

Effectiveness of the use of animation in Environmental Awareness and Guidance

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Abstract:

Animation is one of the technological methods that plays an important role in the lives of individuals, "the audience of the recipient" because of its wide uses, methods and techniques, and used in any way that requires the provision of services or dissemination of a scientific idea as it can show things that other mass media can not Show them.

As awareness and guidance is aimed at spreading and raising environmental awareness among the members of the "receiving public" and educating them about the importance of protecting the environment and the reasons that call for attention in programs that address the segments and different categories of society to ensure delivery of the message to be achieved.

- The study deals with the effectiveness of the use of animation on awareness programs and environmental guidance as an important tool to raise environmental awareness and have a significant impact on the behavioral guidance of the individual and society in a positive and effective.

Keywords: (Animation - Awareness - Environmental Guidance)

An introduction:

Environmental awareness and awareness are the most important starting points for the emergence of any thought or issue, and because environmental issues and issues topped the agenda of regional and national international concerns to limit the expected negative consequences of these problems. Most of the conferences agreed on the need to educate people about them. The media as the instrument of mass communication. Law No. 4 of 1994 on the protection of the environment requires the need for environmental education and preparation of environmental education programs for citizens, the preparation of periodic reports on the main indicators of the environmental situation and its publication periodically, and the participation of the Ministry of Education in the preparation of training programs to protect the environment in the various study programs. 19

Because environmental problems are linked to human behavior and the interaction of individuals with their environment, so the media and environmental communication in all images and forms is one of the main tasks, and therefore depends its ability to achieve its objectives in the field of improving the quality of the environment in Egypt and the development of environmental awareness and change values and negative trends to values Positive trends lead to changing negative environmental behaviors to positive environmental behaviors, especially with respect to the proper management practices of solid waste, rationalization of resource consumption, and protection of natural resources that God has granted to others.

Research problem:

The problem of research is the lack of study of the relationship between animation and awareness and environmental guidance of the recipient so the search seeks to answer the following question:

How can the use of animation be effective in raising awareness and environmental guidance and its positive impact on the audience?

Research goals:

1. To shed light on the effectiveness of the use of animation on awareness programs and environmental guidance, and its positive impact on the public receiving.
2. The aim of the research is to activate the role of animation in awareness programs and environmental guidance.

Research Methodology: The research follows the analytical and applied approach to suit the objectives of the research.

Search limits:

The objective limits: limited to three environmental awareness campaigns designed by the researcher to discuss environmental issues and community problems.

Time Limits: From 2018 until the end of the research.

Age group: All categories of society.

Search procedures:

The creation of designs for environmental awareness and its role in the expression of various environmental issues, and the extent to which the use of cartoon designs to raise awareness and environmental guidance and its success as a means of advertising persuasion in achieving its objectives required.

Search terms:

Environment: It is the medium in which the living organism (ie man) lives, that is, all that surrounds the living organism (human) and affects it and is affected by it negatively or positively, that is, the environment is a very broad concept, and includes the following components:

Natural and physical physical environment such as: water (sea water, rivers, ponds and marshes, drinking water, sewage, air, food, land, waste, waste and weather); and environmental phenomena and disasters (eg thunder and lightning).

Biological environment: Any organisms from plants, animals and microorganisms.

Moral environment: It is the psychological, social, economic and cultural environment and includes relations between members of society

A healthy environment: An environment in which elements are balanced in a way that human can live in.

Environmental awareness: Environmental awareness is the most effective means of rationalizing the use of resources. This is what has put the Egyptian society in all its sects and layers in front of its responsibilities in dealing with environmental issues so that we can achieve sustainable development for this society.

There are four main determinants and inputs to environmental awareness:

Social dimension: the development of environmental issues within the prevailing social culture.

Environmental media: Information about all activities related to environmental issues and their status is a priority for attention.

Environmental Education: It is a change in values and trends that affect environmental behaviors to achieve positive environmental behavior.

Community participation: It is to motivate the general public and organizations and institutions concerned with environmental issues to participate effectively and affirm the principle of shared responsibility towards environmental issues.

Recipient: The person or person to whom the message is directed and received through one or all of its different senses (hearing, sight, smell, taste, touch), interpreting its symbols and trying to understand its meaning.

