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### THE EFFECTIVENESS OF WARNING IN TELEVISION ADVERTISING

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#### ABSTRACT

Warning methods in television advertisements represent a wide area at the level of employment and expression of the subject of advertisement. In light of the technical developments, these methods have an aesthetic value in the structure and formulation of the contents and ideas presented at work, which enhances the value of the advertisement as it has various and many forms. The aesthetic and expressive value of working through these methods provides us with a warning against the use of a particular commodity or product and a warning of the consequences that may be afflicted by the consumer. And I chose a research topic entitled The Effectiveness of Warning Methods in Television Advertising, and the purpose was to demonstrate the effectiveness of warning methods to create a work with content that reaches the recipient, then a section The research is divided into four chapters. The first is the methodological framework, containing the research problem, which is a question, how effective are the warning methods in television advertising? As well as the importance, goal and limits of the research, in addition to defining the search terms that were received, and the terms effectiveness - methods - and advertising have been identified.

#### INTRODUCTION

##### *Research Problem*

It summed up the research problem in how the warning methods contribute to the commercial television advertising and its impact on the recipient and follow the method of persuasion through these methods, attracting the attention of the recipient and get rid of the research problem in the following question posed by the researcher is how effective warning methods in advertising TV show?

The importance of the research:

- 1- Clarify the methods of warning in advertising, which is one of the most important options followed by the advertising designer.
- 2- Show the effectiveness of these methods and the extent of their impact on the recipient.
- 3- Developing the expertise of academics and students in the field of arts.

### ***Research Objectives***

- 1- To reveal the effectiveness of warning methods in commercial television advertising.
- 2- Describe the effectiveness of warning methods in television advertising.
- 3- Describe the relationship between warning methods and commercial television advertising.

Research limits: 1- Objectivity limits: a study of the effectiveness of warning methods used in television advertising. 2- Spatial limits: advertisements published on the Egyptian Al-Hayat channel. 3- Temporal limits: from 1-March to 1-September 2019.

### ***Define Terms***

- Efficient linguistically: the verb/faa, the eye and the lam is a valid origin that indicates the creation of something from an action and others, and the active is what it does from good (Ibn Manzur, 1956).
- Effectiveness idiomatically: the competency with which a specific performance is described, i.e. the ability to acquire knowledge by the learners and be the characteristics of the competent learner (Ahmed, 2009).
- Procedural definition: It is the designer's creative, innovative and applied ability in the field of design.

Linguistically, the styles: the line from the palm is said to be a style, and every extended path is a style, the style is the way, the face and the doctrine. Michael, 1993).

- Styles idiomatically: It is that highlighting that imposes on the reader's attention some elements of smoothness and harmony to achieve aesthetic expression (Michael, 1993).

The researcher adopted the following procedural definition: It is that voluntary process that expresses an activity that rejects coincidences and seeks the purest form, and when the artist has a style, then he is able to control what he wants to produce (Zakaria, 1993).

## **LITERATURE REVIEW**

### ***Efficiency as a Concept***

Means working to achieve the highest degree of achievement and achieve the best results and describes leaders effectiveness when outputs or outcomes are that they receive more and better inputs any efforts and costs of human and material resources that they invested as were inputs less outputs were effective stronger degree and the greatest impact " assessment of this effectiveness is a In light of the specific objectives of the work and in light of the agreed

effectiveness measures” (Mohammed, 2015), this evaluation is based on three things. Leaders want information related to future plans in the light of which they can take decisions and draw strategies. The concept of effectiveness is multiplied by communication scholars. It is a multi-angled and multi-directional term that can be defined from more than one perspective, where the concept of effectiveness can be viewed as follows (Majid, 2005).

**First** - the concept of effectiveness in terms of the user:

Effectiveness is the extent to which the user can participate in modifying the form and the evidence of his mediators and their content in real time.

**Second** - the concept of effectiveness in terms of means:

Efficiency is the characteristic of hardware, software, and conditions of exploitation that allow reciprocal actions in the mode of dialogue between users or between devices in real time.

**Third** - a concept in terms of the relationship between the sender and the receiver:

It is called the degree to which the participants in the communication process have an influence on the roles of others and their ability to exchange them, and this mutual correspondence or effectiveness is that there is a series of communicative actions in which the individual can take the person and perform his communicative actions.

