



The Role of Advertising and Trademarks affections in Greco - Roman Egypt

Doaa Ragab Fadel

Lecturer in Tourist Guidance department,
High Institute of Tourism & Hotels, King Marriott – Alexandria

ARTICLE INFO

Keywords:
Advertising;
Newspaper;
Communication;
Trademarks; Shops;
Merchants.

**(JAAUTH)
Vol. 21, No. 2,
(December 2021),
PP.80-97.**

ABSTRACT

Clearly, each advertisement must communicate some information in order to change an attitude or persuade people. In the meantime, advertising appeared in prehistoric times such as in ancient Egypt it adds product value by creating brands to compete for instance, they marked brand cattle to indicate ownership. Egyptians rulers used personal promotion to glorify their achievement so advertising used to support the rulers and purchase goods in ancient Egypt as a way to influence the thinking of people and the Egyptian writing was a key to gain public support also Greece merchants hired town criers to walk through the streets to announce the arrival of ships. Additionally, trademarks have pointed to the branding of cattle that depicted on ancient Egyptian wall paintings as source identifiers for purposes of sale because Egypt was a center for trade routes such as western Asia so peoples were often shown in Egyptian art bringing gifts or trade goods to the king in ancient Egypt.

Introduction

Currently, different forms of promotional activities have been used in ancient civilizations (advertising, sales promotion, trade promotion, public relations and publicity, even sponsorship) (Starcevic, 2015). Meanwhile, advertising is form of communication from an identifiable source (Richards, Jef; Daugherty, Terry; Logan, Kely, 2009), commercial mass communication way designed to promote the sale of a product or service and to encourage or persuade (Daymette, Lic; Montenegro, Daymette, 2017). At that point, the term “propaganda” to persuading people into certain “political or religious ideas” (Starcevic, 2015) and the purpose of most advertising is to sell products or services to win new customers and to increase the volume of sales. In addition, advertising plays an important role in human’s everyday life (Frolova, 2014; Shaju, 2014). In the meantime, it is often stated that branding and advertising are as old as human society (Starcevic, 2015). Besides, it mainly determines the image and way of life and it has an impact on our thinking (Frolova, 2014), furthermore, it is believed that branding comes from the prehistoric age (Starcevic, 2015).

Immediately, advertising exists since the occurrence of a need to influence the thinking of people, especially to provide support to the rulers or purchase goods so ancient Egypt represents a social entity with a developed fabric of the means of mass communication that is all about symbolic contents and shared meanings (Šmejkal, 2008; Starcevic, 2015). Meanwhile, the purposes of ancient mass media, the source of power – that is, a potential instrument of influence, control and innovation within the society as well as an instrument for effective public presentation (Šmejkal, 2008).

Besides, in ancient times there were two types of promotional activities: Those aimed at products (primarily advertising) and those aimed at promoting the ruler (advertising and public relations) (Starcevic, 2015). The various forms of mass media have developed over the years (Lee, 2009) and the Egyptian was shaped by those in a fashion not that much different from the way that current mass media shape minds. In addition, be it language, art, or rites, they were all employed on a mass scale (Šmejkal, 2008). Currently, aim of this study is to shed light on advertising in ancient Egypt and its importance while little has been written about the practice of branding and advertising in ancient time although (Starcevic, 2015) as well as mass media acts as a vital conduit disseminating the necessary information to the public (Šmejkal, 2008; Lee, 2009).

(1) The origins of branding and advertising in ancient Egypt

(1-1) Definition of Advertising

The word “advertising” seems to derive from ancient Latin word “advertere”, meaning “turning to something” (Starcevic, 2015) to direct people’s attention to the availability, qualities, and cost of specific commodities or services (Danesi, 2007), such as marking of ownership, product differentiation, persuading people to buy the product etc. (Starcevic, 2015). In the same way, each advertisement must deliver some information to some targeted audience (Richards, Jef; Daugherty, Terry; Logan, Kelty, 2009) to reflect specific interests such as political and social (Danesi, 2007). While there was no use of words such as “brand”, “advertising”, “promotion” and “public relations” in the ancient times, but these activities existed in various forms in ancient civilizations (Starcevic, 2015).

(1-2) History, Classification of trademarks and advertising in ancient Egypt

Further, advertisement appeared a long time ago (Frolova, 2014) and the history of advertising is connected to humankind evolution and its technical progress (Daymette, Lic; Montenegro, Daymette, 2017). Specifically, its existence in prehistoric times is confirmed, for example, by an Egyptian papyrus with the information of the upcoming sale of a slave (Frolova, 2014). In particular, indeed, they did instead of print, radio, television, or internet, they employed speech, writing, art, architecture and rites to unite their civilizations (Šmejkal, 2008).

Advertising, in ancient times, was primitive when measured by the present day standards. But the basic reason for employing this technique was the same (Roux, Therese; Van der WALDT, DLR, 2014; Dixon, 1961). While in ancient Egypt the Egyptian mass media operated in accordance with the state dogma and the Egyptian civilization managed to create a fully functional network of mass media, and benefit

from it (Šmejkal, 2008). At that point, that is, to communicate information and ideas to people in order to change an attitude or persuade (Roux, Therese, Van der WALDT, DLR, 2014; Dixon, 1961). Also advertising from its earliest days served to inform, persuade (sell) and remind consumers just as it does today (Gerard J. Tellis & Tim Ambler, 2007). As well as it was explored several areas of means of mass communication, namely the spoken and written language, the art, the architecture (Šmejkal, 2008) so archaeologists trace the commercial communication to the earliest civilizations in Egypt (Hood, 2005).

In general, advertising appeared a long time ago. Its existence in prehistoric times is confirmed, for example, by an Egyptian papyrus with the information of the upcoming sale of a slave. In addition, advertising in those days was presented by written or oral announcement touting a particular product or service (Frolova, 2014) and advertising has evolved into a combination of art and science (Danesi, 2007). Immediately, the oral advertising was spread by some sort of barker. Besides papyrus scrolls and wax boards, the written advertising was embodied in inscriptions on roadside rocks, as well as on buildings (Frolova, 2014).

In other word, advertising adds product value by creating enduring “brands” to compete on the basis of price or improved product attributes (Richards, Jef & Daugherty, Terry & Logan, Kelty, 2009) as the ancient Egyptians exported a variety of foodstuffs and brought with them for purposes of barter oil, faience etc. that are prime candidates for objects that might bear marks which could be characterized as trademarks (VerSteege, 2018). It seems that there were many different forms of application of branding and advertising in ancient Egypt (Starcevic, 2015). Further, Egyptian rulers heavily used personal promotion to glorify their achievements (especially military achievements), and everything they built. In this way, they indirectly created personal brand too, although this was not a planned activity. Also, there were no brands at that period of time. Products were generic, sold out of wooden boxes, barrels and bags, but competition between craftsmen and retailers encouraged the use of promotional activities for selling products (Frolova, 2014).

