Emphasizing the role of social intelligence in advertising design

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Abstract:

The human soul in its outward existence is a collective soul that is moving with the group, a new type can be discovered between psychological reality and social reality, and when we mention the social reality, we must take into account values, customs and traditions of the community to be among the first concerns of the designer when designing the advertisement, and this relationship is called the social intelligence of the designer who must understand the values of society and adhere to the ethics of society and keep pace with social standards and the psychological state of the recipient, that the designer takes into account all the layers and characteristics of the society, that the designer feels social responsibility towards the members of the community intended by taking care of the emotional attachment to the group to which the individual belongs, that connection is mixed with concern for cohesion and the stability of the group and the emotion in the group, where the individual realizes himself during his interaction with the group and the feeling of oneness with the group. Understanding is awareness in terms of its institutions, systems, habits, values and cultural status, as well as understanding its history, without which neither its present nor its future is understood, and the individual's understanding of the social significance, what he does, and factors that affect the group, that the designer relies on originality, because originality depends mainly on social intelligence, i.e. originality. It has a great deal of connection with the customs and traditions of the community, and we can add value by our standards to the ideas that belong to us, and that the design is done in the light of sound standards and the cultural, social and moral values of the community, and its awareness of the community and its consideration of the change of social circumstance, that advertising helps to changing the recipient's attitudes and behavior, and this is what is required of the advertising designer to be aware of the psychological and social trends of the community and take into account the differences of social classes, cultural differences, customs and traditions.

Key words:
Advertising, social intelligence, the recipient

Introduction:

When achieving the concept of social intelligence in advertising design helps to make advertising successful, through which the designer can understand all the characteristics of the layers of society, take into account the customs and traditions of society, and take into account

the psychological state of the recipient when he sees the design to obtain a successful relationship between the designer and the recipient, to adopt "Designed for originality" because originality depends on social intelligence.

Through this research, the relationship between social intelligence and advertising design is identified.

Statement of the problem:

The research problem is how to take advantage of social intelligence in advertising design and its relationship to society.

The research problem also lies in answering the following questions:

1- Is there a relationship between social intelligence and advertising design?

2- Is it possible, by supporting the relationship between social intelligence and advertising design, to deduce new intellectual premises?

3- What are the implications of taking into account social inequality?

Research aims:

1- Recognizing the relationship between social intelligence and advertising design.

Research importance:

Is to how to benefit from the concept of social intelligence in advertising design and its relationship to society.

Research hypotheses

The search assumes: When applying the concept of social intelligence in advertising design, it helps the success of the advertisement and achieve the goal of the advertisement.

Research Methodology

-Descriptive method

By explaining advertisements related to community issues.

Analytical study:

Below is a review of some advertising models for community issues.

Figure No. (3,2) Advertising campaign for donations.

The relationship between design and social intelligence	Advertising Concept
The designer relied on the use of a photograph, through which the designer achieved the concept of social intelligence due to his sense of problems of the society, that the individual puts himself in the place of the other, feeling affection for the other.	An advertising campaign for the Egyptian Food Bank and the Orman Association for all classes of society, especially the middle and upper classes, as the responsibility rests with the community to ensure the needy. The solution is community participation, the designer resorted to using the visual image, one of the most important elements of the advertisement, which is the largest psychological indicator for the recipient.

Announcement of the campaign of violence against women:

Figure (4 and 5) announcing the campaign of violence against women

The relationship of design to social intelligence	Advertising concept
The designer used social intelligence in the idea of the advertisement that appears in the morning in one way and then at night in another way to clarify the idea of the advertisement, because violence is an endless cycle.	An advertisement at the top of the October Bridge (2015) in the morning, the advertisement will be of a normal shape and have one picture of a girl and it says, "Once upon a time a princess loved a prince... Do you know this story?" And sure, we all know it... Love stories happen every day and there is nothing strange. At night, the advertisement shows signs of beating and bruises on the girl's face, and it appears that when the advertisement is shown, the message appears in full: "Once upon a time a princess loved a prince... Do you know this story?" Violence against women is a crime punishable by law", Matsktosh (don't be silent)."

Research results:

1- Benefiting from the application of the concept of social intelligence when designing advertisements, which helps in the success of the advertisement.

2- Taking into account the social disparity helps to facilitate the understanding of the advertisement.

3- The successful management of the organization from the perspective of social intelligence is based on building a social value for the advancement of society in terms of ideas and behavior.

Research Recommendations:

1- The research recommends that those in charge of educational institutions specialized in the field of advertising try to study social intelligence and its relationship to advertising design.

2- The institutions specialized in the field of advertising should bear in mind that one of the design goals is to develop the society in terms of knowledge and behavior.

3- The designer must take into account all the patterns of society and follow up on all that is new in the specific employment trends.

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