

## **Contemporary societal problems as an entrance to enrich the advertising poster for students of the College of Art Education**

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### **Introduction**

The human society, its condition, is a constantly changing and evolving society. Rather, the pace of change and evolving becomes more sophisticated. Undoubtedly, it is the product of continuous change and development.

Here comes the role of art and artistic education in facing the challenges of the present and the future. At first glance, the responsibilities of this field of education and its important role in society come to mind.

The advertising poster is one of the means of communication and advertising and one of the most important fields of art that affect society, as it uses a design method that achieves a balance between perceptual learning that uses verbal language and visual learning that deals with visual values, as it is a tool for interpreting, understanding and perceiving the recipient of societal issues and Contemporary problems.” (2,6)

The advertising poster is distinguished by the fact that it is easy to be displayed anywhere and at any time, through which a brief visual message can be delivered to the recipient through two main parts, namely, its structural structure and its intellectual content. The most important communication channel is the visual communication channel, hence the importance of the poster as one of the communication images used to address a large number of viewers. (8, 1001)

The educational poster is an important means, especially in relation to societal issues, as it contributes significantly and effectively to addressing the behavioral phenomena related to the behavior and actions of some members of the community, whether they are behaviors that are intended to be inculcated and supported as positive and benign behaviors that are intended to grow and increase, or the emergence of negative behaviors that emerged from being individual cases in its recurrence until it became a general phenomenon pervasive in society and contradicts its values, trends and ethics” (1,6), as the educational advertising poster of its most important goals and functions is to change the behavior of individuals for the better and to form positive trends towards societal issues to reach behaviors that can be translated to verbs. (9,10)

The advertisement in general, and the poster in particular, has great potentials in influencing human consciousness and in defining his positions on the surrounding issues and renewed societal phenomena, “and it has become a mirror of society in various economic, political or cultural aspects..... it presents a message “about the needs and requirements of the community, and thus keeps pace with the change taking place on the scene, not only local but also global, and with this poster performing important functions towards the community, as it teaches, activates, confirms, explains, questions, urges and convinces the recipient.” (113,11)

Preparing the art education teacher to be able to play his educational role in this important field must include the need for him to live with the problems of his society and his time, and having the ability to express them with his tools and creative thought through the art of the advertising

poster and revive his educational role in spreading negative and destructive behaviors and ideas that have invaded the society.

### **Research problem**

Through the above, the research problem can be formulated in the following question:  
How can contemporary societal problems be used as an input to enrich the advertising poster for students of the College of Art Education?

### **Research Aims**

1. Employing the ideas resulting from awareness of contemporary societal problems to enrich the advertising poster.
2. Highlighting the role of the educational advertising poster in facing contemporary societal problems.
3. Activating the role of the educational advertising poster in spreading artistic and cultural awareness in the community.
4. Searching for new approaches to enrich the art of the advertising poster.

### **Research Importance**

1. Shedding light on the importance of art and its keeping pace with the changes of society and its problems, and participating in solving them in a positive way.
2. The student teacher's awareness of the problems of his society and participation in raising the community's awareness of them.
3. Shed light on the advertising poster as an important tool in communicating culture and directing behavior.

### **Research hypotheses**

The poster for the students of the College of Art Education can be enriched through awareness and expression of contemporary societal problems.

### **Search limits**

- Human limits: The research is limited to a sample of students of the fourth year at the Faculty of Art Education - Minya University for the academic year 2020/2021, and their number is 23 students.
- Time limits: The application period lasted five meetings, four hours per meeting per week.
- Objective limits: The research dealt with some contemporary societal problems and addressed them in the form of an educational poster.

### **Research Methodology**

- The research follows the descriptive analytical approach in studying the art of the advertising poster and the foundations of its design and the structural elements in its composition and in studying the characteristics of the successful advertising poster and the concept of societal problems and the role of art and art education in participating in the treatment of these problems and shedding light on them in an artistic, educational and innovative way.

- The quasi-experimental approach is followed to conduct the practical side in benefiting from the student teacher's awareness of contemporary societal problems and expressing them in the form of an educational and informative poster through the sample of the research students.