Besides, amongst evidence of propaganda advertising in which political and religious messaging was inscribed onto obelisks and the Narmer palette (<https://anchordigital.com.au/the-origins-of-marketing-and-advertising>, 2021) as well as there was a promotion of almost everything – olive oil and amphorae to keep the oil, oxen, horses and other livestock, tools and weapons (Frolova, 2014) such as the first official advertising campaign (which even had a slogan) appeared on a sheet of papyrus in the city of Thebes (<https://anchordigital.com.au/the-origins-of-marketing-and-advertising>, 2021).

In the meantime, in ancient Rome in the course of time a class came into existence, composed mainly of Greeks, whom the Romans called by the rather uncomplimentary name of operatic or reporters or letter, correspondents to gather and distribute news, most Romans was scornful of these men and their work (Sage, 1916). Specifically, trademarks are skilled craftsmen placed their individual marks on goods like vessels and pottery to become popular (Roux, Therese & Van der WALDT, DLR, 2014), for

example, the ancient Egyptians marked, i.e. branded cattle around 2700 B.C to indicate ownership, so that livestock could easily be found should any escape or be stolen (Frolova, 2014).

In other word, advertising falls into three main categories as *consumer advertising* for general public, *trade advertising* for dealers and professionals and *political social advertising* (Danesi, 2007) so economical function to increase the volume of profits while social function has a significant impact on the formation of the consciousness of each individual (Frolova, 2014) (Fig.1). In addition, for example, items such as land, slaves, and transport (i.e., both goods and services) were advertised that was essentially local (Gerard J. Tellis & Tim Ambler, 2007) as well as there was advertising to visit a pub that sells unique snacks and wine, or an invitation to visit public baths (Frolova, 2014).

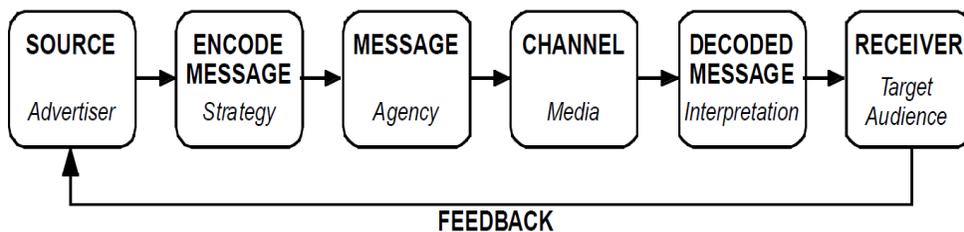


Fig.1. Basic linear model of advertising, (Richards, Jef & Daugherty, Terry & Logan, Kelty,2009)

Likewise, in ancient Egypt, there were other forms of marking identity and ownership, such as on ceramic vases (Frolova, 2014) as well as the stamps on the amphorae which generally indicate the kind of product, the property whence it come, and the quality such as a clay seal stamped in the tomb of *Parennefer (TT188)* (András Hudecz & Máté Petrik, 2010). Clearly, in ancient Greece and Rome, the shops had pictorial signs as means of outdoor advertising as well as Olympic games which can be considered one of the first brands, which were developed into a global brands event (Starcevic, 2015). So, the important functions or benefits of advertisements in ancient Egypt were *source of information* as well as the formal language was the oldest form of communication such as hieroglyphic images advertising the wares of shopkeepers in ancient Egypt to *encourage competition* (Roux, Therese & Van der WALDT, DLR, 2014).

(2) The Role of Papyrus, Newspapers and Promotion of Rulers in Advertising in ancient Egypt

Currently, shoppers got an eyeful of the latest brand names and slogans (Hood, 2005) and merchants used symbols and signs carved in stone, clay or wood to inform customers of the availability of goods. For instance, a barrel indicated a wine shop and a boot indicated a shoemaker's shop (Roux, Therese & Van der WALDT, DLR, 2014) as well as outdoor signs displayed above the shop doors of ancient cities were among the first ads of human civilization (Danesi, 2007). Specifically, these practices constituted the beginnings of the trade sign, that most basic form of visual advertising, which would later become ubiquitous in the cities of ancient Greece and Rome (Hood, 2005).

Meanwhile, the ancient Egyptians were masters of symbolic expression through the hieroglyphic script (VerSteege, 2018) and the Egyptian writing was the key to power and fame to gain the public support. Besides, in ancient Egypt papyrus employed in administration or trade because they are light and portable and became the administrative mass media (Šmejkal, 2008) because notes could be spread and transferred from hand to hand (Starcevic, 2015). So the papyrus became a much more manageable material than stone for these first announcements (<https://anchordigital.com.au/the-origins-of-marketing-and-advertising>, 2021) and the papyrus scroll acted as the chief administrative mass media (Šmejkal, 2008).

In addition, a poster found in Thebes in 1000 B.C is a relic of one of the world's first print ads that was in large letters and offered a whole gold coin for the capture of a runaway slave (Danesi, 2007) (**Fig.2**) and Egyptian terminology is vague: *hm* (fem. *hmt*) and *b3k* (fem. *b3kt*) can both be translated as “slave” (Haring, 2009). In meantime, the papyrus of slave Shem. In it, a seller of fabrics called *Hapu*, claimed he would give a reward (a whole piece of gold) to those who report the whereabouts of the slave Shem and return him to the store (<https://anchordigital.com.au/the-origins-of-marketing-and-advertising>, 2021). Meanwhile, ads for slaves and household goods also occur in the written records of early civilization (Gerard J. Tellis & Tim Ambler, 2007) and from the Late period onward the practice of individuals entering into slavery by contract as a means to pay off heavy debts (Haring, 2009) as well as the ancient Egyptians used papyrus promoting slaves' sales and rewards (Daymette, Lic & Montenegro, Daymette, 2017). So *Hapu* was in this subtle way was advertising his product while drawing the attention as well as he expanded his business (<https://anchordigital.com.au/the-origins-of-marketing-and-advertising>, 2021). In other word, the Pharaohs in ancient Egypt used some form of propaganda and public relations for the first time such as already during the reign of Ramses II, a variety of fairly integrated means of personal promotion and branding was used (Starcevic, 2015).

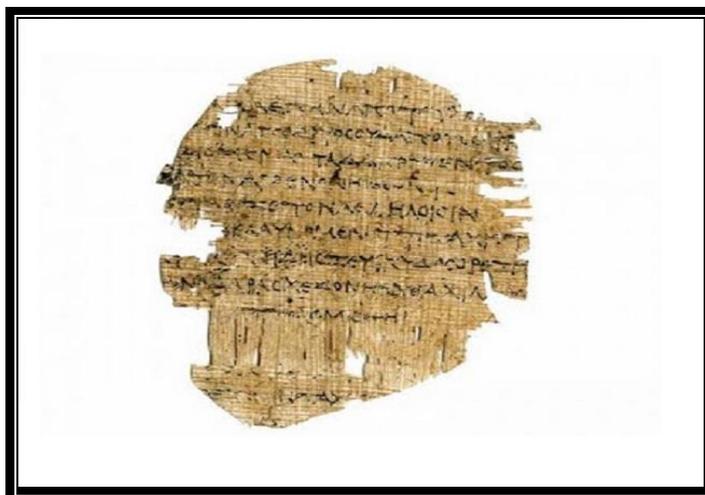


Fig.2. Oldest Advertisement in Thebes, (<https://anchordigital.com.au/the-origins-of-marketing-and-advertising>, 2021).

