



Public Relations & Advertising Campaigns

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Advertising Discourse for Campaigns to Combat Violence Against Adolescents and its Relationship to Positive Education: A Semiological Approach

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Abstract

The main problem of the research is how to address the issue of violence against adolescents in the awareness-raising advertising discourse by standing on the connotations and suggestions that the visual advertisement carries in the context of its handling and treatment of the issue through linguistic and visual signs, using the semiological analysis method that depends on the qualitative approach to reveal the implicit meanings. The results of the study concluded that the campaign's visual discourse was distinguished in the use of shots, camera movements and shooting angles; to implicitly show physical violence through a number of connotations and overtones out of respect for the spectator and social control. The study also revealed a distinct consistency and integration between verbal discourse and visual modes in a way that embodies the harmonious relationship between them in providing a realistic treatment for most of the negative educational methods prevalent in Egyptian society. In this way, the campaign gained realism and credibility for its adaptation to the cultural and social context of the target audience, as it is life situations and cultural beliefs in which many Egyptian families are similar.

Keywords: Advertising Discourse, Anti-Violence Campaigns, Adolescents, Positive Education, Semiotic Approach