### **The theoretical part dealt with the following**

- Historical Evolution Poster
- Advertising Poster Styles
- Advertising poster and communication process
- History of the study of societal problems
- The concept of societal problems
- Classification of societal problems
- Causes of societal problems
- Characteristics of societal problems

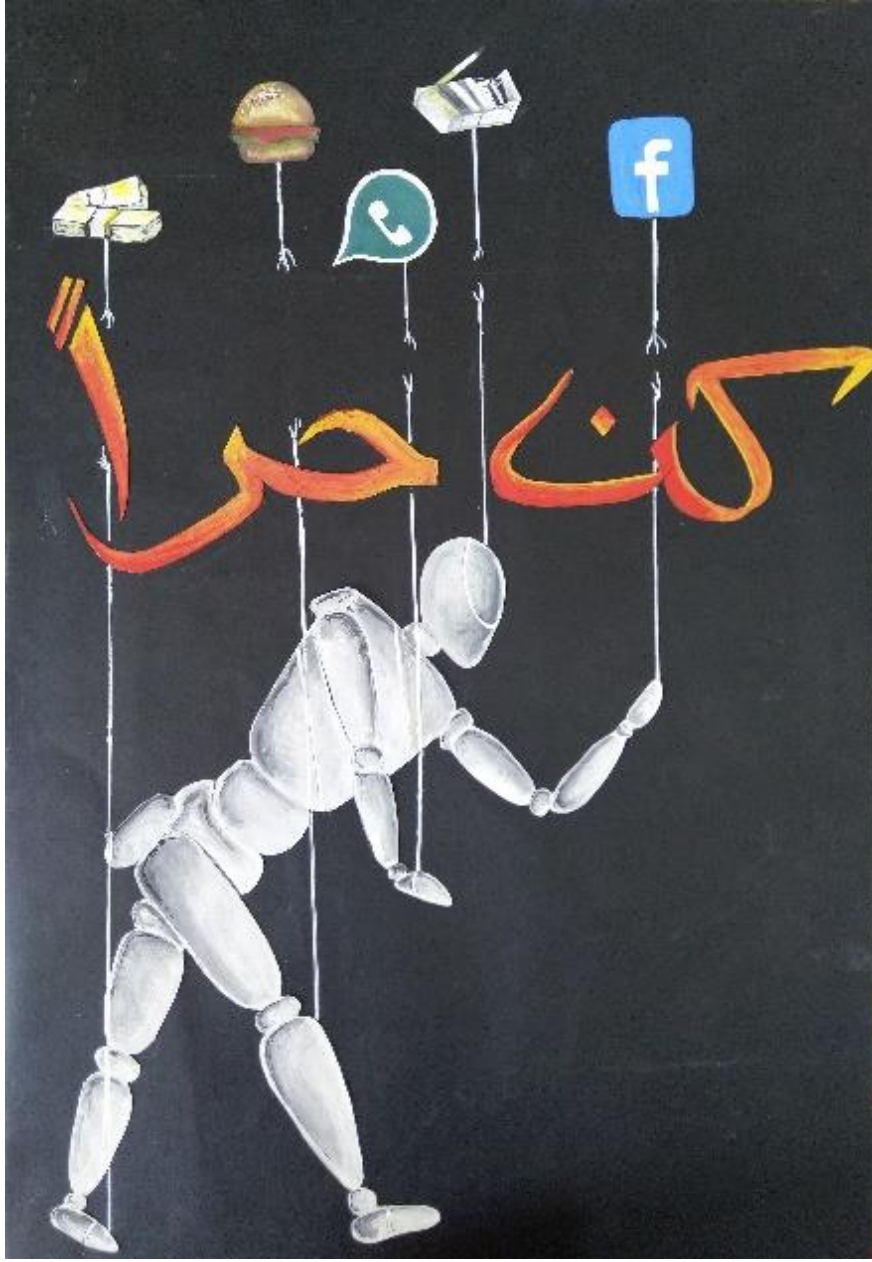
### **Student Experience**

The researcher prepared an applied experiment to verify the validity of the research hypothesis and applied the experiment to a sample of fourth year students through the course (Aesthetic Employment of Writings) - Department of Decorative Designs - Faculty of Art Education - Minya University, academic year 2020/2021, and their number is 23 students and they have Some previous experiences suitable for applying this experiment, and the application period took 5 meetings, 4 hours per meeting per week.

### **Student experience work**

The student experiment work included 23 artworks (advertising posters) for a number of contemporary societal problems faced by the Egyptian society, some of which are problems faced by the human society in general.

### Samples of students' work



### Search results

1. Contemporary societal problems can be an introduction to enriching the advertising poster for students of the College of Art Education.
2. Emphasizing that art education is a field for human education and preparation for life through art.
3. The educational advertising poster has a role in facing contemporary societal problems.
4. The advertising poster is one of the arts of visual communication that effectively contributes to spreading artistic, cultural and educational awareness in the community.

## Recommendations

- 1 .State institutions (represented by cultural and educational bodies) must adopt and activate the art of advertising posters as an educational means for society in all its layers to confront contemporary societal problems.
- 2 .The necessity of searching for new and non-typical areas and topics to enrich the advertising poster.
- 3 .Increasing interest in scientific research that contributes to spreading artistic, cultural and educational awareness in society.
4. The art education teachers' community should participate in raising awareness among their students by urging them to think about societal problems and express them in order for the community to participate in solving them.

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