

The exciting Design compositions of Sociological emotions and their importance in awareness posters.

Dr. Mervat Rasem Amin Mahmoud

Lecturer of Design department - Faculty of At Education -Helwan University- Egypt.

Merv519@gmail.com

Research introduction:

Sociological studies indicate that the advertising poster serves many different areas of life, as it reflects the extent of the civil and civilized recovery of the society and plays a very important educational and awareness role. It is one of the important means that directly influence the receiving audience, and the importance of the awareness poster lies in its functions. The various social, which contribute to the processes of education, awareness and education for the individual and society in all its sectors.

The awareness poster contributes to serving and educating the community. As he searches for negative phenomena, habits and behaviors in society and tries to present his ideas and solutions. And he began to transform this goal into awareness-raising strategies and advertising campaigns that broadcast appropriate messages for each age and social group of society, to influence the largest possible percentage of addressing this phenomenon or problem.

We conclude from the foregoing that using the awareness poster to spread awareness of social issues is only a means to preserve the environment and members of society, identify its problems, and realize the role it can play. The more clearly he realizes this, the more positive and quick the reaction will be. Especially when he realizes the risks for him and all members of the community, and tries to mitigate them by changing his wrong behavior towards the community. When the advertising message is directed and loaded with accurate information and real concepts, it appears in clear images, and its impact is more than we expect.

Research problem:

Therefore, the research problem can be identified in the following question:

What is the possibility of benefiting from the design formations that provoke social emotions in enhancing the cultural content of social awareness posters?

Research Objectives:

- Confronting some behavioral manifestations in society, whether these are benign behaviors that are intended to be implanted and reinforced, or reprehensible behaviors that are intended to be combated and resisted, such as bad morals and shameful behavior through social awareness posters.
- Employing the expressive and symbolic capabilities of the design formations that provoke the sociological emotions of the receiving audience.
- Positive impact on the behavior of specific social segments and their guidance to healthy societal values and purposeful developmental behavior.

The research importance:

- **Theoretical importance:** The theoretical importance of the research lies in shedding light on the designs of awareness posters, depending on the emotional and sociological impact on the receiving audience.

- **Practical importance:** highlighting the role of the awareness poster and its importance in contributing to solving community issues. Emphasizing the role of the poster as a means of communication aimed at conveying the values, trends, behaviors and proper manners of the receiving audience.

The search limits:

- Objective limits: design formations that provoke sociological emotions in social awareness posters.

- Spatial boundaries: limited to samples of social awareness posters, Arab and foreign models.

Time limits: These models were published in the period between (2011 to 2017).

Research Hypothesis:

The researcher assumes the possibility of benefiting from the knowledge content of the design formations of the awareness posters that provoke the social emotions as an entry point to contribute to solving problems and societal issues.

Research Methodology:

The current research follows the descriptive approach to highlight the importance of the role that the design formations that provoke sociological emotions play in the cognitive content of social awareness posters to achieve the objectives of the research.

Theoretical framework:

First, the research deals with the theoretical framework through the following axes.

The research is based on four main axes:

- First: Design compositions
- Second: Sociological Emotions
- Third: social awareness posters
- Fourth: the descriptive and analytical aspect

Second, the experimental framework:

It includes an analysis of samples of social awareness posters, whether Arab or foreign.

First, the theoretical framework:

First: the design composition.

Design: It is the organization and coordination of the sum of the elements, or the internal parts into a coherent whole of the productive thing - that is, the harmony that combines the aesthetic and utilitarian aspect at one time.

Composition: It is the linking and pairing of all the elements of the artwork in order for the designer to reach the shape he wants or aspire to reach in order to express a coherent aesthetic state of a specific subject.

Design compositions:

It is a systematic process of organizing the whole by arranging its elements to achieve meaning in an orderly and coordinated manner, so the design formations are an organization of the foundations and visual elements in a coherent whole unit of interconnected relationships to achieve various visual, expressive and emotional goals, and the organization in itself represents the comprehensive formation through unity, integration and balance between the elements of visual design, and the purpose of design is to achieve effects that have an expressive value with aesthetic dimensions that represent a tangible culture that is based on the elements and foundations of design (design compositions).

