

The Design of the Advertising Message using the Franco Arab and its impact on the Arab Identity

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Abstract:

Our Arabic Language is an important part of our Arab Identity as language is speaking thought whilst thought is unspoken language. It is of enormous value to life of each nation for being a tool that carries thoughts and exchange concepts between citizens of the same nation. In addition, it is the cultural tool that builds a nation and protects its existence.

There is a correlative relationship between Arabic Language and advertising as there is no successful visual advertising without a clear and simple advertising message written in easy and simple language expressing content and idea of the advertisement.

Advertising communication is important and complicated as advertising, which is a process of communicating with the mass, aims at providing the latter with information on products and services along with creating sufficient awareness through widespread methods using numerous techniques and different languages for advertising messages to influence individuals and groups with different cultures, needs and motivations.

Today, the Arab use the Franco-Arabic language in their daily life whether in Social Media or their daily SMSs extending to advertising messages in signage, film posters, magazines, books and different mass media, thus, this language increasingly spreads and is established in the mind of youth, a matter that poses danger to our Arabic Language from one hand and threatens Arab identity from the other side.

Therefore, the **Research Problem** lies in answering the following question:

How can we function the simple Arabic Language in formulating a successful advertising message that preserves our Arab identity and is fit for different segments of the mass (especially youth) that use this (Franco-Arabic Language) without alienation by the mass?

Keywords: Franco Arab - Advertising message - Social Media - Arab Identity

Research Importance:

This research is important because some designers went, in the last period, away from functioning the proper Arabic Language in formulating advertising messages and their tendency to use Franco-Arabic as a parallel language that attracts youth for communication through modern technologies (Social Media), thus, threatening destiny of the Arab Language and our Arab identity.

Research Objective:

To be keen on respecting our Arabic language functioning the same in all daily aspects especially in all advertising means that influence our Arab identity.

Research Hypothesis

1-Functioning the Franco-Arabic Language in designing advertising messages helps deepen this language, thus, posing danger to our youth and Arab identity.

2-Functioning the simple Arabic language in formulating advertising message helps clarify idea of advertisements and supports non-alienation by youth, thus, fostering culture of the recipient mass and stressing Arab identity.

Research Methodology:

The research depends on the descriptive methodology of some Egyptian advertising samples that use the Franco-Arabic Language in presenting the advertising message. Then, the researches presents a practical side through designing a number of advertising samples using the simple Arabic Language from one hand and a parallel sample in the Franco-Arabic Language, following by a survey covering a random sample to identify points of strength and weakness for both languages and to determine which one is preferred by youth in designing the advertising message.

Research Limits:

Objective Limits: Study the Franco-Arabic phenomenon

Time Limits: Research Period: 2017:2018

Spatial Border: Egyptian advertising samples

Designing an advertising message:

It means the art of the scientific and well-studied formulation of advertising texts to achieve the associated marketing purpose through convincing the recipient with the product or service in question, creating required influence and ensuring easy understanding of such texts. An advertising text may be either one or two words or one or a number of sentences designed by editors specialized in drafting advertising messages.

The role of the editor is to translate (selling points) of the commodity or service into (advantages and benefits) conveyed by words and phrases to the recipient. This requires diligent study of the mass from the demographic, psychological, cultural and economic sides to successfully achieve required objectives of the advertisement. The most successful advertisement is the one that functions both text and visual content to interdependent and interpret each other, which is the most difficult stage in designing an advertisement and not less important than designing the advertising idea itself.

Features & Characteristics of a successful advertising message:

- 1- Its ability to attract the recipient and arouse their interesting.
- 2- An advertising message should be short without adverse effect on the intended meaning.
- 3- Study and understand nature of the recipient mass is a step that comes prior to designing the advertising message.
- 4- An advertising message should be clear through using easy and simple language in short phrases.

The Franco-Arabic Appearance & Development:

It is an unofficial modernized language that appeared since years among youth who use this language most time whether in online communication, SMS, forums, blogs or chat. It is pronounced as the Arabic Language but written in Latin letters.

This language dates back to the nineties of the twentieth century as it appeared on online chat where only Latin letters were available initially.

However, the key reason behind appearance of the Franco-Arabic is the (SMSs), which coincided with appearance of the internet, because an SMS used to allow a larger number of English letters compared to Arabic ones, i.e., it was allowed to write an SMS with 160 letters in the English language whilst the SMS in Arabic was only 70 letters.

