

Digital Advertising Awareness Campaigns to Urge Western Public Opinion to take Responsibilities towards Climate Change

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Abstract:

Awareness campaigns are a type of non-profit advertising, because of the awareness messages they carry to community groups in various fields, whether (political - health - environmental - social ... etc.), in order to convince audiences characterized by difference and diversity in the level (social, cultural and intellectual), in order to change or create (behaviour, belief or habit) in any of these areas, and contributes to planning advertising campaigns in achieving many benefits, the most important of which is achieving the goals with the least possible efforts and costs, with the rationalization of the use of advertising campaigns within the framework of the goals set for awareness, and contribute to the achievement of strategies for campaigns, and the unity of the goal that seeks to achieve despite the multiplicity and variation of the means used. In the modern world, the announced digital awareness campaigns have become increasingly important in attracting public support and working to address the global crisis of climate change, and digital advertising is a tool to create public opinion on the issue of global climate change, and the damage caused by climate change, especially on the African continent, in recent years there have been great concerns about the potential effects of climate change, which makes awareness advertising campaigns directed to the West, it is important to direct public opinion, urge and adopt the issue, and push its governments to assume their responsibilities towards Global climate change, especially on the African continent, and it was said that large-scale digital advertising campaigns in the Western world have prompted public opinion to contribute to large-scale climate change in Africa and these campaigns may have a significant impact on overall emission levels in the African region and also have a positive impact on the overall global climate, The problem of the research is how to benefit from the design of digital advertising campaigns to educate the Western world to assume its responsibilities towards global climate change, and the African continent in particular, where the importance of research lies in the effectiveness of digital advertising campaigns, and the extent of their ability to convince the West to respond to face change in the global climate and assume its responsibilities towards the world and the African continent in particular, hence the research was interested in following the descriptive approach followed by the applied study directed to the West to raise awareness against the dangers of climate change, with a questionnaire to measure awareness levels And understanding the seriousness of climate change, as the results show that digital awareness advertising campaigns play an important role in directing global public opinion to assume its responsibilities to address the risks of global climate change, and the African continent in particular.

Research Problem: The research problem is summarized in answering the following question: How can the design of digital advertising campaigns be used to educate the Western world to assume its responsibilities towards global climate change, and the African continent in particular?

Importance: The importance of the research lies in: - The effectiveness of digital advertising campaigns, and the extent of their ability to convince the West to respond to global climate change and assume its responsibilities towards the world and the African continent in particular. - Shedding light on awareness advertising campaigns as part of social responsibility. - Emphasizing the importance of awareness advertising campaigns and their support for positive behaviors within societies, and supporting the value system and its role in bringing about positive change in societal attitudes and responsibilities.

Methodology: The research follows the descriptive approach followed by the applied study directed to the West to raise awareness against the dangers of climate change, with a questionnaire to measure the levels of awareness and understanding of the seriousness of climate change.

Research Hypothesis: 1- Digital awareness advertising campaigns play an important role in directing Western public opinion to assume its responsibilities to address the risks of global climate change and the African continent in particular. 2- The design of awareness advertising campaigns will have a positive impact on directing Western public opinion, by supporting the system of ideas and values for the risks of climate change and then influencing its governments to adopt this trend.

Results: After presenting a questionnaire form to measure the applied study and how respondents perceive climate change and their level of understanding of its seriousness for the proposed advertising campaigns, and then analyzing the statistical results (before and after) of the sample under study, the statistical results showed