In particular, advertising is directly linked to politics as well as political advertising was one of the most prominent types of advertising to make positive image of the political (Frolova, 2014). Besides, it was found a propaganda advertising (political and religious) in many of the inscriptions on the obelisks and even in the Narmer Palette (<https://anchordigital.com.au/the-origins-of-marketing-and-advertising>, 2021). Additionally, public events were the mass media for political propaganda of rulers as well as were personal promotion of rulers (Starcevic, 2015). At that point, a lot of images of the pharaoh smiting his enemies with a mace as a propaganda symbolic image of royal power (<https://anchordigital.com.au/the-origins-of-marketing-and-advertising>, 2021) as well as political advertising is found in ancient times such as *the Res Gestae* as a version of Augustus' deeds was put up in the Roman forum to help confirm his reputation (Gerard J. Tellis & Tim Ambler, 2007).

Meanwhile, some of the methods are in use among the Romans for securing such publicity, circulars, form-letters, etc., distributed to individuals; signs and other designating marks for hotels, shops, and other places of business (Sage, Advertising among the Romans, 1916). Specifically, as the papyrus was exported to other parts of the world (Starcevic, 2015) such as the Greek and demotic papyri providing evidence for private contracting, for property rights, for private gain, and for economic institutions (Manning, 2003) and some authors believe that propaganda in ancient Greece was planned for the first time (around 800 BCE).

In addition, Alexander the Great used large events as a medium for personal propaganda such as his marriage from the eldest daughter of the Persian king Darius to unite Macedonia and Persia (Starcevic, 2015). It seems, one of announcements of new books that Pliny's anecdote of the stranger visiting at Rome that the stranger chanced to ask his neighbor at the games his name 'You Know me', was the reply, 'from my books'. 'Then', answered the other, 'You must be either Tacitus or Pliny' (Sage, Advertising among the Romans, 1916). Besides, newspapers are otherwise considered to be the oldest mass medium. News-sheets appeared as early as 100 B.C. in Rome, as political tracts (Lee, 2009).

Clearly, there was a publication entitled "*Acta Popidi*" or "*Acta Publica*" during the rule of Caesar. It is a first discovered form of newspapers for information purposes (dates of birth and death, the availability of food, etc.), and it was controlled by the authorities. (Starcevic, 2015) such as reads the acta of a fire broke out in the garden at Pompeii, starting in the house of the steward Nasta (Sage, Advertising among the Romans, 1916). In general, another media was the *libellus*, made with papyrus, a sort of poster which announced possessions sales, shows programs, and several things (Daymette, Lic & Montenegro, Daymette, 2017).

(3) The Function of verbal communication (Town Criers) in Advertising in ancient Egypt

Meanwhile, there were other forms of advertising and promotional activities in Egypt (Starcevic, 2015) such as verbal communication passed on the social norms, values and beliefs to the people and acted as powerful instruments of state propaganda (Šmejkal, 2008). In particular, word of mouth praise of products by so-called town

riers (Danesi, 2007) also the conveyed symbolic content not only provided an interesting story to spark the fantasy of the listeners, but also transmitted Egyptian core morals, beliefs and values onto the audience, those such as the belief in the divine origin of things (Šmejkal, 2008).

At that point, in ancient Egypt and Greece merchants hired town criers to walk through the streets and announce the arrival of ships and cargo (Hood, 2005; Roux, Therese & Van der WALDT, DLR, 2014; Dixon, 1961) as well as town-criers read public notices aloud and were employed by merchants to shout the praises of their wares (Gerard J. Tellis & Tim Ambler, 2007).

(4) Commerce and Promotion of products in ancient Egypt

It seems, literary and visual sources of foreigners bringing tribute before the pharaoh (Glenister, 2008) and the Egyptian Pharaoh wanted to obtain various quality goods (Table 1) which could not be found inside Egypt such as timber and myrrh (Kóthay 2014; Warburton, 1997; Kotarba-Morley, 2019; Manniche, 2009) as well as the need to promote the products emerged with the development of trade and the occurrence of a large number of competitions (Starcevic, 2015) as well as commercial advertising is used to create, maintain and increase the demand of certain products, creating the best conditions for sale (Frolova, 2014) (Fig.3-4).

Table 1

A simplified summary of the different types of ‘shopping’ exchanges taking place in ancient Egypt, (Wong, 2017)

	Marketplace		Specialised Goods		Everyday Exchange	
	Riverbank Markets	Local Markets	Arranged	Workshops	Neighbours	Peddlers
Goods Exchanged	All goods	Mainly perishable staples	Specialised Goods	Mainly specialised goods	Perishable staples	Mainly perishable staples
Upper class involvement	Often	Often	Often	Often	Relatively rare	Often
Peasant involvement	Only as sellers	Often	Rare	Rare	Often	Often
Social obligation	Not applicable	Moderate	High	Moderate	High	Moderate
Regularity	Periodical	Relatively frequent	Frequent	Daily	frequent	Daily

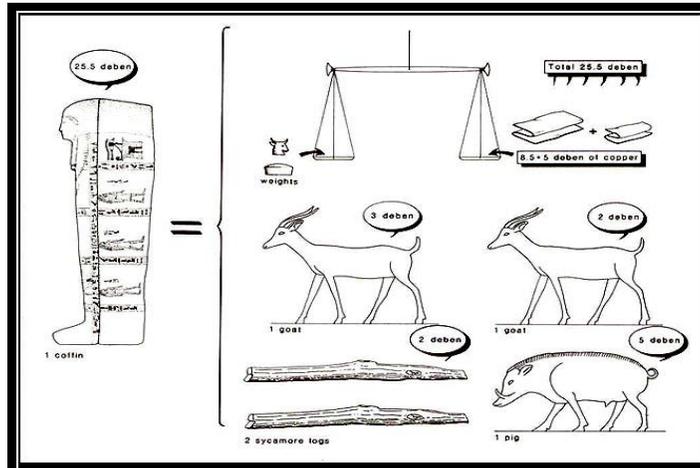


Fig. 3. An example of domestic barter exchange from Deir el-Medina. In this example a coffin, valued at $25 \frac{1}{2}$ *deban* is exchanged for a variety of commodities of equal value. These commodities are converted to values of copper *deban* by weighing to ensure that the desired price is met, (Glenister, 2008).