The first point: basic elements: it includes planning and drafting of the elements and vocabulary in a manner consistent with the structural construction and achieving aesthetic and spectral values such as: (photographs - representational forms - symbolic forms - drawings).

The second point: formal elements: they are divided into:

- Design elements: (point - line - shape - composition - space - texture - light - color).
- Basics of design: (movement - balance - contrast - unity - proportion - simplicity - repetition - emphasis - sequence).
- Formal relationships: (Seam - Transparency - Overlay - Overlap).

Technical methods: The research deals with this point in detail because of its importance in the subject of the research, which is (penetration - combining imagination and reality - exaggeration - reduction - deletion and addition).

The third point: emotional aspects of the subjective and emotional aspects of the designer.

The poster as a work of art includes any flat area in which the artist's hand draws lines and shapes in which his spirit and emotions can give the artwork colors, including the values, ideas and goals contained in his mind. You speak with the connoisseurs in the language of sight. Translating for them the artist's feelings, feelings and opinions in a certain period of time, it is the product of a joint and coherent mental and emotional work. Each of them is a way out of the other, and complements it in a continuous circular motion, for it is neither a purely emotional deduction nor the production of a purely rational action, but rather the product of the fusion of both.

Second: The second: Sociological emotions in the light of design thought:**Definition of Sociology:**

Sociology is the science of sociology, the study of the social life of humans, whether in the form of groups, or societies. It is also the science of the study of social interactions. It is a relatively new academic orientation that developed in the early nineteenth century and is concerned with the social rules and processes that bind and separate audiences not only as individuals, but as members of groups. It is a science that studies human behavior and interaction, which appears in the relationship of individuals to each other, as it is concerned with what happens between people, and the activities they practice between each other, and the relationships that grow and develop among them, as it is concerned with maintaining those links.

Sociology areas:

It includes a wide variety of topics as it deals with crime, religion, family and state, divisions in society, and social classes. Sociology also studies the causes and social consequences of many things, such as: love, racial identity, deviant behavior, aging, family problems, and studies poverty, wealth, schools and education, and analyzes many phenomena such as: population growth, migration, war and peace, and economic development.

Emotions: A person's life is in constant flux and permanent change, so his life does not go on at the same pace, or in a single pattern. A person feels love sometimes and hate at other times, and he feels security and tranquility at times and fear and panic at other times. We are experiencing multiple emotions, some of them are violent and strong as a thunderbolt, they explode suddenly without warning, some of them begin as mysterious and precious things that swell and branch out. These emotions have a great impact on our lives, as they determine the type of life and its color whether bright or sad and gloomy. Emotion has a great value for designers, especially in their interactions with the social audience, as it helps to understand their messages to others, and thus deal with them, and helps others to realize and understand what designers are aiming for and what they want to express. Emotions increase the emotional charge that helps the individual respond, face situations and interact with them.

Because it affects our well-being.

1- Emotion consists of three aspects:

The aspect of subjective feeling (emotional experience).

B - An external aspect (behavioral responses).

C - An internal physiological aspect (physiological responses).

A- The subjective emotional aspect tells the excited person alone, and it varies from one emotion to another according to the type of emotion, and this aspect is inferred through the verbal report made by the emotional person.

b- The external, visible side, which includes various expressions, movements, poses, words and gestures that are issued by the passive person, such as smiling, screaming, sighing, frowning, crying, and moaning. This is the aspect that we usually judge on the type of emotion in others.

C - The physiological aspect includes internal changes. The previous three aspects show how the emotion is general and includes the whole individual.

2-Emotion is a prominent emotional state because it is followed by a state of stillness in which the movements are regular, the features are harmonious, and the thinking is calm. It is evidence that the harmony that was achieved between the living organism and its environment has been threatened, disturbed and lost, due to the inability of mechanical actions to confront the sudden change or unexpected difficulty of the current situation. As well as the inability to think about finding a quick solution, which cannot be postponed, given the urgent demands of the situation.

