



FayoumUniverstiy



Faculty of Education

Foundations

ofEducation Department

Value Reflected in Children Advertisements in Egyptian T.V.Channels: An Analytical Study.

A M. Ed. Thesis

By

GehadAbdEllahShafeiShafei

A demonstrator at the Foundations of Education Department

Submitted for the

Partial fulfillment of the Master's degree in Education

(Foundations of Education)

Supervised by

Prof. Youssef Sayed Mahmoud
Professor of Foundations of
Education
Faculty of Education
Fayoum University

Prof. Dr. Barakat Abdel Aziz
Mohamed
Professor of Radio and Television
Faculty of Mass communication
Cairo University

2021.A.D

Abstract

Study Title: The Values Reflected by Children's Advertisements on Egyptian TV Channels "An Analytical Study".

Introduction: Television advertisements directed at children have a great impact on directing the child's behavior directly, and; on the other hand, they have an indirect effect in directing the value system they have, especially since the value system is in the process of formation and establishment at this age. The consolidation of the values that are intended to instill in the child, whether these values are positive or negative, done through the content of the advertising message presented.

Study Problem and Questions: The images and symbols that make up the advertising message carry educational and cultural connotations whose interpretation differs from one person to another. Therefore, the television advertisement today, due to its attractiveness, in form and content especially what is related to the child, is one of the sources of children's acquisition of some of these values on one side, and on the other we find that advertisements are currently almost globalized. Many of them are imitations in design and production in the advertising message of what appears in foreign media, but some international producing companies may interfere in its industry either by directing or follow-up. Therefore, it can be said that they are cross-cultures advertisements and may come out in some of the values that it refers to, whether by declaring or hinting, away from the values prevalent in our society. This value pattern, which the society has become familiar with, and the family, school and all religious institutions, have worked to entrench. So, the problem of this study is an attempt to extrapolate some values included in TV ads now to find out what is positive and what is negative. The problem of the study is represented in the following questions:

- 1) What is the values concept and what are the most important means of forming them in a child?
- 2) What are the characteristics of childhood and what are its most important demands and importance in the child's life?
- 3) What is the influence of the media on children's values?
- 4) What are the characteristics of television advertisements and what are their implications for child development?
- 5) What are the prevailing values patterns in advertisements directed at children on Egyptian television channels?

Study Objectives:

The current study aims to identify the patterns of values prevailing in television advertisements directed at children through two goals:

- **The first goal:** To identify the concept of childhood and its most important demands, characteristics and importance, and to identify the role of the media in shaping the values of the child, then to clarify the concept of values and methods of instilling values in the child, then

monitor the concept of advertising and its most important goals and characteristics.

- **The second goal:** To uncover the positive and negative effects of television advertising on aspects of child development, and to arrive at the most important values contained in television advertising directed to children and their various patterns.

Significance of the Study:

The importance of the study derives from the following considerations:

First: The theoretical importance:

Enriching Arab libraries with what this study can add to previous studies and - literature;

- The importance of the role that television advertisements play in influencing the recipient audience, whether positive or negative;

Second: Application importance:

- Directing the attention of those in charge of advertisements to the type of values that these advertisements should contain.
- It may be useful in raising the awareness of the viewers to the danger of advertisements that contradict their values and customs.

Study Methodology and Tools:

- **First: Study methodology:** The study uses a “**descriptive approach**” to suit the subject of the study and answer its questions.
- **Second: Study tool:** The study uses the content analysis tool in its quantitative and qualitative form.
- **Third: the study sample:** It is represented in a group of television advertisements directed at the child in some Egyptian television channels, their number is (50) advertisements.

Study Conclusions:

The study reached a number of results represented in three axes, the most prominent of which are the following:

The first axis: the results related to the formal and technical features of television advertisements in study sample:

1. The percentage of advertisements that depend on a short period of time, whose duration ranges from 1 to 30 seconds, came in the first order, and the advertisements that are characterized by a long period of time that is more than a minute came in the last order.
2. The Arabic language came in the colloquial dialect used for advertisements for the study sample in the first order, while the standard Arabic language came in the third and before the last.

3. The technical methods and templates used in presenting advertisements varied. The study sample came in the first order, and the animation template came in the last order.
4. The characters appearing in the advertisement varied. All segments of society appeared in the advertisements. The study sample varies with the percentage of focus on each category of society. The child's personality came first, and the youth personality of both genders came last.
5. The characteristics of the characters presented for the advertisement varied. The characteristic of fun and movement of the personality appearing in the advertisement came in the first order, and the feature of scientific and cognitive excellence came in the last order.

The second axis: the results related to the content of television advertising the study sample:

1. The commodity advertisements directed at children came first with a percentage of 96% of the total television ads in the study sample, while service advertisements came in a very small percentage (2%).
2. Regarding the commodity advertisements, advertisements for luxury goods came in the first place, and in the last order were advertisements for children's supplies.
3. The persuasive methods used in advertisements varied in the study sample. A combination of mental and emotional content came in the first order, and reliance on emotional content came in the second order, and in the third and last order was reliance on mental content.

The third axis: The results related to the prevailing patterns of values in children's advertisements in study sample:

The advertisements included the study sample on two types of values: Positive values and negative values. The positive values came in first with a rate of 57.7%, and negative values came in at 42.3%.

First: The types of positive values included in the advertisements in study sample:

1. Positive health aesthetic values came in first with a rate of 32.6%, and positive social values came in second place at a rate of 25.6%, and positive personal values came in third place with a rate of 23.2%, and positive cognitive values came in fourth order by 11.6%. Positive economic values are ranked fifth and last, at 7%.
2. Regarding the positive social values, the value of kindness came in the first order, and the value of honesty and the value of patience came in the last order.
3. As for the positive economic values, the value of time management and its estimation came in the first place, and the value of altruism came in the last order.
4. As for the positive personal values, the value of happiness came in the first place, and the value of wisdom came in the last order.

5. As for the positive cognitive values, the value of attention and alertness came in the first order, and the value of the appreciation of science and scientists came in the last order.
6. As for the positive aesthetic values, the value of maintaining health came first, and the value of coordination came in the last order.

Second: Patterns of negative values included in advertisements in study sample:

1. Negative economic values came in the first order at a rate of 35.6%, and negative aesthetic values came in the second order at a rate of 32.2%, and negative social values came in the third order by 24%, and negative personal values came in the fourth order by 6.2%, and the values came Cognitive disadvantage is in the last place, at 2%.
2. Regarding the negative social values, the values of foolishness, cynicism, violence, and mixing came first, and the value of rebellion came in last.
3. As for the negative economic values, the value of extravagance and wastefulness came in the first place, and the value of laziness came in the last.
4. As for the negative personal values, the value of fear came first, and the value of lack of interest in appearance came last.
5. As for the negative cognitive values, the value of restricting thought and the value of rejecting criticism came in equal order.
6. As for the negative aesthetic values, the value of promoting unhealthy foods came in the first place, the value of lack of concern for health came in the second order, and the value of chaos came in the last order.