

Use of cartoon characters of Celebrities in advertising breaks to indicate the artwork

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Abstract:

The advertisement break (commercial break - advertising time), defined as the space of time devoted to advertisements and broadcast throughout the day and interspersed with one show several times. It is a sold time in which television presents to the audience a set of advertisements that intersect programs, drama and the rest of the broadcast material on the channel screen, and the break generates income Kabeerah may be the only one on which some stations depend, especially the private stations, and the design of a successful advertising interval depends primarily on the design of an attractive advertising person. This character presents the advertising message as it is formulated in a distinct idea to achieve the highest levels of influence, persuasion and remembrance.

Ad breaks refer to a specific information and data and to attempt to create a desire for the viewer to follow up and prefer the action mentioned and to boost their decision .

Ad breaks dedicated to mentioning dates of the presentation of drama, series, plays and films play a vital role throughout the day in drawing the viewer's attention to the dates of the show on the screen.

Recently, The satellite channels have tended to pay attention to the ad breaks and to enhance it with an entertaining artistic dimension in addition to their role in the announcement.

Stimulating the viewer's interest and attracting their attention during the mentioning presentation in addition to its aesthetics dimension create a positive interaction between the viewer and the artwork through creating creative characters from the same environment content their artwork with the addition of some other elements such as backgrounds, familiar decorations to the viewer, physical movements or facial expressions already known in the viewer's background and already know in advance to the viewer. about the artwork and its characters.

That elements add attractions, elation and splendor used to indicate the artwork throughout the day or the ad breaks during the broadcast of the artistic work, which is an additional attraction to mention the dramatic work displayed.

Keywords:

cartoon characters - celebrities - ad breaks