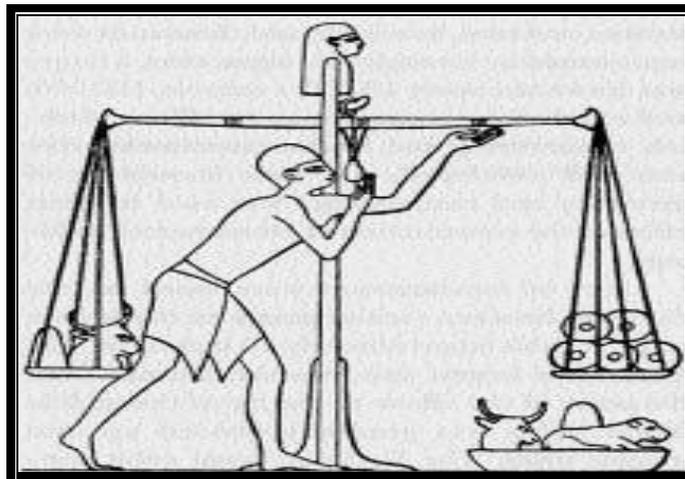


Fig. 4. A tomb scene (c.2000 BC) in which a treasury official weighs deban (gold rings) in a balance. He uses a set of weights in the shape of animal heads to measure the dried fish ration of miners working at the copper mines in Sinai. (David, 2007)

At that point, Egypt traded with her neighbors, seeking gold, hard stone, turquoise, good quality timber (David, Handbook to Life in Ancient Egypt, 2007). Currently, in ancient Egypt, words, names, and symbols used as trademarks have the potential to benefit both sellers and buyers (VerSteeg R. , 2018). In addition, the stamps on the amphorae generally indicate the kind of product, the property whence it come, and the quality and the seals meant that the contents of the jars could be determined at a glance such as in the tomb of *Parennefer* (TT 188) a clay seal is stamped (András Hudecz, Máté Petrik , 2010). Besides, in ancient Egypt containers for liquids such as wine and oil, in particular, are prime candidates for objects that might bear marks that could be characterized as trademarks (VerSteeg R. , 2018) as well as it is difficult to differentiate between commodities that were intended for tribute, trade or as diplomatic gifts (Glenister, 2008) (**Fig. 5**).

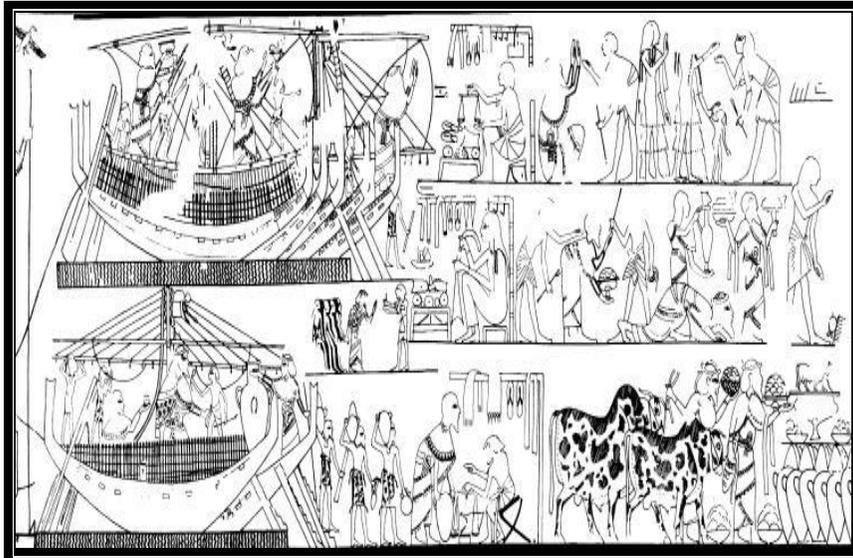


Fig. 5. Levantine merchant ships at an Egyptian local market, Theban Tomb 162, 18th Dynasty., (Haring, 2009).

Specifically, trademarks have pointed to the branding of cattle depicted on ancient Egyptian wall paintings as source identifiers for purposes of sale (VerSteeg R., 2018). Meanwhile, in ancient Egypt the local economy was based mostly on the activities of farmers or craftsmen (Wong, 2017) as well as stories and pictures depict private individuals engaging in the import and sale of goods and commodities (VerSteeg R., 2018) (**Fig.6**). With no currency, many essential and non-essential goods were available only through barter (Wong, 2017).

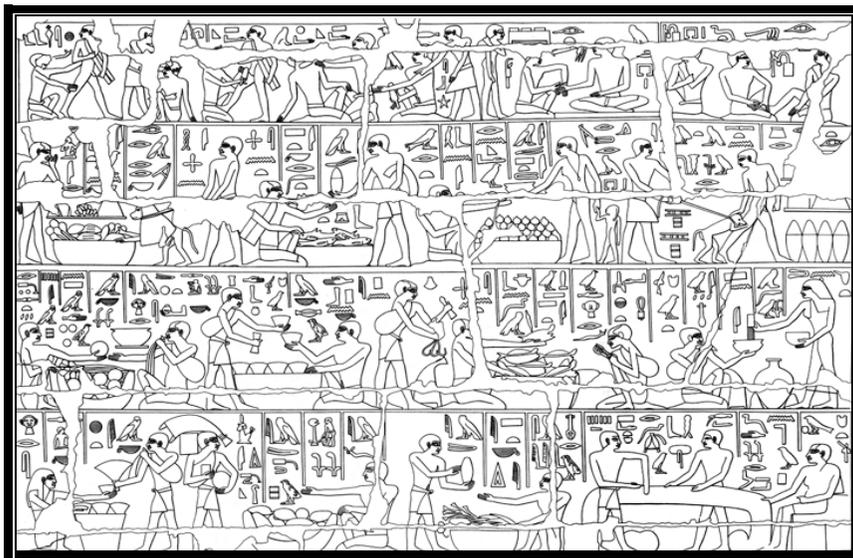


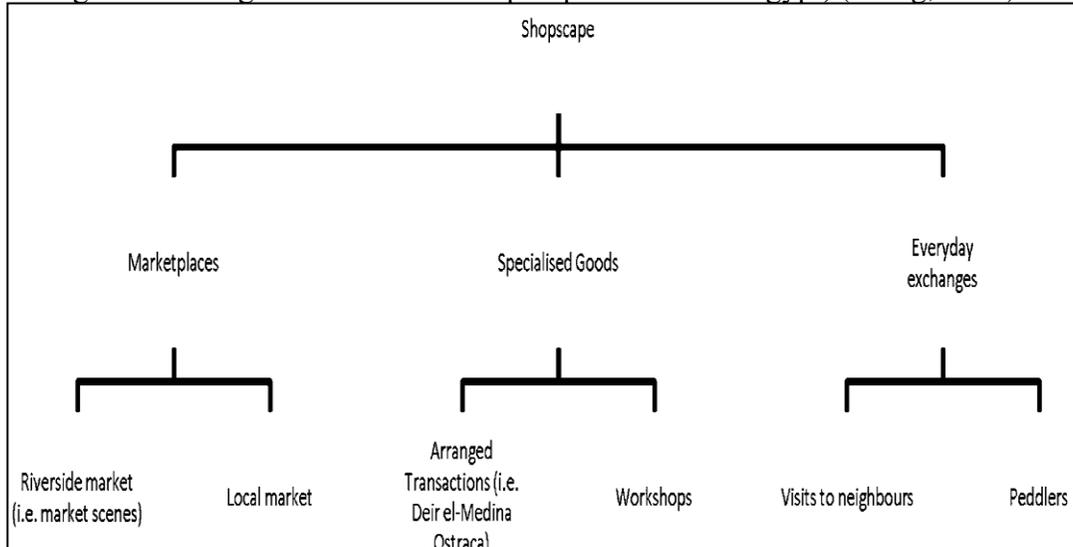
Fig. 6. Market scenes in the tomb of Niankhkhnum and Khnumhotep, 5th Dynasty, Saqqara, (Haring, 2009).