Functioning Franco-Arabic in different advertising means:

The use of the Franco-Arabic Language extended in several sides as it moved from electronic media to visual media with broader mass. This language is currently used in Graffiti, printed in garments of youth, used in film posters, advertising signage, trademarks, signs of commercial shops and otherwise as follow:



Figure No. (1)

A sample of functioning Franco-Arabic in youth garments

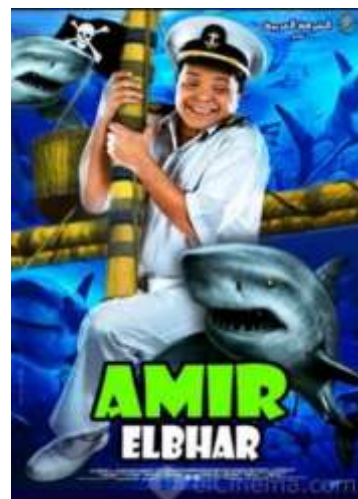


Figure No. (2)

A sample of a film poster using Franco-Arabic



Figure No. (3)

A commercial shop sign using Franco-Arabic



Figure No. (4)

A song poster whose name is written in Franco-Arabic

Applied Study:

The researcher designed five different advertising samples addressing the youth who mostly use this language. She used the simple Arabic Language from one hand and a parallel sample in the Franco-Arabic Language, following by a survey covering a random sample (of 100 individuals) in the period from (May 2018 to June 2018) to identify points of strength and weakness for both languages and to determine which one is preferred by youth in designing the advertising message.

1st Example:



Figure No. (5)



figure No. (6)

Below is the result of this question in the survey:

- *Which language do you prefer (the 6th question of the survey)?
- * Arabic Language 68%
- *Franco-Arabic 29%
- *Other 3%

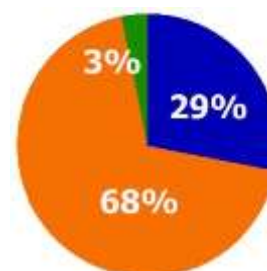


Chart No. (1)

2nd Example



Figure No. (7)



figure No. (8)

Below is the result of the survey for the first example:

Which language do you prefer?

Arabic Language 30%
 Franco-Arabic 68%
 Other 2%

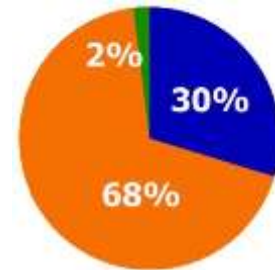


Chart No. (2)

3rd Example:



Figure No.(9)



figure No. (10)

Below is the result of the survey for the first example:

Which language do you prefer?

Arabic Language 88%
 Franco-Arabic 12%
 Other 0%

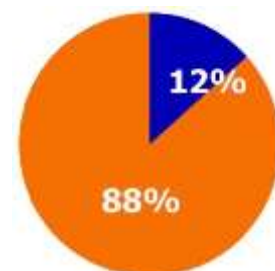


Chart No. (3)

Research Results:

- 1-60% of youth (15:35) mostly log in social media using the Franco-Arabic Language.
- 2-The Franco-Arabic language is mostly used in social media compared to other means such as advertisements, commercial shops' signs, prints and otherwise.
- 3-Most surveyed individuals, the covered youth, alienated from the Franco-Arabic language to the extent that some of them were keen on warning others against using this language. The lowest ratio of the covered sample used the Franco-Arabic Language for quick typing or because the Arabic language option is not available in the keyboard.
- 4-The eloquent Arabic language is no longer mostly used in the advertising field that extended to several languages including the Franco-Arabic, thus, adversely affecting our Arab identity especially among the youth.
- 5-The Franco-Arabic language is used by the youth on social media for quick typing during chatting as they believe this language is quicker than the Arabic language in typing. This Franco-Arabic language extended to different advertising means, commercial shops' signs and different types of prints.

Research Recommendations:

- 1- The importance of enhancing youth feeling pride in the Arabic Language which is the language of the Holy Qur'an and the official language of our Arab countries so we should endeavor to bring out kids to respect and feel proud of the Arabic Language through developing educational programs starting from schools as when we stick to our Arabic Language, this means that we stick to our Arab identity, Islamic Religion, culture and history.
- 2- Official and concerned bodies shall issue laws and legislations that combat weakening of the Arabic Language, encourage use of the same in all official and media transactions whether regarding guiding information on roads or in advertisements. In addition, those laws and legislations shall prevent using the slang, English or Franco-Arabic Language should not be used in different mass media including whatever advertising means or signs of commercial shops on roads and squares.

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