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## The Recent Trends in Research of the Future of Advertising In Traditional Means: A Critical Analytical Study

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### Abstract

This research aimed to monitor Arab and foreign academic studies in research of the future of advertising in traditional media in the period from (2013 to 2022) and analyze the common factors in foreign studies in terms of the most important topics that they dealt with, the theories, and scientific models used in them, in addition to presenting and analyzing the most important results that reached to it, then analyze the most important topics of Arab research and studies in the field of research in the future of advertising in traditional means, and the most important results it reached, and finally present a vision of the future agenda for research in the future of advertising in traditional means.

### Methodological design:

The analytical presentation of this research belongs to the descriptive studies according to the second-level analysis method, which depends on the qualitative analysis of the data of studies and refereed research published in refereed scientific journals and available to specialized researchers on electronic databases.

### Analytical Society and Sample Presentation:

The society that the analytical presentation aims to study is the scientific heritage in the field of advertising, and it is represented in the scientific research published in the refereed scientific journals during the last five years.

The studies from which the sample of analysis was withdrawn were based on the criteria of association with means in general and traditional in particular and the criterion of sources, where the databases were relied on as a primary source for the collection and analysis of foreign and Arab studies published EBSCOHOST - Egyptian Knowledge Bank EKB – proquest, as well as the time frame standard Where the researcher monitored studies that dealt with advertising research in the period from 2013-2018, and the researcher provides a summary of previous research trends to show the extent of consistency and difference in them.

**The results showed that** the research interests belonging to the Arab school, the Third World, or even the Western school regarding the future of advertising in traditional means are few, compared to the amount of research that is concerned with advertising in modern means, due to the increasing importance of the internet for advertisers and consumers, and that Arab advertising research

focused on the consumer in terms of influencing his preferences, purchasing decisions, trends, cultural awareness and moral values, as well as the traditional means of advertising in terms of their actual reality, or their effectiveness as an advertising medium.

With regard to the studies that focused on the future of advertising in traditional means, it was satisfied with the descriptive approach, and the review of advertising studies, without evaluating an actual critical analytical vision that promotes traditional means economically, to confront modern means with all their capabilities that threaten the continuity of traditional means.

As for foreign studies, they focused more deeply than Arab studies, with regard to traditional advertising means and their actual position in advertising in the markets, compared to modern means, and the advertisers' view of both types of advertisements, and the reasons for this view represented in the actual advantages accruing to advertisers and consumers from their use of advertising in the modern means, and clarifying the strengths and weaknesses of traditional advertising compared to digital. Foreign studies also focused on studying the different forms of electronic advertising, the most important of which is mobile, and devoted an independent research field to it.

Based on all of the above, the researcher believes that the interest in advertising in modern means at the research level or at the public level has become prominent and characterized by remarkable superiority, due to its attractiveness and high capabilities that attract all parties, and that interest in advertising in traditional means is declining on both levels, which warns the means. The traditional need to move out of this difficult situation, in which it faces a set of challenges in its competition and its ability to withstand digital advertising, which is becoming increasingly widespread and developed day after day.

Then the researcher presented 17 future trends for advertising research in traditional advertising means research.

**.Keywords:** Trends, Advertising Future Research, Traditional Means.