In general, Egypt was a center for trade routes to and from western Asia, the Mediterranean, and central Africa and peoples of these lands were often shown in Egyptian art bringing gifts (trade goods) to the king (Watts, 2021) (**Table.2**).

Meanwhile, the word *ḥ3k* or *b3k* designates commodities obtained from cities fell under control of the Egyptian administration while *inw* or *bi3t* referred to commodities obtained from beyond these regions but the Egyptians made no distinction between trading commodities as diplomatic gift exchanges or tributes (Glenister, 2008).

Table 2

A diagram showing the theoretical ‘shopscape’ of ancient Egypt, (Wong, 2017).



In other word, Egypt was part of the ancient economy when under Greco-Roman domination (REDEN, 2006). Also, during the Ptolemaic period, Egypt traded with foreign areas such as the Aegean Sea, Rome, South Arabian cities and Punt (Magdy, 2017) (**Fig.7**). In particular, the Greeks provided silver ore and slaves taken from the northern Aegean area and received Egyptian grain and manufactured artistic wares in return (Bunson, 2012) while Egypt provided the lion’s share of the wheat consumed in Rome (Minnen, 2000). At that point, under the Greeks and Romans communications were much improved with the construction of new roads, and canals so that people and goods could be moved around the country more easily (David, Handbook to Life in Ancient Egypt, 2007; Brier, 2008). Clearly, Greeks used street callers who announced ships’ arrival and its cargo of metals, wine and species (Daymette, Lic & Montenegro, Daymette, 2017). In addition, before the Ptolemaic period, trade had continued to be based on the barter system more than coinage system (David, Handbook to Life in Ancient Egypt, 2007) for example, Ptolemy I unified monetary policy for the grain bearing countries such as Egypt and so set them off economically from the rest of the Hellenistic world (Gunther, 2000).

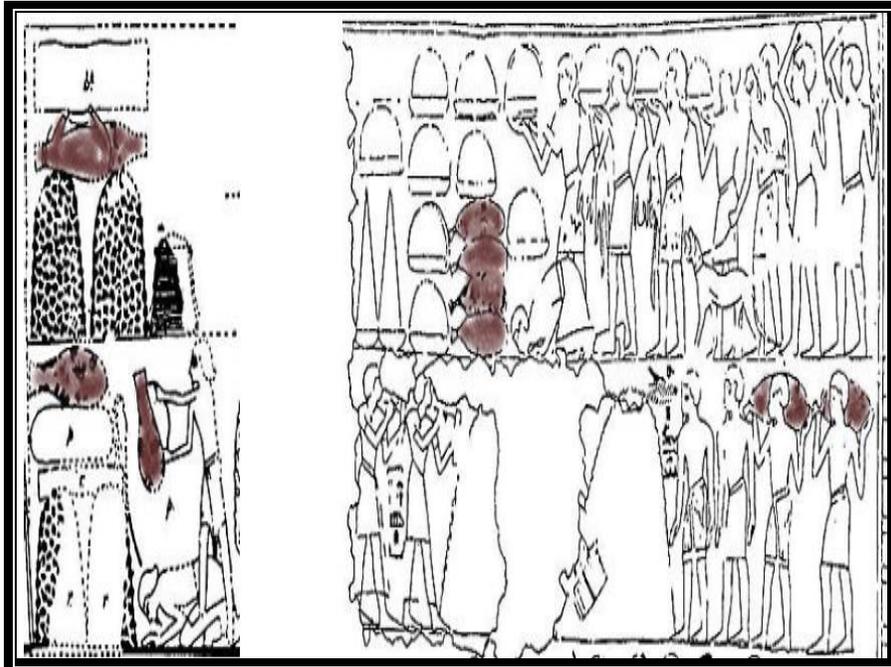


Fig. 7. Inflated animal's skins used as storage containers in TT 143 (left) and the tomb of Amenmose (TT 89) (right), (Glenister, 2008).

In other word, under the Ptolemaic rule most transport of any substantial scale was by ship; administrative records mention ships capable of loading forty tons of grain or more (Haring, 2009; Georges Perrot, Charles Chipiez, 1883) as well as there were shops arranged along colonnaded streets and in addition to established trader, there were also probably itinerant vendors (David, Handbook to Life in Ancient Egypt, 2007).

In the past, Alexandria had access to the Mediterranean countries through its two sea harbors that made it the most important trade center of the Mediterranean region (Escoffey, 2012) also the Egyptians used symbols to indicate affiliation in a manner similar to modern trademarks or collective marks (VerSteeg R., 2018). Also, Alexandrian merchants did not only handle the government contract for shipping grain out through Alexandria to Rome and Constantinople, but also undertook private ventures, importing and exporting a wide variety of goods (David, Handbook to Life in Ancient Egypt, 2007). Currently, trade increased with Egypt and a substantial expansion of Ptolemaic Egyptian even Ptolemy II sent an ambassador to India as well as Ptolemy's workshops produced a variety of goods needed for their ceremonies and for trade (Burstein, 2007) as well as trademarks were present in ancient Egypt under Roman rule that describing blown glass in Roman Egypt (VerSteeg R. , 2018).

Also, Egypt was very much a part of the Roman administration for many reasons such as economic importance of its agricultural resources (Riggs, 2006; Remler, 2010; Özdemir, 2003; Jordan, 2014) (**Fig.8**). Specifically, in ancient Rome, they did the first touristic ad1 of a tavern; in Pompeii a stone wall said "*Traveler, if you go from here to the twelve tower, there Sarinus have a tavern, with this we invite you to come in*" (Daymette, Lic & Montenegro, Daymette, 2017) as well as shops for the sale of

foodstuffs were of course to be found all over town such as a wine dealer had as his sign an image of Bacchus and a butcher had a picture of a hare, two bears and several birds, with a girl bar-gaining with a clerk (Sage, 1916).

