

# Journal



# of P R research

## Middle East

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Arab Republic of Egypt  
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Ben Elsarayat - 2 Ahmed Zayat Street  
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www.epra.org.eg  
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The journal is affiliated to the Egyptian Public Relations Association, the first Egyptian specialized scientific association in public relations.

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# Advertising in the digital age and its relationship to the formation of social values among Arab women

( Qualitative study )

*Associate Prof. Mona Mahmoud Abd Elgalil*

[mona37mag@gmail.com](mailto:mona37mag@gmail.com)

Associate Professor of Public Relations and Advertising  
Al Azhar university

## Abstract

### ➤ Problem of the study

An attempt to identify the reality of advertising in the digital age and its impact on the social values of Arab women, through the identification of hidden features, in order to provide an adequate perception on this phenomenon as far as possible, to distinguish between its good and ugly aspects, so that to pave the road to legislators and decision makers to control and rationalize the announcement through the new media especially the Internet, so as to ensure that, the community and its members shall take advantage of its advantages and avoid its disadvantages.

### ➤ Research importance:

The importance of this research comes from the importance of the topic that it is addressing. The digital declaration is a modern phenomenon for researchers in communication science, and the novelty of this phenomenon makes it important to be exposed to study in order to determine its nature and determine its dimensions and identify its impact on the social values of Arab women.

### ➤ Objectives of the study:

This study aims to identify the following:

- Description of the advertisement in the digital age in terms of the general form and content.
- Advertising goals and functions in the digital age.
- Social values included in the advertising in the digital age
- The negatives or excesses contained in the advertisement in the digital age.
- The role played by advertising in the digital age in the construction of new social values within the Arab women, to the values of the stable or to reproduce the old values.
- How social values are shaped by Arab women through the different contents of digital advertising.

-The impact of negatives or excesses contained in the Declaration in the digital age on Arab women.

➤ **Type of study**

This study belongs to the qualitative research pattern.

➤ **Study Approach**

The research depends on the analytical survey methodology in the qualitative context, which is concerned with analyzing, interpreting and presenting the reality of the situation and discovering the underlying relationships between the variables.

➤ **The study sample**

The nature of data collection and information in the qualitative research and the long time it takes us to use small samples, so I analyzed a sample of commercials provided in Arabic Language on the Internet, and the number of ads analyzed 20 advertisements for goods.

➤ **Data collection tools**

The data of this study were collected by analyzing the documents and general observation, as well as the qualitative analysis guide.

➤ **Main Results:**

- Different Internet ads in the template used as the most adopted ads on the direct talk and some relied on the template drama, while a few of them came in the form of lyric, and noted that the use of colors, images and drawings is one of the most attractive and prominent used by electronic advertising.
- These ads included many values, most of which were in the values of happiness, comfort, saving, beauty and elegance, health, while neglected important values such as discipline, humility, innovation, altruism and respect.
- These advertisements also contain a number of negatives, the most prominent of which are fantasy and frustration, and the introduction of sexual relations liberating and spreading class, waste and extravagance and deviation to the manifestations and luxury, and the use of foreign words, then the blind tradition and the use of foreign words, and contain words and sexual insults.



- It was noted that there are some abuses related to the emergence of women in these ads, such as to highlight her physical characteristics, and highlight the movements of the body in an exciting manner, as well as presenting the model of women liberally striking (commoditization).
- There are also some professional abuses in some advertisements such as exaggerating the description of the product or the degradation of other products, the claim of preference without proof, as well as citing non-specialist, and also ridicule the users of other products.
- Digital media in general has become one of the most effective means of establishing the values of the society and its ability to make a special impact on users, especially women, by reaffirming these values through repetition of advertising and the presentation of the same message in different ways and methods.
- Ads represent a consumable culturally propaganda based on materialistics, so that, some women buy things they don't really need, which may lead to behavioural deviation, and time wasting that is to say, nothing but to keep up with current fashions, as well as exaggerating by imitating such fashions, to the extent, it may be on the cost of other family members or life basic cases. So we can say that Ads specially digital one doesn't stop at the limits of promoting a certain product, but in addition to this, it sells values, concepts and ideas affects on the orientation of persons and their behaviours. As a conclusion, the large number of Ads which contain ethical and professional excesses through the Internet –spread rapidly in all societies - represents a danger on the Arabian woman values, and breaks traditions, customs and supreme principles inside.

