

The role of empiricism as a visual processing in enhancing advertising message on social media

Dr. Heba alla Mohsen Khlil Mohamed Elaasy

Lecturer- Advertising Department- Faculty of Applied Arts- Damietta University- Cairo
eng_hebamohsen@du.edu.eg

Abstract:

The study summed up shedding light on experimentalism as a visual processing to enhance advertising messages to counter similarities of ideas, renewing the recipient's desire to follow and pay attention to advertisements, keeping pace with modern design trends and increasing the impact on recipients with their psychology development, The problem in questions: How can experimentation as visual processing be used to enhance advertising message? How can experimentalism be an innovative solution to advertising ideas similarity on social media?, Assuming that employing empiricism as a visual processing can enhance advertising message on social media, Aiming to study empiricism and its role in strengthening advertising message, the importance lies in the weakness of advertising message on social media, the advertiser's desire to re-appeal the recipient as a result of being affected by many ads. Methodologies adopted are analytical descriptive, applied and statistical approach using a closed questionnaire. The results indicated that experimentalism as a visual processing succeeded in enhancing advertising message on Twitter, it can be considered an innovative solution to advertising ideas similarity in general, application of mind map as a search tool works to come up with an infinite number of ideas and thus helps in applying experimentation successfully, the recommendations are paying attention to mind map to help designer come up with many ideas, pay attention to the curricula and ways of thinking to employ them in advertising, and reconsider the curricula prescribed for students of applied arts colleges to enrich and promote advertising.

Keywords:

Experimentation; Experimental; Advertising Message; Social Media; Mind Map

References:

- 1- Ibrahim, Youssef Mahmoud (2017), Experimental Thought in Contemporary Relief Sculpture between Rebellion and Creativity, *Journal of Architecture and Human Arts*, Volume 2, Issue 5, p. 4
- 2- Al-Hussein, Asaad bin Nasser bin Saeed (2016), The Impact of Social Media on Youth Behaviors and Values from the Perspective of Islamic Education, *Journal of the Faculty of Education, Al-Azhar University*, Issue 169, Part Three, p. 335
- 3- Al-Duraidi, Ibtihaj Hafez (2018), Effectiveness of Visual Thinking Strategy in Designing an Advertising Poster, *Journal of Architecture and Human Arts*, Volume 3, Issue 10, p. 3
- 4- Al-Asi, Hebat Allah Mohsen Khalil (2019), An Innovative Vision for Employing Negative Spaces in Advertising Design, Unpublished PhD Thesis, Faculty of Applied Arts, Damietta University, p. 102
- 5- Al-Asi, Hibat Allah Mohsen Khalil (2021), Graphic Treatment of Form in Numa Bar Advertising Designs (A Study of Examples of Numa Bar's Work), *Journal of Applied Arts and Sciences*, Volume 8, Issue 4, p. 2
- 6- Al-Qattan, Muntaha Abdel-Wahhab (2019), The Effectiveness of Using Mental Maps to Acquire Concepts of Fine and Aesthetic Relationships and Develop Creativity among Art Education Students at the College of Basic Education in the State of Kuwait, *Education Research Journal*, Mansoura University, Issue 55, p. 511
- 7- Al-Kordy, Ahmed (2010), article entitled: "The Most Important Characteristics of Innovative and Strategic Thinking," *Performance Development, Administrative Development*, <http://kenanaonline.com/users/ahmedkordy/posts/127020>
- 8- Al-Kaabi, Karim Mohsen Ali Samir; Muslim, Ghasaq Hassan (2022), The Aesthetics of Experimentation in Contemporary Arab Interactive Art, *Journal of Studies, Humanities and Social Sciences*, Volume 49, Issue 3, p. 3
- 9- Jebbah, Nermin Abdel-Rahman (2021), The Philosophy of Visual Metaphor in Designing an Advertising Poster, *Journal of Architecture and Human Arts*, Volume 6, Issue 26, p. 402
- 10- Jarwan, Fathi (2007), *Teaching Thinking (Skills and Applications)*, Dar Al-Fikr for Publishing and Distribution, Amman, Jordan, Third Edition, pg. 76
- 11- Obada, Ahmed (1992), *Innovative Solutions to Problems (Theory and Application)*, The Psychology of Innovation Series, Dar Al-Hikma for Publishing and Distribution, Bahrain, p. 14
- 12- Abdullah, Samia Fawzi Ali (2023), Intellectual Foundations and Phytomenological Philosophy on Experimentation in Mural Paintings, *Journal of Architecture and Human Arts*, Volume 8, Issue 37, p. 334
- 13- Abd al-Mukhtar, Muhammad Khadr; Adawi, Engy Salah Farid (2011), *Stereotypical and Creative Thinking*, Postgraduate Studies and Research Development Center, Faculty of Engineering, Cairo University - First Edition, p. 8

- 14- Ali, Buthaina (2020), Experimentation in postmodern arts, poor art as a model, Damascus University Journal of Engineering Sciences, Volume 36, Issue 1, p. 115
- 15- Ammar, Yasser Ahmed Hassan (2017), An Innovative Strategy for Shadows as an Innovative Artistic Value in Advertising, Journal of Architecture and Human Arts, Volume 2, Issue 6, p. 7
- 16- Fakhry, Hikmat Rashid (2014), Mechanisms of Creative Action in Print Design, Academic Journal, Issue 69, p. 89
- 17- Yassin, Amira Qadri (2018), Methods of creating creative ideas in an awareness advertisement, Architecture and Human Arts Journal, Volume 3, Issue 9, p. 10
- 18- Qutp, Maysoon Mohamed (2013), Evaluating the role of creative thinking methodologies in the expression of ideas in advertising design (A Case study on violence against women publications), International Design Journal, Volume 3, Issue 4, p 87.
- 19- Image Sources :
- 20- <http://mindblowingresources.blogspot.com/2012/08/30-mind-blowing-posters-against-child.html>
- 21- http://www.adsoftheworld.com/media/print/the_joe_torre_safe_at_home_foundation_end_the_cycle_1
- 22- https://adsoftheworld.com/media/print/french_road_safety_dont_drink_drive
- 23- <https://trends.google.com/trends/explore?cat=25&geo=EG&gprop=news&q=%D8%A7%D9%84%D9%81%D9%8A%D8%B3%D8%A8%D9%88%D9%83,%2Fm%2F0289n8t,youtube&hl=en>
- 24- <https://www.adsoftheworld.com/campaigns/any-length>
- 25- <https://www.adsoftheworld.com/campaigns/bonesymphony-2023>
- 26- <https://www.adsoftheworld.com/campaigns/cut-the-oppression>
- 27- <https://www.adsoftheworld.com/campaigns/fries-19d2898f-3fbd-444b-85a0-9b2fb2030ff1>
- 28- <https://www.adsoftheworld.com/campaigns/happy-new-year-2023>
- 29- https://www.buzzfeed.com/copyranter/8-best-ads-of-month?utm_term=.jbdNmwx1g#.cowaBQn3y
- 30- <https://www.buzzfeed.com/copyranter/the-11-most-insanely-good-coffee-ads-in-the-world>
- 31- <https://www.canva.com/learn/clever-advertising/>
- 32- <https://www.emigration.gov.eg/DefaultAr/Pages/search.aspx?KW=%d9%82%d8%a8%d9%84%20%d9%85%d8%a7%20d8%aa%d9%87%d8%a7%d8%ac%d8%b1>

Paper History :

Paper received June 18, 2023, Accepted August 14, 2023, Published on line September 1, 2023