

Journal



of P R e s e a r c h

Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Published by Egyptian Public Relations Association - Fifth year - Sixteenth issue - July / September 2017

Arab Impact Factor 2017 = 1.34

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(ISSN 2314-8721)

Egyptian National Scientific & Technical
Information Network
(ENSTINET)

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Journal of Public Relations Research Middle East
(JPRR.ME)

Scientific Refereed Journal

- Sixteenth issue - Fifth Year - July / September 2017 -

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It is a scientific journal that publishes specialized research papers in Public Relations, Mass Media and Communication after peer refereeing these papers by a number of specialized Professors.

The journal is affiliated to the Egyptian Public Relations Association, the first Egyptian specialized scientific association in public relations.

- The journal is accredited, Classified internationally for its printed and electronic version from the Academy of Scientific Research and Technology in Cairo And classified by the Committee of Scientific Promotion Specialization media - Supreme Council of Universities.
- The first academic refereed & specialized Journal in the Arab world & the Middle East, as well as the First Arab Scientific journal in that specialty (the media) got the Arab Impact Factor coefficient effect = 1.34 with 100% in 2017 report from the American Foundation NSP " Natural sciences Publishing," sponsored by Association of Arab universities.
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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-8723X)

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The Journal is indexed within the following international digital databases:



Standards of Cultural Coordination for Roads' Advertisements and their relation with the Remembrance of the Advertising Message "An Applied Study"

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Abstract

This research is interested in knowing the extent of the adherence of the low length roads' advertisements with its two kinds (the lab and saussett) to the bases and the standards of the cultural coordination in Sohag city and its relation with the remembrance of the public for the advertising message, the research depended on the descriptive method with its two kinds; the analytical and the field, as the researcher has prepared an analysis application form according to the cultural coordination standards and it had been applied for 10% percentage of the total advertisements that reached (120) advertisement in streets sample of studying, also the researcher prepared a questionnaire that was applied for (100) sample, and it is based on purposive sample from the streets residents sample of studying, and the questionnaire was applied through the period from (1/ 1/2017 to 1/2/2017) with the aim of measuring the degree of the extent of remembrance of the respondents for the advertising message, and whether this recall has a relation with the cultural coordination or not?, and the researcher depended on (the Non aided recall test) which depends on the memory of the researched without any aid from the researcher, and the researcher achieved many important results:

(1) The Analytical: The results demonstrate that advertisements do not commit to the standards of the cultural coordination, and its important elements: the lack of commitment to distance between one advertisement and the other, and the use of both (lab and Sussett) through the same way, and also there is no harmony among the advertisements in the length, marketing, colures, and sizes, also there is interrelation among the commercial, guidance, and traffic advertisements, at last, there is no angle of inclination- (3) grades- for some advertisements, and there no adherence to the sizes and lengths of the banner as the standards of cultural coordination demand .

(2) Field: The results show the high ratio of the watching of this kind of advertisements but its reading ratio is low, and one of the most important reasons of the non-remembrance for many respondents is the excessive advertising, the exaggeration in its repetition, the complexity of the design, and the closeness of an advertisement and the other, also the research results

demonstrate that there is a positive relation between the advertisements' adherence to the standards of cultural coordination and its effectiveness in the remembrance of the respondents of the advertising message, as the cultural coordination reliefs the viewer and offers him a large chance for reading and remembrance.