POSITIVE IMAGE OF WOMEN IN THE EGYPTIAN ADVERTISEMENT

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Abstract

The research discusses the concept of identity, its types, the societal identity, the concept of values women and their types, the classification of values and the concept of ethics, theories of human values to measure the ethics of advertising, the positive change in the recipient's attitudes, the Egyptian declaration and values, and it also discusses. Egyptian advertising: The personality of women in advertising design, character design, then the characteristics of designing the woman's personality in advertising, the use of women as an element of attraction in advertising, and how to build a positive mental image of women in advertising design, then discuss the exploitation of women in advertising, and the positive effects of good employment of women in Ads, and design elements And its determinants, then the social and moral responsibility of advertising, and how to deal with the problem of negatively exploiting the image of women, the controls that regulate advertising practices, then the descriptive and analytical part of the research, the results of the research and its recommendations, and finally the research references.

Keywords

Positive, Image, Women, Egyptian, Advertisement.

Introduction

Many advertisers exploit women in a way that is their motivation Many ancient and contemporary artists were mainly influenced by the aim of which is to arouse deceit and attract attention Women for the sake of creativity, she was drawing, sometimes in a complicated way, and sometimes for advertising without taking into account the main goal of . Another simple and always-liked image of the woman is the advertisement, which is the recipient's purchase of the product or service. And surprise, appreciation and interpretation, it has become an area for controversy and creativity in some cases, the use of women as an image and the subject of women in contemporary culture has become a beautiful thorny element that attracts attention without looking at the relationship of the image to the product. And it has much interference that is subject to discussion in the forums or the service provided This makes the image of women in cultural, women's, social and Arab levels a commodity to be bought and sold and not an important part of the recipients and global in light of the changes that plague the world since the beginning of the potential for the advertised good or service.

Research Problem:

goals and values that affect the direction of the individual, which in turn affects whether the image of women can be exploited in a positive way in his behavior and on the culture of society. Negativity, which appeared most often in the form of the sexy girl.

The research aims to emphasize that the use of the image Promotion and advertising of

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commodities in positive publications for women in advertising achieves the objectives of the advertisement Posters and also in mobile and static visual desired.

Research Methodology:

There is no doubt that the research follows the descriptive analytical approach.

The exploitation of the woman's body in these cheap ways contributes to destroying the structure and form of Arab society by arousing instincts and publish moral decay.

Cultural identity: it is the identity that links to the concept of culture the distinguished woman and its uprooting from its Islamic roots and originality in which a society is distinguished, and directly dependent on her principles and marginalization of her role, so the means of language must be careful, as the cultural identity is distinguished by its transfer of the nature of the language. Society, its behaviors and its culture as one of the main factors in building the culture of individuals in its prevailing beliefs and not excessive imitation and borrowing from society. Others without distinguishing between what is appropriate and what is not suitable for society. Age identity: It is the identity that contributes to classifying the Arab, and this research offers some suggestions and pictures of individuals according to their age stage, and it is divided into childhood that enhances its positive role in the development of society. And youth, manhood and old age.

1- Given identity:

it is the characteristics and characteristics that he is able to integrate and coexist with his group and feel that he is one of the circumstances in which the individual has no role in choosing the members of this group. Gender, birth order, and moral characteristics, as well as a set of characteristics that individuals possess, and religion that contribute to making them achieve the characteristic of uniqueness from others.

2- Selected identity:

It is a set of characteristics in which these characteristics are common to a group of people, whether the individual voluntarily chooses such as profession and hobby within the community or state, which is the common thing between individuals and the political trend. A specific group, or social segment.

3- Core identity:

It is the characteristics that make the general state of a country and the division of identity into a group of individual types, such as personal characteristics that distinguish him, and each type contributes to referring to a term or idea, behavior, beliefs, values and skills Moral values help in images in the social sphere. Classification of values: Values have many types, including theoretical, political, economic, aesthetic, social and religious value. Theoretical values: They

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are philosophical ideas and principles of knowledge so that the individual understands the laws around him that govern these things with the intention of knowing them and in the habit of philosophers and thinkers are the ones who They search in it as an individual searches about the nature of the earth, the planets, the sun, night and day, so his belief in these values is considered theoretical.

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