### ***The Pillars of Effectiveness***

Effectiveness has pillars that can only be established by them. They are part of its reality and the basis in its formation, so that effectiveness does not exist if one of them is denied, and it is only available by achieving them combined. These two pillars are: 1- Achieving the desired goals and the goal is a picture of a desired future state coupled with a willingness to allocate the resources necessary to achieve these resources. 2 Creating a positive effect and the effect refers to the meaning of leaving the effect, and indicates the mark or image that the influencer applies to the affected person.

Effectiveness consists of a set of practices that can be learned (www.noor-book.com): A known actor-manager how to manage Aelloukt.b-focus on results rather than on building Alaml.j- be around strengths rather than Aldaf.d-focuses on areas with outstanding performance to be some outstanding results and distinct E.-making decisions Effective and take the right steps in the right sequence.

Methods of measuring the effectiveness of TV advertising: There are two methods for measuring TV advertising and its ability to achieve the desired goals (Ahmed, 2013): The first method: It continues to measure the impact of advertising on the consumer in terms of advertising's ability to influence attention and consumer interest, and this is done through two basic steps: The

first - Advertisement tribal selection stage, The second stage - the stage of post-selection for advertising. The second method: depends on measuring the impact of advertising on product sales and its ability to increase these sales and achieve profits for the organization. -Measuring the effectiveness of advertising in influencing the audience. These measurements aim to identify the extent of advertising's ability to influence the following (Ahmed, 2013): First: its ability to achieve consumer identification and remembrance of the advertised good or service and its advertisement. Second: its ability to influence advertising. Consumers' perceptions and attitudes towards the good or service. The method of measuring the effectiveness of television advertising in influencing sales, the process of measuring the effectiveness of advertising on the percentage of sales is one of the difficult measurements, due to the overlap of a group of marketing factors that affect the percentage of sales. Advertising is one of its elements, and there are some methods used to measure the impact of advertising on sales, including (Ahmed, 2013):

1- The effect of the direct response to the advertisement, where it is possible to identify the sales achieved through the carbons published in the advertisement or through the mailing message sent. 3- It is also possible to use modern technologies for information networks and cable television to measure the allegiance response to advertising.

### ***Warning Methods***

He transcends the methods of warning, as it is said: that it is a cautious act, and in the tongue warning is intimidation" (Ibn Manzur, 1999), as the warning indicates in the language is distance from something and some said that intimidation is something from something as it is said to oblige the recipient or addressee to guard against something hated or that it is as It is found in grammar books that warning is the intention of the addressee about an objectionable matter in order to avoid it, and "just as warning and temptation must be combined in one chapter in order to make their provisions equal" (Saeed, www.uobabylon.edu.iq) And should provide the temptation on the warning because the glue is the meaning of the better and then provide the warning because it is such as vacuum and then two equal judgment of them are sparse meaning Valagra Projecting on the thing and warning of deportation it means that the intended seduction of the corresponding warning " among some that the offeree alert warning on is hated to avoid it and must warn the style that is the three things Mahdhir a speaker that directs the alarm to other " (Zuhair 2004) Mahdhir which is going to Mahdhir him or forbidden alarm, which is abomination issued insult alert is the temptation, a listener alert is Mahmoud doing is considered Warning methods are one of the most important methods that the designer uses in advertising, which are represented in the warning signs and symbols that he follows and describes in the printed advertisement.

However, they are represented in the warning methods that the designer uses in television advertisements, which are represented by a warning method with an explanation of the consequences that can be inflicted on the user with that. By following the method of warning in order to quit smoking and the use of the temptation method, which affects the non-smoker, how to be in good health and

practice Sports and others. It also represents the methods of warning through pictures, drawings and warning signs, which are (one of the important elements in the formation of the advertisement and it is considered one of the most important means of conveying the ideas and information contained in the advertisement and is more effective than words and sentences, as it arouses the public's interest and helps them to understand the content of the advertisement. Therefore, the images Cartoons constitute the so-called eye trap (Hassan, 1998). Pictures in advertisements are worth a thousand words, especially pictures that arouse interest and attract the audience. Studies have shown that photographs are more attractive than cartoons, more realistic and expressive of the event. Also, pictures and graphics are considered an influence and persuasion factor if they Pictures of art and sports celebrities were used while they warn about something, as the warning methods are represented through (warning inducements that activate emotional excitement in the recipient, such as raising fear of the harmful effects of smoking in order for people to quit smoking, and intimidation leads to making the recipient respond to the message) (Mohammed, 2017)) In two cases: First - the intensity of emotional excitement constitutes an incentive for the recipient to respond to the content of the message.