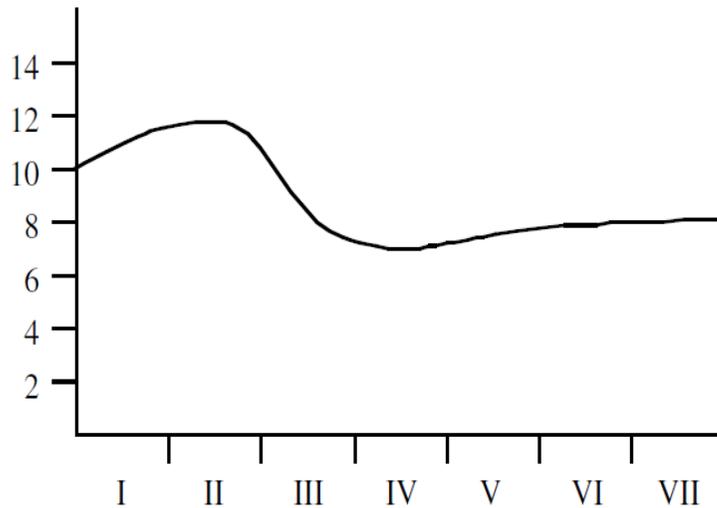


Fig.8. Agricultural yield in Roman Egypt from the first to the seventh century, (Minnen, 2000)

Also, the Greeks established a trading post at Naucratis in the Delta on the Rosetta branch of the Nile, there is substantial evidence of Greek merchants there using red commercial marks on vases (VerSteeg, 2018) (**Fig.9**). In addition, outdoor advertising such as tradesmen’s signs and tavern signs has been found from the early civilizations of Egypt, Mesopotamia, Greece and Rome (Gerard J. Tellis & Tim Ambler, 2007) because of marker’s label has the opportunity to serve a shorthand method of communicating to consumers the source of products in question (VerSteeg, 2018).

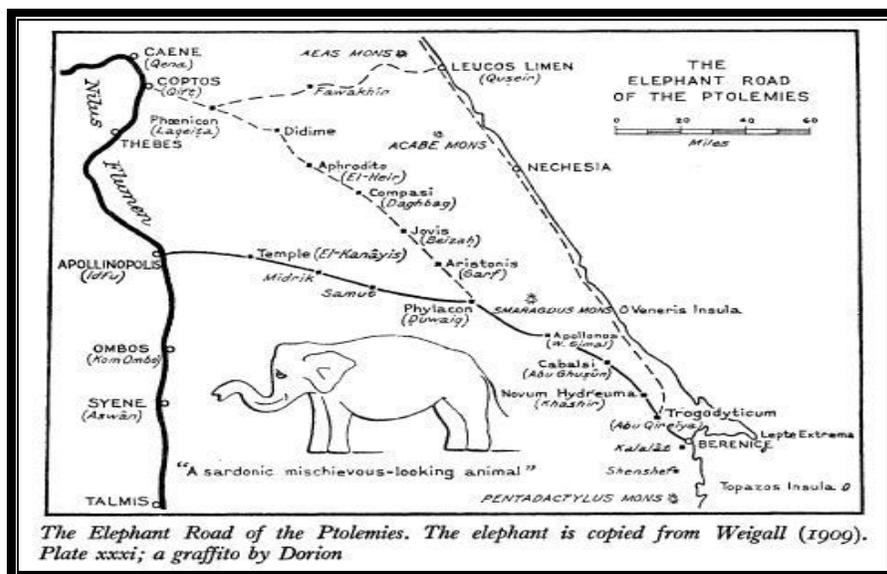


Fig.9. The Elephant Road of the Ptolemies Source: G. W. Murray and E. H. Warmington, "Trogodytica: The Red Sea Littoral in Ptolemaic Times, (Magdy, 2017)

(5) The Usage of Architecture and Art in Advertising in ancient Egypt

Further, several media acted as the main transmitters- namely the spoken language, art and architecture, religious ceremonies and burial rites (Šmejkal, 2008) and the history of advertising and commercial speech has been problematic because they were carried on perishable writings surfaces, and on hand painted signs (Hood, 2005). Clearly, throughout history, poster advertising in marketplaces and temples constituted a popular means of disseminating information and of promoting the barter and sale of goods (Danesi, 2007).

In the meantime, on the walls of the tomb of *Qenamun*, a mayor of Thebes who lived during the reign of Amenhotep III, was depicted sitting at their stalls near the waterfront to market their goods such as clothing apparently to foreign visitors as well as local buyers and some goods hanging above their stalls, probably announcing what was for sale (Hood, 2005). Meanwhile, the trilingual inscription is almost an advertisement for Besas' specialized trade, and an example of how the Egyptian languages, both verbal and visual, were maintained (Riggs, 2006) (Fig. 10).

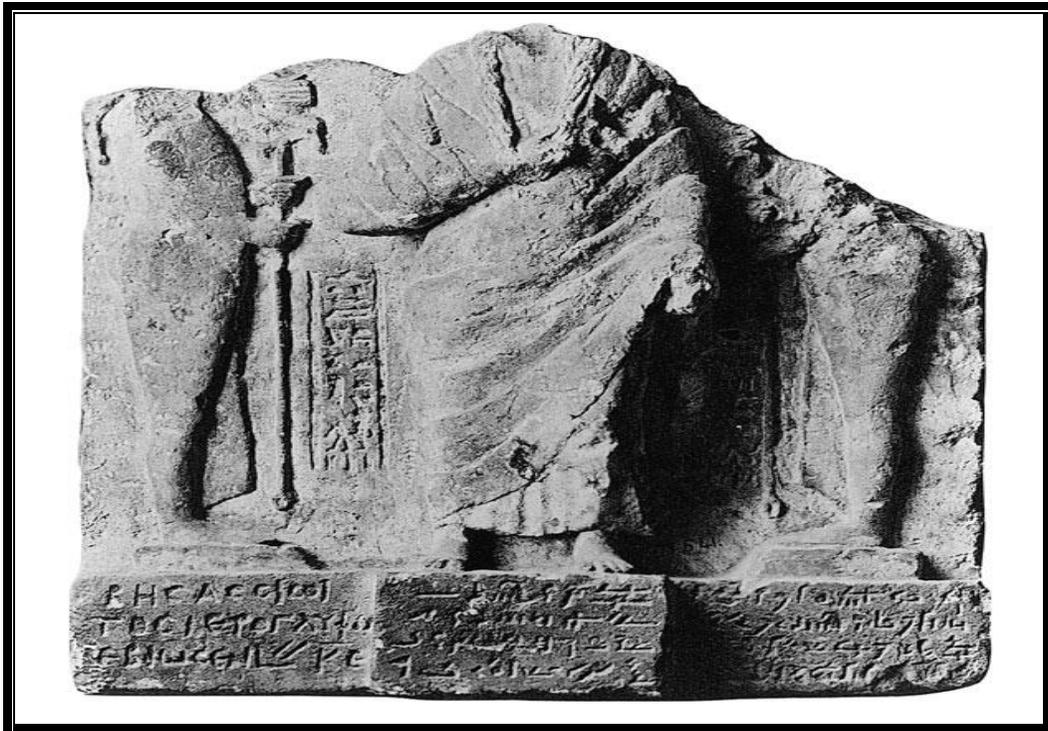


Fig.10. The trilingual stela of Besas, a carver of hieroglyphs, is inscribed in Greek, Demotic, and hieroglyphs. Two mummy- form figures flank an image of the dead man wearing a himation. Limestone. H: 38.0 cm. Provenance unknown, perhaps first century ad. Cairo, Egyptian Museum, cg 27541, (Riggs, 2006).

