

Posters as a Method of Communication for the Dissemination of Scientific Culture in Society

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ABSTRACT

This paper explains the importance of posters to the dissemination of scientific culture in the society. That we need methods of communication (such as posters) when population increase. Communication has been practiced by human since the beginning of creation. It is a human phenomenon used for the exchange of information, communication evolves from the latin word "Communicar", in a word of English Common and that any communication means making thing commonplace and familiar and common among the people concerned. It is the exchange process of information, ideas and feeling using symbols, pictures, drawings and words. So posters can achieve the aims for the dissemination of scientific culture in the society such as disease prevention and early warning, the definition of diseases and provide scientific advice to public safety in the society, Included in this paper are the functions of mass communication, The methods that is used in the Communication (advertising) models for some advertising scientific topics.

Keywords: Communication, advertising, Posters, Scientific Culture.

1. Introduction

The functions of mass communication does not vary from one society to another, but the difference in the method or means application of these functions to achieve certain goals of a society, its goals for the rest of the other communities may appear differ, see Lasswell three function of Communication:

1. Environment Monitoring.
2. Knowledge of the relationship between parts of society and its relationship with the environment.

3. Heritage and Culture transfer.

The methods used in the Communication (advertising):

- Reading methods such as poster
- Audio methods such as radio
- Audio-visual methods such as TV

And we are now offering models for some advertising scientific topics designed in a simple, objective way for dissemination of scientific culture among the members of the community.



Poster shows the benefit of drinking milk on bone, It was introduced through a seminar to raise awareness of the disease osteoporosis and rheumatic pain in Assiut (Egypt)

2. Objectives/Purpose of the study

1. To explain the important role of posters to the dissemination of scientific culture in the society.
2. To explain the functions of mass communication in society.
3. To show The methods that are used in the Communication (advertising) for the dissemination of scientific culture in the society.

3. Methodology

- Elements of Mass Communication
- Skills of the sender
- Beliefs, tendencies and trends of society
- Social and cultural level
- Models for some ads scientific topics in a simple designed.

4. Result/Findings

- Attention to all of methods of communication (read or audio or audio &visual) as the primary means for the dissemination of scientific culture in society.
- We need to simplify the scientific topics in advertising method for dissemination of scientific culture in society.
- Posters in Egypt are the main method for dissemination of information and ideas and different cultures than all other method of advertising.

5. Discussion

We must study the people in the society and their cultures to successful design and use simple objects in design to be understood by people.

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