3- Emotions from a psychological source, because the organism perceives the stimulus to which it is exposed, that is, it gives meaning to the sensations received by its nervous system. When the individual realizes the stimulus to which he is exposed, he issues a judgment on him,

whether the stimulus is pleasant or unpleasant, beneficial or harmful. The individual's issuance of this judgment is influenced by the previous experiences he was exposed to in his life.

4- Emotion is a complex emotional state because it consists of several components: awareness of the emotional situation, internal physiological changes, external physical changes, emotional experience, and compatibility with the emotional situation.

Components and stages of sociological emotion

Components: Emotions, like other psychological phenomena, consist of a mixture of components of different types, which are:

1- Biological components: They include genetic factors, genes, nervous factors, and endocrine secretions.

2- Cognitive components: It includes cognitive aspects, such as language or verbal signals, non-verbal components such as body language, perception, memory, and non-cognitive aspects such as motivation.

3- Environmental components: they include physical and social factors.

1- **Awareness of the emotional situation.** When we encounter a stimulus, our senses transmit to the mind signals specific to this stimulus, and the mind translates these signals and gives them a specific meaning, that is, it perceives the stimulus that is in front of it, or that is exposed to it. The stimulus here is the design formation in the awareness poster that it discusses a social issue.

2- **Internal physiological changes.** When an individual encounters a stimulus that provokes anger, the heart rate and cycle increase, and this is accompanied by an increase in the amount of blood that the heart directs to parts of the body. The secretion of gastric juices decreases, digestion stops, bowel movement stops, sweat glands increase activity and salivary glands activity decreases.

3- **External physical changes.** During the emotion, there is a change in the facial features, such as smiling and laughing in the case of joy and frowning the forehead in the case of anger. The body shape also changes, such as the stiffness of the feet or the intensity of clenching of the hands during fear. There is also a clear change in the tone of the voice. In the case of anger, the tension increases, and the voice becomes louder and louder.

4- **Emotional experience.** When emotional, the individual realizes his emotional state, such as fear, anger, love, and so on. The individual's awareness of the exciting situation and the internal physiological changes have an impact on the formation of the emotional feeling or the emotional experience that makes up the emotion.

The emotional experience is a subjective matter specific to the individual, and he does not share it with others when facing the exciting situation, given the different experiences of the individuals and their different perceptions of the situation and the meanings that they imbue them with.

5- **Compatibility with the emotional situation.** Correspondence with the emotional situation means the response that the individual makes to confront the emotional stimulus, which would restore the individual's balance, so his tension fades and he restores his calm again, and he becomes able to carry out his normal activity.

Third: The third point: Social awareness posters

Definition of the poster: Poster art is one of the fields of visual arts, where posters are one of the means that contribute to achieving social, economic, political, and cultural goals. The poster is one of the means of communication and advertising. It is easy to display anywhere and anytime to convey a brief visual message to the recipient through two main prongs. They are its structural structure (design formations), and its intellectual content (that provokes sociological emotions). If these two parts have strength, simplicity, and attractiveness, we make the recipient read and understand it so that he has achieved his goal in delivering his message through the most important channel of communication, which is visual communication.

The posters do not depend only on art and communication skills, but they also depend on psychology and sociology because they do not address the masses and individuals, but rather address their minds, instincts and acquired innate motives, conscious and unconscious, and address their desires, emotions, and inclinations, as was previously explained in the emotions. Accordingly, sound logic, clear argument, and the ability to persuade by using different influences are necessary, so that we can obtain the required responses, and achieve their purposes in arousing the masses to their sociological emotions and pushing them in the desired direction.

Definition of Awareness: It is the process that refers to the individual's gaining awareness about a matter or certain matters, and his insight into the various aspects surrounding it. These are the positive efforts undertaken by one or more persons for the purpose of contributing to the growth and protection of the community without any compensation.

Awareness Posters: It is concerned with issues of political, ethical, environmental, and social guiding dimensions used by non-profit institutions, bodies, and organizations as a smart way to persuade the recipient to abandon a certain behavior he is accustomed to or to shed light on a phenomenon and try to treat it. As for the International Business Administration Glossary, it defines it as the advertisement that garners the most attention from the recipient and provides him with enough information that affects him mentally and emotionally.