Advertising is one of the indispensable information activities for economic activities such as manufacturing, trade, services and other economic activities, as well as for charitable and non-profit organizations and organizations which, without announcing their efforts, will not receive the social support and financial support necessary for their continued operation and performance of their mission.

With the great development of computer technology in today's world, this has been reflected in the world of advertising and advertising, so the design of the ads and their development of the development and attractiveness is a lot.

The advertising industry is not one of modern art, but it is as old as history. The declaration of forms that evolved over the centuries has begun to become the art of advertising as we know it now.

Informational advertising: It refers to new goods, services, ideas or facilities known to the public that people do not know enough facts about or do not know how to satisfy their needs in an economic way or do not know how, when or where to get them.

The function of this type of advertising is to inform the public about the information that allows him to get the thing advertised with the least effort and in the shortest time and the lowest expenses in addition to guide the public to how to satisfy his needs.

First: The theoretical framework:

Environmental awareness

The concept of environmental awareness:

Environmental awareness is that the individual perceives the environment, its components and the problems associated with it, and this realization is based on knowledge, feeling and inner feeling

Consciousness is not intended as an individual's ability to retrieve information about the environment and its problems, insofar as the individual has aroused his or her attention to a situation or phenomenon related to the environment and felt it.

The site of environmental awareness within the system of educational goals (cognitive / emotional / skill)

Environmental awareness is the link between the cognitive aspects and the emotional aspects, which is the first degree of emotional aspects and the beginning of the movement towards behavior. Human behavior is the result of cognitive / sentimental / skill aspects.

Objectives of environmental awareness:

There are several goals for environmental awareness:

- An individual's sense of the environment, its components and its relationship.
- To convince the individual of the importance of preserving the environment and protecting its resources.
- Develop the motivation and feelings of individuals to take care of environmental issues.
- Encourage individuals to participate effectively in solving, improving and developing the environment.

Stages of creating environmental awareness:

Consciousness as a subjective aspect can not be developed automatically, but it is a process that needs to be adjusted and controlled and goes through the following stages:

1- Preliminaries:

At this stage, we provide new environmental knowledge experiences to individuals who are not available on the subject to be sensitized. To achieve this, we need to define precisely what individuals have knowledge about the subject of awareness.

This can be done by dealing directly with individuals through discussions, questionnaires, interviews, etc., then monitoring and analyzing individuals' responses and identifying the real and real picture of individuals with their knowledge.

2- Formative stage:

At this stage, the motivation and the intellectual and psychological development of individuals are stimulated to convince them by identifying interests and needs.

The identification of needs and interests is the starting point in the training phase. At this stage, guidance, guidance, participation, enthusiasm, examples, self-experiences and collective views are used

3. Implementation phase:

At this stage, the appropriate positions (both qualitative and quantitative) of individuals to apply what they have already learned must be made available to the individual to be aware of.

Installation phase:

This stage, especially the process of enriching the above and learned by individuals and to emphasize their impact, and at this stage must be planning several positions and appropriate to strengthen the above learning and be related to previous experiences experienced by individuals in the stage of training and application, which leads individuals to adoption and enthusiasm, which can To be a starting point for the desired environmental behavior

Different approaches to environmental awareness and guidance:

There are several ways through which to achieve awareness and environmental guidance among individuals, including:

1) in formal education:

- Preparation of environmental activities by students such as (games - simulation and role-playing - magazines ... etc).
- Link environmental issues to the curriculum.
- To highlight the concept of environmental concepts in the curriculum.
- Design of short environmental programs.
- Organizing trips, case studies, field visits, polling houses, etc.

2) in non-formal education (general public):

- Organizing awareness campaigns in local communities.
- Broadcast messages and environmental programs through the media.

Organizing workshops, seminars and cultural conferences.

- Implementing environmental awareness programs through various institutions (youth centers, places of worship, clubs, awareness centers, nature reserves, cultural palaces, information center, theaters, libraries, etc.).
- Home visits.
- Posters, flyers, brochures and CD cassettes.
- Websites.
- Competitions.
- Camps.
- Debates.
- puppet Theater.
- Film / movie screens.
- Speeches.

