



قسم الاجتماع
شعبة الإعلام

فاعلية الحملات الإعلانية في مواجهة العنف ضد المرأة دراسة ميدانية

رسالة مقدمة لنيل درجة الدكتوراة في الآداب من قسم الاجتماع "شعبة الإعلام"

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Research problem:

The research problem defined in evaluating the role of the two campaigns that are subject to research in facing violence against women, and this after considering the fact that the advertising campaigns are considered one of the elements of knowledge empowerment for women, and one of the mechanisms for eliminating violence against them.

There are some sub-problems out of this main problem, which are:

- 1- Studying the two campaigns that are subject to research.
- 2- Studying the target audience.
- 3- Studying the feedback of the two campaigns that are subject to research.

The study aims and questions:

The study attempts to achieve the following aims and answer the following questions:

- 1- Studying the social, cultural, psychological dimensions that the core of the two campaigns that are subject to research. According to this aim, we have these questions:
 - a-What are the information that target audience have about harmful traditions (female genital mutilation and early marriage)?
 - b-Whose decision maker of practicing these harmful traditions?
 - c- For which reasons target audience practicing these harmful traditions?

Abstract

4-Explore the expected and unexpected results of exposing the target audience to the two campaigns that are subject to research. According to this aim, we have these questions:

- a- Is Egypt has political decisions or governmental organizations actions to empower violated women?
- b-To how extent that National Council of Childhood and Motherhood projects have adequacy of performance to facing the violence against women?
- c-To how extent the two campaigns that are subject to research can achieve the cognitive empowerment for women?

The theoretical framework:

Theoretical approaches of the present study are as following:

- 1- The seven doors social marketing approach.
- 2- Social and political marketing theory.
- 3- Radical feminism theory.

Methodology:

This study is categorized as evaluative descriptive study that applied to advertising campaigns of National Council of Childhood and Motherhood, in two governorates which are; Alexandria as an urban governorate , and El Behara as a rural governorate .

The research conducted on (600) respondents; (400) of them in Alexandria governorate and (200) in El Behara governorate through snowball sample. Depth interviews was conducted with (12) individuals in both of governorates.

Abstract

The research analyze quantitative and qualitative data by conducting content analysis and electronic web sites analysis for two campaigns which disclosed through television, radio, and the internet.

Conclusions:

The research conclusions will be divided into three themes:

1-Target Audience Practicing Harmful Traditions:

- 1-Most of respondents circumcised, but most of them married over 18 years old.
- 2-Mothers make decision of female genital mutilation, and fathers make decision in early marriage.
- 3-Respondents circumcised their daughters to keep them pure and protect them from deviance, and make their future husbands happy with them. And the most important reasons to practice early marriage to protect girls and ensure that they will marry. Both of harmful traditions practiced for religious reasons.
- 4-Most respondents sited that the two harmful traditions have physical, psychological and social bad effects could continuo for the rest of the live.

2- the design of advertising campaigns that facing violence against women:

- 1-The female genital mutilation television advertisement concentrate on religious and legal contents, when female genital mutilation radio advertisements concentrate beside religious

Abstract

- content on the physical and psychological negative effects of the female genital mutilation, and the religious and legal contents too. The early marriage radio advertisements concentrate on physical, social and legal negative effects of early marriage.
- 2-The two campaigns addressed their messages to general unspecified audience, and its main aim is raising audience consciousness about harmful traditions and help them to make decision to action.
 - 3-The two campaigns using both of rational and emotional appeals.
 - 4- The two campaigns on the internet offered interactivity to target audience, besides varieties in content and languages, and using attracting elements such as; pictures, videos and external links.

3- Feedback of target audience on the advertising campaigns that facing violence against women:

Most of the target audience following the two campaigns that are subject to research sometimes through radio, television and the internet, and they confirmed that they are have benefits of them, and they will quit practicing the harmful traditions, but they still have positive attitudes towards these traditions.

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