

The Effect of Global Visual Culture on Color Perception and its role in Supporting Community Participation in the Advertising Message

Manar Mohammed Yahia El Qadhi

Lecturer of Advertising Design, Faculty of Applied Arts, October 6 University,
manar_elaadhi.art@o6u.edu.eg

Abstract:

The use of color as a main element of the design structure in achieving visual perception of the advertising message, which is compatible with the semantic content as a unified entity in supporting community participation in the advertising message, as the color meanings are rooted in the cultural structure of the recipient, which has a significant impact on attracting attention, by focusing on the role of community participation in events. By focusing on the role of community participation in World Day events as one of the most important tools for achieving the positive role of the advertising message towards society, and provoking a set of emotional responses that push the recipient to respond to the advertising message, as color reflects global visual culture through the visual expression of the advertising idea towards the activities and events associated with the World Day, with the symbolic connotations it carries forming certain visual impressions regarding these global events and issues that are concerned with spreading social and cultural awareness, based on the previous experiences of individuals, and the occurrence of a type of psychological influence that helps the recipient in the process of remembering, and the creation of various psychological effects as they are among the important cultural and social influences in society that contribute in interpreting the advertising message, and naturally affects the attitudes and behaviours of the recipient. The research problem can be summarized in: How to express global visual culture in the perception of color and the symbolic connotations it carries towards the events associated with the World Day as one of the most important communication and influential tools that achieve the positive role of the advertising message in supporting the goals of community participation? The importance of the research is due to: Studying the role that color plays in supporting the global visual culture components of the advertising message that contributes to forming positive attitudes towards the events associated with the World Day. The research aims to: Studying the impact of global visual culture on the perception of color through the visual expression of the advertising message that contributes to the formation of positive attitudes towards the events associated with the World Day. The research assumes that: Studying the impact of global visual culture on the perception of color and the symbolic connotations it carries through the visual expression of the advertising message will have an effective role in forming positive attitudes toward the events associated with the World Day and supporting the goals of community participation. The research follows the descriptive analytical approach in the theoretical framework, by identifying the role of color as an element of the design structure in achieving the visual perception of the advertising message that contributes to supporting the objectives of community participation, and the analytical study of the research, which is supported by an applied study represented in the expression of the global visual culture of the advertising message in the perception of color that represents the events related to the World Day and their role in supporting the objectives of community participation in the advertising message that affects the recipient's attitudes and behaviours. The main results that: Color contributes as one of the most important tools for achieving the positive role of the advertising message in supporting the components of visual culture and forming positive attitudes towards the events related to the World Day. Color reflects visual culture through the visual expression of events related to the World Day, with its symbolic connotations that contribute to increasing community awareness and achieving the goals of community participation. Enriching visual culture by stimulating a set of emotional responses that achieve the color response to the advertising message and the recipient's awareness of the events related to the World Day, which contributes interacting with the real world, determining a meaning for colors and establishing links with the world around us. Color contributes to the visual expression of the nature of societal events globally by achieving psychological and functional awareness of color in the advertising message.

Keywords:

Color- Visual Culture- Community Participation- The World Day

References:

- 1- Hassan Abdo, Abeer, "The Perceptual Awareness of the Recipient and the Semiotics of Advertising," Journal of Applied Arts and Sciences - Helwan University, Volume Seventeen - Issue 3, 2005.
- 2- Salah El-Din Khalil, Amira, "Visual thinking as one of the types of non-verbal thinking and the extent of its impact on the communication process," Journal of Arts and Humanities, Faculty of Fine Arts, Minya University, seventh issue, June 2021
- 3- Abdel Hamid Shawar, Hanaa, "Graphic design is a means of communication to influence societies from the eighteenth century until the twentieth century," Research in Art Education and the Arts, Faculty of Art Education, Helwan University, Volume 21, Issue 2, 2021
- 4- Mahmoud Radwan, May, "A design strategy to achieve the visual identity of print awareness advertisements and its impact on the recipient," PhD thesis, Faculty of Applied Arts, Department of Advertising, Helwan University, 2013.
- 5- Mukhtar Abdel Aziz, Doaa "Advertising Design and Cultural Movement in Egypt", master's Thesis, Faculty of Applied Arts - Department of Advertising, Helwan University, 2014
- 6- Nagy Abdel Moneim, Hisham, "New design strategies for television advertising in light of the cultural changes in

- Egyptian society,” PhD thesis, Faculty of Applied Arts - Department of Advertising - Helwan University, 2010
- 7- Richard J. Varey and Michael Pirson,” Humanistic Marketing”, palgrave macmillan publishers, England, first edition,2014
 - 8- Soojin Kim,Yongjun Sung, “The Effect of Colors on Brand Personality in Advertising”, The Korean Journal of Advertising and promotion Research,vol.2,No.2,2013
 - 9- <https://mawdoo3.com/> The concept of visual perception#cite_note-ed2023,
 - 10- <https://www.emaratalyoum.com/online/follow-ups/>
 - 11- <https://www.un.org/en/observances>
 - 12- <https://www.adsoftheworld.com/campaigns/kidney>
 - 13- <https://www.adsoftheworld.com/campaigns/breast-cancer-csr>
 - 14- <https://www.strategicplay.com/colorful-lego-bricks>
 - 15- https://www.invisionapp.com/inside-design/stabilo-boss-ad-campaign/?utm_source=social&utm_medium=blog
 - 16- <https://www.elbalad.news/3768703> Why does the world light up in blue on World Autism Day? - 2019- Salma Abdel Nasser
 - 17- <https://eventologists.co.uk/the-psychology-of-color-in-events/>
 - 18- <https://mediaoffice.ae/en/news/2021/April/18-04/Advertising-screens-and-outdoor>

Paper History:

Paper received September 10, 2023, Accepted November 9, 2023, Published on line January 1, 2024