Secondly - persuading the individual to avoid the dangers and thus reduce emotional tension when responding to the content of the message, such as to avoid smoking so that the person does not suffer from cardiovascular diseases, and it is also done through warning methods to persuade, which is considered a means of influence on the recipient and through several secrets that contribute to That persuasion, including it) (Mohammed, 2017): 1- Recognizing through the speech of persuasive people who know their audience well and know how to speak the language of that audience by highlighting the warning methods that are either a warning against the use of a specific commodity or the consumption of a specific product. 2- Communicate in an appropriate manner. People will tend to be more accepting of your ideas. 3- Avoid barbarism. Persuasive people tend to present their ideas with confidence and assertiveness. 4- Frankness and honesty are keys to persuading the effective, as well as bringing realistic models that increase the effectiveness of warning methods for the recipient. 5- Research shows that people tend to succumb to ideas that reflect images from daily life and that warning methods should be specifically about wrong daily practices.

### *Warning Cues*

This grooming refers to the undesirable consequences that result from the recipient not being convinced of the communicator's recommendations and leads to making the recipient respond to the message in two cases:

**The first:** the intensity of emotional excitement that constitutes an incentive for the recipient to respond to the content of the message

**Second:** the individual's expectations can avoid notification and thus reduce emotional stress when responding to the content of the message

There are three factors that affect the intensity of emotional arousal in this type of solicitation: [www.isamweb.net](http://www.isamweb.net)):-

A - The content of the message, as the content of the message must have meaning for the recipient so that he responds to its goal and emotional tension occurs. People tend to ignore threats, until clear signs of their seriousness appear, B - The source of the message: If the recipient looks at the one who is in contact with him as not familiar with sufficient information He will reject his expectations and thus the message will fail to provoke emotional reactions, and if the recipient feels that the caller is exaggerating the warning, he may ignore what he says, C- The recipient's previous experiences: where some studies indicate that when some people are exposed to messages that provoke (severe warning) and tension, reduces the aspect of their fear, if they were previously exposed to similar messages, the previous exposure to information leads to a kind of emotional immunization, that element of surprise increases the degree of emotional excitement caused by bad news 0.

The use of warnings or threats is based on the following assumptions (Rania, 2011):

The use of these allures leads to the individual's feeling of tension, as a result of an increased sense of fear or a feeling of isolation, on which the symbols of the message are based. The individual, under the influence of the stimulus, will respond to any recommendations to avoid this danger or undesirable results.

Feeling of tension - in this case, it is an incentive for the individual to avoid danger or undesirable results. Through experimentation and reinforcement, responses are transformed into behavioral habits consistent with the communicator's goals. It is possible to extract some assumptions related to the construction of the message, which refers to the threat or warning from (Rania, 2011):

- 1- The approach of the threat to the recipient personally increases the state of tension, and this gives the threat a subjective meaning.
- 2- The threat is related to temporal proximity, as the possibility of occurrence does not give a clear effect like the actual occurrence, and also does not give the recipient interest in distant events, as the individual tends to ignore the threat or warning until clear and close indications of the danger that expresses the threat appear.
- 3- There is an inverse correlation between the extent of the threat and the response to the message recommendations, because exaggerating the threat may provoke a challenge to the recipient, or make him avoid messages that indicate this threat.
- 4- The clarity of the message leads to the possibility of implementing its recommendations, and this differs from the clarity or ambiguity of the danger, because the ambiguity of the danger and the recipient's lack of knowledge of his exclusion increases his tension more than the known threat.
- 5- The more recommendations are within the limits of the recipient's capabilities and potential, the easier it will be to implement and adhere to them.

