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Advertising Reality in the Egyptian Media: An Analytical Study

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Abstract

This study aimed to monitor and analyze advertising reality in the Egyptian media, by identifying features and characteristics that may be characterized by advertising in the media under study.

This study is considered a type of descriptive and explanatory research and studies, and the researcher relied on survey and comparative methodologies, and he used a content analysis form to collect data.

Thus, the study concluded that:

- 1- Control of the Egyptian source over advertisements of the media under study.
- 2- Commercial ads came first, then public service ads, then public relations ads.
- 3- The most advertised goods: books and newspapers, petroleum products, electrical tools and sets, building and construction materials, food products, and agricultural products. The most advertised services are: taxes, banking and banking services, real estate services, maintenance and restoration. As for the ideas, most of them were about donating to hospitals, and donating to charity.
- 4- Among the most important goals of the advertisements: informational, guiding... etc.

Key words: Advertising - Newspapers - Television - Media.