Digital Awareness Advertising Campaigns against Attempts to Falsify History and Obliterate the Egyptian Identity

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Abstract:

Advertising campaigns play a crucial role in raising awareness and shaping public opinion on various issues, and in the case of attempts to falsify history and obliterate the Egyptian identity, the role of digital advertising campaigns comes as powerful tools to combat disinformation and preserve the cultural heritage of the Arab Republic of Egypt, as the anti-digital awareness advertising campaigns aim to educate the public, confront false narratives, and enhance a sense of pride and appreciation for Egypt's rich history and identity, One of the main objectives of advertising campaigns is to educate the public about the accurate historical narrative of Egypt, as these campaigns use various means, including television, radio, print media, social media platforms and outdoor advertising, to disseminate factual information about ancient Egypt's civilizations, pharaohs, architectural wonders and cultural achievements, Hence, the problem of research is how to address attempts to falsify the history of Egypt and obliterate the Egyptian identity through digital awareness advertising campaigns against confronting the Afrocentric movement (African Central Movement), where the importance of research lies in the effectiveness of digital awareness advertising campaigns as a tool in combating attempts to falsify the Egyptian identity, and the research aims to the extent of the impact of digital awareness advertising campaigns against falsification of history, And expose misconceptions and false narratives promoted by external entities (Afrocentric movement), and from here the research was interested in following the experimental approach to a set of digital advertising awareness campaigns against the falsification of history and obliteration of the Egyptian identity against the Afrocentric movement, with the work of a questionnaire to measure its success, The results show that digital awareness advertising campaigns play a crucial role in raising awareness and the greatest impact in shaping public opinion, as they highlight the importance of preserving the cultural heritage of nations and promoting a collective sense of pride and national identity.

Keywords:

Anti-Advertising Awareness Campaigns – Digital Advertising – Afrocentric Movement – Community Identity .

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