### ***TV Advertisement***

A brief history of the development of television advertising:

Television is considered one of the most important inventions of the twentieth century and is a component of two pieces are (tele) and its meaning from a distance and (vision) and its meaning is a vision, and thus the meaning of the word TV is a vision from a distance, “ After the television has been called many names, the most famous of which is that Newton Tito launched in 1971, a vast humor, the miracle child, the miracle box, the biggest time killer, and other names” (Saad, 2014).) television transmission has appeared to spread in many countries after World war II, and Britain has made several attempts before the emergence of war and specifically in 1936, if possible appeared to transmission on a small scale in London, but the second World war after several years appeared on British television resumes sent wide Broad to new foundations, (TV was introduced as an advertising medium along with other well-known means in most well-known countries, and advertisers’ use of this medium increased to the extent that many of them in America and Europe began to allocate the largest part of their advertising budgets to provide advertising through the television screen) (Abu El-Ala), 2008), and television plays a very vital role in the fields of media, advertising and mass communication, where television advertising is considered one of the most successful types of advertising due to its rapid impact and Effective on the recipient, because it addresses the senses of hearing and sight together, which is what the rest of the other media outlets lose.

The advertisement has been associated since its inception with the means of mass communication, and dealing with advertising and its use in these means was not characterized by stability and stability, and witnessed a multi and varied use by those in charge of those means, whether they were Governments or individuals to achieve certain goals, and through that atmosphere, advertising flourished as a communication art on the one hand, and a means of commercial promotion and publicity on the other, which acts as a link between the owners of commercial interests and the recipients who follow the media and receive advertising messages through it. This communication medium provides him with many techniques and features, and he is able to provide the elements of innovation, dazzle, influence and spread for the advertiser.” Television advertising is a set of various technical means used through the time sold from television to the audience with the intention of introducing it to a good, service or idea in the form of the content that is scattered in its information. Its inclinations, value and consumer behavior and its example are among the means of cultural elements.

### ***Advantages of TV Advertising (Fares, 2008)***

1- TV broadcasting has the greatest impact on the audience because it presents sound and animation at the same time, and therefore its effect remains in the same scenes for a long time compared to other media. 2- TV broadcasting enjoys wide and wide coverage from sectors and audiences that watch satellite channels of all kinds. 3- TV broadcasting has the opportunity to use a lot of

distinctive technical capabilities such as dialogue arts, script, directing and color sorting, which increases the emotional impact on the same viewer. to attract the attention of viewers locally or internationally or globally as the most terrestrial TV broadcasting or satellite stations have become broadcast over the night and day, or over four and twenty hours a day, 5-enjoy TV as an important source and major news sources among the media different enjoyed Credibility, as the camera transmits the truth from the ground.

### ***The Main Disadvantages of Television Advertising***

1 - that the television broadcast, if it is in the form of a local or a ground station, then it covers a large area and does not reach a wide section of the masses, as is the case in radio broadcasts, The error in choosing the timing in broadcasting the advertising message to a large size of the required audience, perhaps that message may not reach the required form., 4- It is a recognized fact that television programs take a long time to prepare and are more expensive compared to other means such as radio, which affects and hinders sending advertising messages, Many important.

### ***Indicators of the Theoretical Framework***

- 1- The effectiveness of television advertising lies through two methods: the effect of advertising on the consumer, and the second, the effect of advertising on product sales.
- 2- The measure of effectiveness lies in the light of the specific objectives of the advertising work
- 3- The methods of warning lie through persuading the recipient of the danger of using a particular product or commodity, as in following the warning in order to convince the recipient of the harms of smoking.
- 4- Clarify the methods of anesthesia through pictures, symbols and warning signs.
- 5- Warning methods lie through warnings that arouse the emotions of the recipient.
- 6- Television is the most popular medium for the masses of different specializations.
- 7- The importance of television advertising is that it is a transmission medium between the advertiser and the recipient.
- 8- Television advertising emerges as a communicative art on the one hand, and a warning on the other, through the warning methods used in the advertisement.
- 9- TV advertising is a set of various technical means used during a specific time on television

The researcher, according to his online search for previous studies, did not find a study that dealt with a similar topic to the researcher's.

