (3)

## Third: An analytical study of advertising models

### Introduction

After presenting the previous theoretical framework for the subject of the research, a collection of advertisements was compiled showing the concept of social meaning and the stereotype in the design of the ad message to solve it and to identify a set of results through which the recommendations of the research can be developed.



Figure (10) Sprite Egypt ٢٠١٧

1- Type of Advertising	Tv AD
2- Product	Sprite Egypt
3- Agency	FP7/CAI
4- Creative Director	Rami El Kerdani
5- The idea of the advertisement	<p>The basis of the campaign idea is how to change the old negative proverbs with a positive one. The ideal that others are holding you back. (is this new?)</p> <p>The campaign contains three videos, each focused on changing different traditional Egyptian proverbs.</p> <p>The announcement begins with a party where there are elderly people, young people and children and one of the ladies starts asking a young man to play music and when he starts playing the elderly get upset with the music and one of the children dances on it and admires it and then the slogan of the ad "is this new?" and shows the package of the product and it shows "Live yourself" and the example that disrupts others.</p>
6- The target group	The campaign focuses on targeting young people.
7- The purpose of Adthe	Advertising aims to break traditional roles, stereotypes and cultural perceptions by reimagining the famous traditional Egyptian proverbs and transforming them into more positive and modern meanings.
8- The stereotype in the ad	In the ad, the stereotype was broken because each generation is different from the other to enhance young people's confidence in themselves.
9- Social meaning in the Ad	The Ad works to create and convey the sufferings by relying on linguistic and visual symbols that carry cultural and social meanings, where the product has been linked to social values and meanings, and each culture has its likes and wise words that make up the minds of people, the saying circulating in society "is this new?" The social meaning of the declaration is the idea of accepting different generations and not being disturbed by the openness to new positive challenges, so the old proverbs have been changed to suit the new thought and be more positive.
10- Criticism of the ad	The advertiser facilitated the awareness of the recipients of advertising messages by changing the stereotype of social meaning in the ad, supporting the image of the products and drawing a positive mental image of the advertised product.

## Results

- 1- Advertising is a marketing activity that is difficult to unite globally to influence the culture of each society including social values, language, ethical standards, lifestyles, customs, traditions, tastes... and so on.
- 2- The recipient is looking for value and not the product, when linking brands in a meaningful social sense that is executed in a way related to the recipient, this is what distinguishes the brand from any other brand.

## Recommendations:

- 1- The advertising characters presented in advertising and the different social roles that change from generation to generation must be studied and then change the stereotype to keep up with the current era.

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