Social Awareness Poster: Awareness is considered one of the most important advertising goals that are unique to awareness posters. It is based on directing the individual and raising his awareness in certain areas to ensure his safety from dangers and diseases, and with the emergence of the term social marketing, which was called awareness ads at the beginning of the seventies which used the media to promote positive human ideas and values in an attempt to restore balance to the social system and to the stability of the individual's psychological and social life. Advertising campaigns were also used to promote this. There were campaigns to prevent smoking, blood donation, traffic accident awareness campaigns and other topics that represent a topic of interest in the awareness advertisement.

Artistic style used in designing the poster:

- **Penetration:** where the designer invades the feelings and emotions of the recipient, through a shocking action to his mind, works to draw the recipient's attention to the advertising message and work to convince him of it. This is the most used method in social awareness posters such as smoking and terrorism, where the designer designs shapes that evoke the emotions of the viewer and sometimes it hurts to warn the recipient of the seriousness of this problem.

Combining imagination and reality: This method depends on creating a new relationship that symbolizes more meanings and ideas, enriching the advertising message, and this method is frequently used with photographs, where the role of imagination takes elements from reality and reformulates them in a dream-like manner.

Exaggeration: The method of exaggeration in the poster includes several ways, including exaggeration in size compared to neighboring elements, or exaggeration in meaning, or the designer exaggerates to emphasize a specific value or behavior.

Shorthand: This type of artistic method helps the designer to extract a plastic unit to have its own characteristics, whether positive or negative, and be independent of the original from which the designer drew that singular, but there are common elements between them to emphasize the goal of the advertising message.

Deletion and addition:

This type of design method helps the designer to discover the essence and direction to it and delete the details that the designer deems not essential to the advertising message, and then the addition stage comes to increase the convincing of the audience with the new elements, formulations, and relationships.

Objectives of the social awareness poster:

- 1- Shedding light on a specific societal phenomenon, whether it is positive or negative.
- 2- Defining the negative aspects of the phenomenon in all its different forms and types.
- 3- Raising the recipient's desires and urging him to adopt the positive idea and refute the negative idea.
- 4- Attempting to influence the public to solve a specific issue and address negative societal phenomena.
- 5- Enhancing the image of the declared institution or organization in the minds of the target groups.

References:

- Engylz, Dyfyd, hywswn, gwn, trgmt : lma nsyr ,mdkhal ela swsywlgwya althakafa , byrwt: akmarkz alaraby lalabhath wdrasat alsyasea beldoha p19.2013.
- Bna ywns ,Mohamd 'tfsyr mahyt alanf3alat mn mnzwr almdrst alsykwlgwyt alrwsyt 'almglt alardnyt ll3lwm alagtna3yt 'almgld 6 'al3dd 2'p306'btsrof.2013.
- Hassn Alay almshd ,Zynb ,alrmwz albsryh fa alkrn alwahd washrwn wdwrha fa eadad brnamg ltrdrys almlsk ale3lana 'drast thlylyh -klyt altrbyt alnw3yt - gamt alkahra p159.
- Showky,Ismail , altsmym anasrh wassh fa alfn altshkyla 't 'zhraa alshrk 'p' ' ,2007.
- Abas krmash, Hwra ,alanf3alat 'gam3t babl 'klyt altrbyt alasasyt ,٩٥٤. 2014.
- Awdt, mhmwed, ass alm alagtna3 'dar alnhda al3rbyts af7t: 15-19. btsrf.2008.
- Gonym'Ahmed , alalan , almktbt alasrya llnsheer 'almnswra.2008.
- fthy abw t3ymh ,Hossam 'ala3lan wslwk almsthlk byn alnzryt walt6by8'61 'dar alfarw8 'alardn.2007.
- kfafa ,Ala2 aldyn wa5rwn. 'alanf3alat'٦١ 'dar alfkr'alarnd.٩٣٣,2014.
- 1- Brody L , Gender Emotion, and the Family. Cambridge, MA: Harvard University Press, 1999.
 - 2- Keltner, D. Haidt, J., &Shiota, M.N.Social Functionalism and the evolution of emotions. In M, schaller, J. A. simpson.2006.