### ***First: Research Methodology:***

The researcher adopted the descriptive research methodology because it is relevant to the subject of the current study, which is a methodological approach (to describe a phenomenon, state or event in the natural or social structure).



## **Second, The Research Community:**

The current research included advertisements published on the Egyptian Al-Hayat channel for the year-2019, and it amounted to (15) advertisements.

## ***Third: A Sample for Research:***

The research sample was chosen in an intentional way, and the number of sample samples amounted to (3) advertisement models for the purposes of analysis from the research community, and their number reached (15) advertisements, thus being 5%. The selection of these samples came according to what is appropriate:

- 1- It is concerned with the worn-out work preoccupation.
- 2- It fits with the research topic.

## ***Fourth: The Search Tool:***

In order to reach the goal of the research, the researcher prepared a form for determining the axes of analysis based on the theoretical framework and its indicators, and presented the form to a group of experts and specialists to make adjustments and the possibility of developing them based on their opinions for the purpose of achieving the goal of the research.

## ***Sample Analysis***

- Model No. (1)
- Drug warning notice
- (Advertisement time is 3 minutes)

## ***Advertising Idea***

The idea of announcing a warning about drug abuse and an indication of its harm to health and how it destroys young people, as the idea of the advertisement consists of a football match, in which the Egyptian player Mohamed Salah explains the harms of smoking and the extent of its impact on humans and an indication of its harm on the psyche and health of the individual

Ad analysis:

The announcement begins with the transcendental child's voice without the image of the character appearing, and then the background of the person running in the street appears. Here the sound precedes the image, where it is a point of attraction for the recipient and arouses his interest, where the recipient pays curiosity to know the content of the advertisement, then the voice of the commentator appears in the stadium commenting in the last minutes of the match Which was almost the goal of winning and then the result is the loss of the goal because of the slow play and here the voice of the commentator decreases as a result of betrayal for not getting the goal and here appears the young people who watch the match and they are sad because of the loss in the match where three young people sit in the car eating cigarettes that contain drugs

and stay One young man walks and turns to the screen while he is overwhelmed and disappointed. Then the pictures of the player Mohamed Salah fall on the field and he runs as a result of fatigue and exhaustion due to taking drugs because they weaken the body and damage it and make the person unable to move. Here it shows that taking drugs makes the person unable to accomplish His work and the achievement of his ambition, as well as let others down with him.

Then another shot appears of the player Mohamed Salah, as he intends to get up and run, even if he stops for simple moments, remembering the disappointment and loss and his rock in In the stadium, he gets up again, he is determined and will, he runs fast, stops and completes again, and strengthens the practice of sports to strengthen his body and restore his activity and the confidence of his fans. By playing and winning, taking drugs affects the psychological state of the individual and also has a normal effect on the social situation, because taking drugs that accept young people is destruction of society and leads to the commission of crimes. Therefore, using the method of warning against taking it because it leads to death and destruction between the individual and through the interconnection of the clips and through the sound that use it to attract recipient attention to the Mar drug and its results so the can will that change the personality of the individual between the through personal movement that starts slow and then accelerate gradually, as well as the movement of the camera using the designer here's Mohamed Salah as a personal famous for her fans from the audience and an element attracting attention by The recipient through awareness and caution against drug abuse, as well as the use of red in the clothes he wears, as it is the color of his Through the danger and warning of the abuse of drugs being a society threatening and pose a threat to young people and wasted health and destroy individuals, family and communities, and increase crime and violence, corruption, and abuse leads to addiction, including the resulting poisoning the nervous system of the human being, the trafficker does any act or a crime in order to deal Therefore, it uses the method of warning against its abuse and that the phenomenon of addiction can be treated despite its long duration and difficulty, and the duration of the announcement was sufficient to show through it how the player was able to overcome addiction while running in a green land because the green color suggests vitality and life while speaking and warning against drug abuse It is the destruction of society and the soul, echoing the phrase (You are stronger than drugs, for sure, they will not beat you), and it appears at the end of the ad, the national anti-drug campaign, choose your life.

