

Designing advertising awareness campaigns to change the attitude towards people of determination “Paralympics as a model”

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Abstract:

Attitude is a concept that describes ideas, decisions, attitudes, or methods that pertain to a person or a group and that appears when expressing or interacting with a subject, situation, or issue. The research designs a strategy for changing the direction in advertising awareness campaigns that can help in choosing messages and design elements, making the possibility of changing the direction towards certain topics possible. The Paralympic Games 2020 is a model for what the study wants to verify and achieve. Hence, the research problem was identified, which is that some groups of society face difficulties in social engagement and dealing with individuals in a natural and easy way. towards the category of people of determination. The research questions were formulated about how to take advantage of the concept of trend in designing advertising awareness campaigns for people of determination and helping to change the societal thought towards them, ways to choose appropriate advertising messages for these campaigns, and to what extent design elements can be chosen that help communicate the advertising messages of these campaigns. The research used content analysis for some advertising models for the people of determination that were used in the 2020 Paralympic Games, and to design applied models for advertising awareness campaigns that depend on the strategy of changing the direction. And the questionnaire, which will be distributed to experts in the fields of media and advertising. The application of the trend strategy through its three components works to show the cognitive, emotional, and behavioral dimension of the campaign's awareness-raising topic. One of the most important results is that the use of advertising messages based on the components of cognitive, emotional and behavioral trends is appropriate for this type of campaign. And the use of pictures of people of determination mixed with other design elements so that their personal pictures are not the only hero in the design of the advertising campaign.

Key words:

Paralympics – Attitude concept – Designing advertising awareness campaigns.