Further, it was propagated the religious, mythological and cosmogonic principles to glorify the king and his rule in ancient Egypt so personal promotion of individual rulers appeared when they had a building built such as Ramses II used wars campaigns against enemies as propaganda through his buildings to achieve an impact on people (Starcevic, 2015) given that artists and craftsmen produced a great deal of

luxury goods, such as jewelry, sculpture, and wall paintings and want to label them with trademarks (VerSteeg, 2018) such as in ancient Greece and Rome, pottery was produced to a large extent, around the Mediterranean and in distant countries. It seems, these products needed promotion and the most common used media were pictorial signs in stores and hawkers. Besides, the image of Alexander the Great appeared on coins, pottery, buildings and art works (Starcevic, 2015). In Rome, an important media was known as *album*, which consisted in a board of blanching wall with promotions of gladiators' fights and theater representations (Daymette, Lic & Montenegro, Daymette, 2017). In general, at that point, Gladiators were so popular that they became an art inspiration, for making portraits and souvenirs. The buildings of ancient Rome were made of bricks and tiles as well as many of them were marked (Starcevic, 2015).

Discussion and Conclusions

As the research had demonstrated advertisement appeared a long time ago (Frolova, 2014) as well as the Egyptian civilization managed to create a fully functional network of mass media (Šmejkal, 2008). At the point, the written advertising was embodied in inscriptions on roadside rocks and on buildings (Frolova, 2014). Besides, advertising falls into three main categories, as consumer advertising, trade advertising as well as political social advertising (Danesi, 2007).

In the meantime, advertising played a political role and religious role in ancient Egypt and there was a promotion of almost everything such as olive and amphorae (<https://anchordigital.com.au/the-origins-of-marketing-and-advertising>, 2021).

Currently, trademarks are skilled craftsmen placed their individual marks on goods such as vessels and pottery to become popular (Roux, Therese & Van der WALDT, DLR, 2014). Additionally, in ancient Egypt there were other forms of marking identity and ownership such as ceramic vases (Frolova, 2014).

Clearly, in ancient Greece and Rome, the shops had pictorial signs as means of outdoor advertising (Starcevic, 2015) as well as shoppers got an eyeful of the latest brand names and slogans and merchants used symbols and signs (Roux, Therese & Van der WALDT, DLR, 2014) so some of the methods in use among the Romans for securing such publicity and form-letters (Sage, 1916) (**Table 3**).

Table 3

A simplified summary showing a comparison between role of advertising in ancient Egypt (Pharaonic times) and Greco Roman Egypt

Pharaonic period	Greco - Roman Times
Used oral or written announcement	Competition between craftsmen encouraged the use of promotional activities for selling products
Papyrus became the administrative mass media	Used propaganda advertising in which political and religious
Used inscriptions on roadside rocks and on buildings as well as papyrus scrolls and wax boards for advertising	Craftsmen placed their individual marks on goods like vessels

Used propaganda advertising in which political and religious	Merchants used symbols and signs for their goods carved in stone, clay and wood
The Pharaohs used some forms of propaganda and public relations as personal promotion to glorify their achievements such as Ramses II used wars campaigns against enemies as propaganda through his buildings to achieve an impact on people and the Narmer palette	Outdoor signs displayed above the shop doors as visual advertising
Egyptian writings was the key to gain the public support	Advertisements for slaves and household goods occur in the written records
Ancient Egyptians used papyrus promoting slaves' sales and rewards	Political advertising was one of the most prominent types of advertising
The ancient Egyptians branded their goods to indicate ownership	Public achievements were the mass media for political propaganda of rulers such as the image of Alexander the Great appeared on coins, pottery, buildings and art works
Words, names and symbols used as trademarks such as trademarks have pointed to the branding of cattle	In Rome, an important media was known as <i>album</i> , which consisted in a board of blached wall with promotions of gladiators' fights and theater representations
Poster advertising in marketplaces and temples constituted a popular means of disseminating information and promoting of goods	Newspapers are considered to be the oldest mass media
In ancient Egypt several areas of means of mass communication, namely the spoken and written language, the art, the architecture	The publication entitled as " <i>Acta Popidi</i> " used to announce several things by the authority
In ancient Egypt advertising added product value by creating enduring "brands" to compete on the basis of price or improved product attributes	Merchants hired town criers to announce the arrival of ships and read public notices
There were many different forms of application of branding and advertising in ancient Egypt	In ancient Rome they did the first touristic adv.1 of a tavern
There was a promotion of almost everything – olive oil and amphorae to keep the oil, oxen, horses and other livestock, tools and weapons	The shop of wine had his sign as an image of Bacchus

Continued

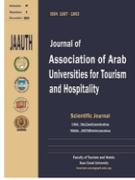
In ancient Egypt, there were other forms of marking identity and ownership, such as on ceramic vases as well as the stamps on the amphorae which generally indicate the kind of product	The Greek and Romans merchants used outdoor advertising such as trademark's signs and tavern signs
In ancient Egypt, verbal communication passed on the social norms, values and beliefs to the people and acted as powerful instruments of state propaganda	Products needed promotion and the most common used media were pictorial signs in stores and hawkers