## **MODEL NO. 2**

### ***Analyzing:***

The advertisement consists of multiple clips as they are interconnected awareness clips to limit the spread of the disease and preserve the patient's health from infection with the virus, the designer used a cartoon style to communicate the idea and awareness of infection with the disease for all groups, especially children, so he used a cartoon style where he starts with the first cat of a drawing that supports prevention methods and the use of written material

To remind and warn of infection and show prevention methods The second shot is a figure of a man washing his hands before eating with writing the appropriate phrase with it, as well as showing how to cook food well before eating it, especially meat and vegetables, and another shot of a group of pets in their own cages, and warns against touching them because they are more susceptible to the virus and its transmission to individuals easily so it shows ways to wear paw covers and gloves, non - contact and wash your hands before eating foods and if you have an infected person, you must take extra caution when approaching it and compliance with safety requirements has arranged advertising shots in a row connected with each other and use the sound of the human from In order to convey the information as a story, it conveys it to the recipient and broadcasts its absorption from all age groups and the use of The white color of the written material symbolizes life, peace and love, while the writing in red symbolizes caution. Use animation and technical programs to move it and use signs and symbols.

### **MODEL NO. (3)**

#### ***Analyzing:***

The duration of the advertisement, but it is clear and understandable to the recipient, as it consists of several clips in one place, but appropriately to convey the idea and content through the first clip. The side of the successor of the person sitting on the chair and next to him is a box of cigarettes, where he pulls the drunks, ignites them, eats them and throws smoke in a way that fills the entire place and is faint Lighting is dark, through which it expresses the darkness of life for a smoker, as it does not harm himself only, but also the lives of others through the cigarette smoke that he poses, being poisons that he takes and that smoking has certain indications that may be due to a psychological factor. The smoker is under psychological pressure and covers his tension with cigarette smoke, and that the direction of the smoke exits the various indications that smoke comes out of the smoker's mouth upwards is evidence of his strength and supremacy. Either the smoke coming down is evidence of negativity and abstinence, and that this advertisement was used in a different way, and the footage was repeated.

### **RESULTS**

- 1- The majority of the respondents believe that effectiveness is achieved through the warning method.
- 2- The majority of the sample members believe that it is possible to warn through advertising to change the opinion of the individual if the degree of response is yes, which is 63 of the sample members.
- 3- The majority of individuals depend that they felt a sense of tension and anxiety by watching the advertisement, and the response rate formed (60) of the sample members
- 4- The majority of the sample members see that the signs, symbols, and indications are clear that enable the recipient to know the danger contained through drug use, and the response rate was (83) of the sample members.

- 5- It was found that the members of the sample who believe that emotional indulgence has a role in changing the feeling of the recipient, if the degree of response constitutes a percentage of (70) of the sample members.
- 6- The majority of the sample members believe that advertising has an impact on the behavior of young people, if the degree of response constitutes (90) of the sample members
- 7- The majority of the respondents believe that the images have a role in communicating the advertising message, if the degree of response constitutes (80) of the sample members.
- 8- The majority of individuals believe that the use of animation affects the behavior of the individual if the degree of response constitutes (80) of the sample members
- 9- It turns out that the respondents in the sample see that the sample elements (images - sound - color) arouse the attention of the recipient if the response rate formed (83) of the sample members
- 10- The majority of the sample members believe that color plays a role in leaving awe in the mind of the recipient, and the response rate was (90) of the sample members.

## CONCLUSIONS

- 1- The effectiveness is achieved through the method of warning in changing the behavior of the recipient
- 2- The recipient's feeling of tension and anxiety by watching the advertisement that contains warning methods can change the behavior of the recipient
- 3- The warning signs and symbols contained in the advertisement enable the recipient to know the danger that he will face as a result of using a particular commodity, for example
- 4- Advertisements that contain warning tactics can change the behavior of young people
- 5- The image and color play a major role in communicating the advertising message, as well as leaving awe in the recipient's mind
- 6- The warning style available in the advertisement can change an individual's opinion

## RECOMMENDATIONS

- 1- Adopting diversity in symbols, signs and images to build an advertising idea in the structure of advertising design
  - 2- Emphasis on the joint use of design programs to produce advertising designs with artistic, technical and modern skills and creativity suggestions
- Conducting an in-depth study on the fees and warning signs in the printed advertisement because of their impact on the recipient

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