Animation:

Cartoon films and programs of all kinds are of the most attractive to the recipient. Cartoon programs can represent the abstract reality, which may be difficult to perceive. The animation is characterized by imagination that is not restricted by normal natural laws. Add humor to rigid truth and simplify events and things

The animation also presents a magical world of the imagination that the viewer enjoys. He also presents his favorite characters with him. He plays important and necessary roles in raising his awareness and educating him, expanding his intellectual and scientific horizons and developing his social and emotional character.

Due to the importance of the films and series of animation in our lives and with the growth of Egyptian production in animation in recent years by the Egyptian television produced many educational programs and entertainment that address the thought and the conscience of young people in order to face the flood of films imported from animation and represented by the danger of starch where studies To the positive and negative effects of animated films designed to raise environmental awareness as follows:

Seed for children - Egyptian Ministry of Environment - 2012

- The positives of animation on the receiver

- These films instill new interests that influence the behavior of the recipient and the formation of his habits and values and gain experience and knowledge.
- Animation contains stories that can help the recipient to understand the nature of social relations and imparting skills and experiences such as personal hygiene, modern etiquette, traffic etiquette and cooperation with others.
- Helps instill scientific thinking and encourage it to pay attention to technology that has become a feature of the times.
- The recipient learns a clear Arabic language that he can not find in his family environment, which makes it easier for him to correct pronunciation, correct the tongue and speak.
- Meet some of his psychological needs and curiosity of the recipient; Vtjalh seek to explore what is new, and the instinct of competition and competition, make him think about success and seek it.
- Develop imagination and nurture the capabilities of the recipient and know the innovative methods of multiple thinking and behavior.

But as there are positives, we also face many disadvantages that are detrimental to the recipient if we take them into account.

- Cons of animation on the receiver

- Sometimes these animations are strange to the mind and the identity on our minds, because they are designed for our society and mentality other than our mentality and our cultures, which makes it to teach the recipient some habits and ethics far from our customs and ethics and our faith is incompatible with the nature of our Arab societies.
- Some of these animations feature films that encourage violence and criminality and make the recipient prone to aggression in his actions.
- These films make the recipient accustomed to indoctrination rather than discovery or creativity because he does not participate or acquire skills.
- Decreases the degree of interaction of the recipients with members of their community as they watch these films for long periods.
- Prolonged sitting in front of the TV to follow these films affects the health of the recipient and affects his eyesight and weakens his eyesight and strain the retina

- The way to produce an animated film

There is no doubt that the production of animation requires deep experience and know-how of special design programs, working by experts and companies specializing in this area, and requires continuous training and high-level work, and a long time and effort to produce a single scene. But lately there have been many programs and applications that provide ready

templates and tools that can produce a beautiful, attractive and attractive animated film with the least effort and without high cost. Without the need for advanced programming experience, learning this new skill will open up doors of creativity and excellence in this Area 3

A large number of international and local companies have turned to cartoon programs and films to market their products and services. This art was used by government agencies to educate the community and explain some procedures using animation, such as explaining how to issue and renew a passport, Charities and environmental societies. 13

One of the reasons for the demand for animation applications in all areas now is the ease and speed of learning, it does not need time and effort in the production process, with low cost, and the need for representatives, photographers and locations and the easy to publish films produced on social media.

One of the most popular animation sites is Goanimate, Powtoon, and Whiteboard's Video Scribe. These sites offer many templates, characters, pictures and sounds compared to others, and are easy and simple to learn quickly. What distinguishes these sites is the rapid and constant renewal and development of templates and tools. These sites can be experienced within a specified period with full powers and offer special offers to educators.

Results:

1. The success of animation as a means of advertising awareness in achieving the objectives of environmental awareness and guidance and its spread in society is an indicator of the possibility of using them in the field of environmental awareness ads as an effective means.
2. The recruitment of animation ads for environmental awareness is an intellectual and design approach that emerges from the typical space to open up new horizons in the field of environmental awareness and guidance.
3. There is a relationship between the use of elements of the environment and its effects in environmental awareness announcements and the message of advertising and change behavior and trends among the target audience.
4. There is a strong correlation between the success of advertising message and animation ads for the purpose of raising awareness of the environment and how to employ them on the appropriate means to achieve interaction and the response required.

Recommendations:

1. Animation should be used to promote environmental awareness among the community.
2. To establish a culture of behavioral and directional change among the members of the society and to implement it through the provision of advertisements based on animation and be well thought out and planned to work on the development of society behaviorally and in a way that achieves the sustainable development of society.

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