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Humanization Methods in Ramadan TV Advertisements: An Evaluation Qualitative Study

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Abstract

The current study aimed to identify methods of humanizing Ramadan television advertisements as well as how the Egyptian Public and experts evaluate them qualitatively. Thirty-Four television advertisements of those shown in the blessed month of Ramadan 1444/2023 were analyzed. In addition, an available sample of 25 respondents from the Egyptian Public and 14 experts in the field were requested to evaluate these advertisements.

Results indicated that the advertisements presented several positive values and meanings, some of which were associated with different human relationships, by focusing on several methods of Humanization. Among These methods of Humanization were creating a state of joy and happiness, spreading hope, motivating the Public, and social responsibility. The Public's and experts' evaluations of these methods reflected their effectiveness. However, this effectiveness was still limited, depending on other influencing factors. This included some factors related to the content presented and the methods used, as well as other factors related to the announcing companies. The study concluded that it was necessary to focus on providing more methods of Humanization in several forms. This could reflect the effectiveness of television advertisements, not only at the level of achieving financial profit but also at the humanistic level.

Keywords: Humanization, Ramadan TV Advertisements, Humanistic Marketing Humanistic Values.