

# Egyptian Universities Youth Attitudes Toward Characters Presented in T.V. Ads and its Relation to their Realization of the Social Reality

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## Abstract

The study includes character study submitted declarations TV, where this is the hub of hubs, which are modern in the field of media studies in general and advertising in particular at the local and international, most of the Arab studies dealt with the child's personality or a woman and she said the foreign studies of older persons; while the study focused the current analysis character both of the "child, youth, women, men, older people," and study the relationship between trends in university youth of Egypt about the characters and their understanding of the social reality based on the survey method analytical 581 advertising on Rotana Cinema, Egyptian Satellite Channel, DreamWorks 2, mbc1 and field survey 420 Single of university students through the theory has frequently been used in the field ~f drama had not been used in advertising, a theory of planting culture, where the researcher created five standards of design, a, the scale of density View the TV commercials, the scale seen active for TV ads, the scale of perception and realistic content submitted declarations TV , the scale of attitudes towards the characters submitted declarations television, the scale of the economic level the social platform for use in the production of TV commercials, as applied to the study on a representative sample be generalized to meet the needs of the public providers, TV commercials, and has to provide the agency Tarek Nour Advertising study of the application.

**Keywords:** Attitudes; Youth; Characters presented in T.V. Ads; The Social reality.