

Cultural responsibility and the use of technology in advertising campaigns**Assist. Prof. Dr. Hanan Samir Abdel Azem****Assistant Professor, Department of Graphic and Advertising Arts - Higher Institute of Applied Arts, October 6**hanansamir93@yahoo.com**Summary:**

The concept of responsibility is a general concept in life. Each stage has a responsibility linked to it. This term may have justified in a period of time, and the reality of it is validated and ratified. More than two or three decades ago, this term has taken backward in a different cultural movement. The creativity of advertising campaigns is the responsibility of the designer through competitive advantage, or the transformation of the idea into an advertising format. The research's problem is the extent to which advertising campaign designers are committed to cultural responsibility in the use of modern technology for film advertising. The importance of the research is the credibility of the designer in presenting innovative ideas through the use of modern means, and the presentation of some results: emphasize on the responsibility of the designer to create innovative ideas and the effective use of technology in advertising modern, national, or private campaigns and to emphasize on the credibility of the advertising campaigns officials for creative ways.

First: Defining the concept of cultural responsibility

Science and technology represent the material side of culture .. Art, both expressive and formative, represents the aesthetic and artistic side, and these aspects require ways and means of expressing the person with his motives and desires, and they are the tools that societies create and express their existence.

Cultural responsibility

It is the task that falls within the framework of its social and behavioral mission, and in its real content is the intellectual philosophy that society lives on in all its various forms and patterns, because culture, as its characteristics, is characterized by diversity, diversity, and privacy, and culture must be multiple because it is related to society and the individuals who carry this culture.

Culture is divided into three levels:**Cultural levels:**

- 1- Simulation
- 2 -The link
- 3 -Reinforcement

Second: Modern technological methods in image advertising

The development of technology and its spread in a striking way in all fields, so it has an important role in the world of advertising, this technology has become an important tool used by most advertising companies and therefore technology remains a tool that leads us to a higher level in the image advertising industry, as the use of technology has an effective impact on the performance of the activity Advertising, Advertising campaigns define the cultural features of society and captivate the audience. The Declaration has now witnessed a great development

that made it a major driving force behind the modern economy, and the most important is the domination of technology that

It completely changed the way we communicate (5), which had the greatest impact on advertising through its ability to collect massive data on consumers and their behaviors that helped make advertising more personalized to the target group.

We review the effectiveness of electronic advertising

1- Indicators of advertising effectiveness:

The advertisement occupies an important and distinctive position within the promotional mix, and in some cases its importance even reaches some people to see the word equivalent to the promotion, and the advertisement is considered one of the most important and most used means of promotion in contemporary institutions, so the advertisement represents that all aspects of the activity that lead to broadcasting and spreading visual and audio messages On the audience

Advertising design:

Design is one of the most important and accurate steps. Whenever the organization is able to design the advertising message well and with a clear idea, it greatly contributes to the success of the advertisement and achieving its goals, the design process needs technical expertise and good knowledge of theories of psychology, behavioral sciences and communications in order to be able to make an impact Required on the psyche of the consumer.

Using technology in designing image ads:

The most important humanitarian messages that companies are interested in communicating to the public to a recipient, and it is part of the community awareness role of the public.

1. TV ads
2. Video ads across YouTube's video sharing platforms
3. Various ads on the Internet (mail, search engines, communication platforms, etc.)

Third: Application models showing cultural responsibility in the advertisements

Image ads are considered one of the most important media means indispensable to all types of economic and commercial activities, and we find that image advertising develops by itself and by using all means that appear recently on the scene, as advertisers use all the technological means that appear on the scene continuously to improve the quality of The content, and the presentation of new and different ideas that serve this field and produce competitive advertisements that serve its activity, and what the creator of the advertising idea follows has a social responsibility when presenting his idea, whether advertising a product, service or awareness (behavioral). There were two campaigns under study, first the advertising campaign " Ahal Egypt Hospital ", and the advertising campaign "Cottonil":

Advertising campaign for the people of Egypt hospital for burns

Company: Advertising agency DDB Egypt, executing studio for the campaign, Octopus Studio

Ad 1: (joy)



Fig. 1 Various shots from the advertisement of the People of Egypt Hospital on TV 2020 (Al-Farah)

The advertisement was a photographer of Egyptian real life, and the advertisement was executed For the situation with a slight movement of pictures and an audio commentary explaining the situation and the director has committed

by Cultural responsibility for the advertising position

Ad2. (Oil Bowl)



Figure 2 varied snapshots of the People of Egypt Hospital announcement on TV 2020 (Oil Bowl)

Image campaign analysis (pros and cons):

- Advertising image with its many advantages of image and sound, and by virtue of the possession of most of the Egyptian community to watch different channels makes the possibility of watching ads very large.

The content of the advertisement for the idea designer, advertisement (3) under the title "Tasat al-Zait" is devoid of social responsibility, as the advertised idea mixes with the negative aspects of society, especially family problems.

The visual image and the "message" contain a great deal of sadness and sadness that are not appropriate for children.

- The advertising campaign was implemented in an innovative artistic way for the artistic form, using the scenes depicted in cartoon style, dramatic rhythm, and movement appropriate to the idea of advertising, and it was distinguished by music, colors, and lighting.

Ad 1 (Ibn Al Jeeran)

Cottonil Announcement: Miss Hamdan Ramadan 2020, directed by Hany Gamal
<https://www.emaratalyoum.com/life/celebrities/2020-04-26>



Figure 3 various clips from the Cottonil 2020 advertisement (Ibn Al-Jeeran)

Negative shots in the advertisement "Ibn al-Jeeran" Ramadan 2020:

The advertisement lost the cultural responsibility in the declaration as follows:

- 1- You see with a magnifying glass, "Ibn al-Jeeran" from behind the window
- 2- One of the footage enters a car into a wall that crashes it to talk about the power of cotton clothes, and this gives a sign of physical strength that differs with the goal of advertising, which is selling "cotton underwear".
- 3- Repeating the scenes of the dance floor or the circus and the unjustified movements, sending messages far from the content of the advertisement.
- 4- The idea of announcing the content of the advertisement came out, but it was received by the public with rejection and led to the exit of the viewer to condemn the announcement, which led to its suspension.

Results:

- Emphasizing the responsibility of the designer in creating distinctive ideas for display advertising campaigns, and the effectiveness of using technology in modern national or private advertising campaigns.
 - Emphasizing the credibility of the officials of the creative advertising campaigns, especially during times of viewing all Egyptian family groups.
- Emphasizing the reaction towards advertising messages, which supports general culture and positive values within the community.

Recommendations:

- The necessity of reviewing the advertising idea before starting implementation and making sure that it is free from any abuse of the culture of Egyptian society.
- The necessity of a good preparation for the advertising message and making sure to keep pace with modern technologies and applying them to ensure their effectiveness in achieving the desired effect.

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