Bibliography

- (2021, 5 3). Retrieved from <https://anchordigital.com.au/the-origins-of-marketing-and-advertising>.
- András Hudecz & Máté Petrik. (2010). *Commerce and Economy in Ancient Egypt* (1st edition ed.). British Archaeological Reports Oxford Ltd. Retrieved from <http://pi.lib.uchicago.edu/1001/cat/bib/8125035>
- Brier, B. M. (2008). *Daily Life of the Ancient Egyptians* (2nd Edition ed.). California: Greenwood publishers.
- Bunson, M. R. (2012). *Encyclopedia of Ancient Egypt*. New York : Facts on File, Inc.
- Burstein, S. M. (2007). *The Reign of Cleopatra*. Oklahoma: University of Oklahoma Press.
- Danesi, M. (2007). *Why It Sells: Decoding the Meanings of Brand Names, Logos, Ads, and Other Marketing and Advertising Ploys (The R&L Series in Mass Communication)*. Lanham, Maryland: Rowman & Littlefield Publishers .
- David, R. (2007). *Handbook to Life in Ancient Egypt* (2nd edition ed.). London: Oxford University Press.
- Daymette, Lic & Montenegro, Daymette. (2017). THE HISTORY OF ADVERTISING. *Journal of CD de Monografias "Camilo Cienfuegos" university*, 1-14.
- Dixon, D. (1961). *The ebony trade of ancient Egypt*. London: University of London.
- Escoffey, C. (2012). *Ancient Alexandria*. Alexandrina: Bibliotheca Alexandrina.
- Frolova, S. (2014). *THE ROLE OF ADVERTISING IN PROMOTING A PRODUCT*. Kokkola, Finland: CENTRIA UNIVERSITY OF APPLIED SCIENCES.
- Georges Perrot, Charles Chipiez. (1883). *A History of Art in Ancient Egypt*, (Vol. Volume 1). (S. W. Armstrong, Trans.) London: Chapman and Hall, limited.
- Gerard J. Tellis & Tim Ambler. (2007). *The SAGE Handbook of Advertising*. New York : SAGE Publications Ltd.
- Glenister, C. L. (2008). *PROFILING PUNT: USING TRADE RELATIONS TO LOCATE 'GOD'S LAND'*. Stellenbosch, South Africa: University of Stellenbosch.
- Gunther, H. (2000). *A history of the Ptolemaic empire* (1st edition ed.). (T. Saavedra, Trans.) Routledge.
- Haring, B. (2009). ECONOMY. *UCLA Encyclopedia of Egyptology Journal*, 1(1), 1-16.

- Hood, J. M. (2005). *Selling the Dream: Why Advertising Is Good Business*. USA: Praeger publishers.
- Jordan, M. (2014). *Dictionary of Gods and Goddesses*. New York: Infobase Publishing.
- Kotarba-Morley, A. (2019). *Ancient Ports of Trade on the Red Sea Coasts—The 'Parameters of Attractiveness' of Site Locations and Human Adaptations to Fluctuating Land- and Sea-Scapes. Case Study Berenike Troglodytica, Southeastern Egypt*. doi:10.1007/978-3-319-99408-6_34
- Kóthay, K. A. (2014). BURIAL AND MORTUARY PRACTICES IN LATE PERIOD AND GRAECO-ROMAN EGYPT. *Proceedings of the International Conference* (pp. 326-336). Budapest: Museum of Fine Arts, Budapest.
- Lee, L. (2009). HISTORY AND DEVELOPMENT OF MASS COMMUNICATIONS. *JOURNALISM AND MASS COMMUNICATION Journal, I*, 1-9.
- Magdy, H. (2017). The Effect of Political Instability on Travel Movement in Ptolemaic Egypt. *Athens Journal of History, 3*(3), 185-204.
- Manniche, L. (2009). PERFUME. *UCLA Encyclopedia of Egyptology* , 1-8.
- Manning, J. G. (2003). *Land and Power in Ptolemaic Egypt: The Structure of Land Tenure*. California: Stanford University, California. doi: <https://doi.org/10.1017/CBO9780511482847>
- Minnen, P. v. (2000). Agriculture and the 'Taxes-and-Trade' Model in Roman Egypt . *Zeitschrift für Papyrologie und Epigraphik Journal*, 205-220.
- Özdemir, A. (2003). *The policies of the Roman emperors in the process of christianisation between the fourth and the sixth centuries*. Orta dogu teknik university - Ankara.
- REDEN, S. V. (2006). THE ANCIENT ECONOMY AND PTOLEMAIC EGYPT. *Ancient History Journal*, 161-177.
- Remler, P. (2010). *Egyptian Mythology A to Z*. New York: Chelsea House Publications.
- Richards, Jef & Daugherty, Terry & Logan, Kelty. (2009). Advertising History. In C. H., *Encyclopedia of Journalism* (pp. 1-16).
- Riggs, C. (2006). *The Beautiful Burial in Roman Egypt: Art, Identity, and Funerary Religion*. London: Oxford University Press.
- Roux, Therese & Van der WALDT, DLR. (2014). Out-of-home advertising media: theoretical and industry perspectives. *Communitas Journal, 19*, 95-115.
- Sage, E. T. (1916). Advertising among the Romans. *The Classical Weekly Journal, 9*(28), 202-208.
- Shaju, P. P. (2014). *CORPORATE COMMUNICATION & ADVERTISING*. Kerala, India: UNIVERSITY OF CALICUT.
- Šmejkal, O. (2008). *Before the Media, Before the Mass: The Means of Mass Communication in Ancient Egypt*. New York: Empire State College.
- Starcevic, S. (2015). The Origin and Historical Development of Branding and Advertising in the Old Civilizations of Africa, Asia and Europe, *Marketing. Marketing Journal, 46*(3), 29-46. doi:10.5937/markt1503179S
- VerSteeg, R. (2018). Ancient Egyptian Roots of Trademarks. *The Antitrust Bulletin, 63*, 283-304. doi:10.1177/0003603X18780556
- Warburton, D. A. (1997). *State and Economy in Ancient Egypt: Fiscal Vocabulary of the New Kingdom*. University of Zurich.

- Watts, E. W. (2021, 7 5). Retrieved from <https://www.metmuseum.org/learn/educators/curriculum-resources/the-art-of-ancient-egypt>.
- Wong, J. Y. (2017). Selling and Shopping in Ancient Egypt. *Ancient Egypt Journal*, 38-43.



دور وتأثير الدعاية والإعلان في مصر خلال العصرين اليوناني والروماني

دعاء رجب فاضل

مدرس بقسم الإرشاد السياحي، المعهد العالي للسياحة والفنادق، كينج مريوط، الإسكندرية

معلومات المقالة	الملخص
<p>الكلمات المفتاحية دعاية؛ جريدة؛ الاتصالات؛ العلامات التجارية؛ محلات.</p> <p>(JAAUTH) المجلد 21، العدد 2، (ديسمبر 2021)، ص 80-97.</p>	<p>إن الغرض الأساسي من كل إعلان هو نقل بعض المعلومات من أجل تغيير الموقف أو اقناع الناس، ولهذا ظهرت الإعلانات منذ عصور ما قبل التاريخ بطرق مختلفة ففي مصر القديمة. ولقد اضافت الإعلانات قيمة للمنتج من خلال إنشاء علامات تجارية للمنافسة، فعلى سبيل المثال لتمييز الماشية استخدموا علامات تجارية خاصة للإشارة إلى الملكية وصاحب تلك الماشية. كذلك استخدم حكام مصر القديمة الترويج الدعاية من أجل الترويج الشخصي بتمجيد إنجازاتهم بوسائل مختلفة، لذلك استخدمت الدعاية لدعم الحكام بالإضافة إلى شراء السلع من خلال التأثير على تفكير الناس وكانت الكتابة المصرية القديمة مفتاحا لكسب الدعم من العامة، كما أن التجار اليونانيين استأجروا منادى المدينة للسير عبر الشوارع للإعلان عن وصول سفن البضائع والإعلان عنها بين عامة الناس. بالإضافة إلى ذلك، استخدمت الدعاية من خلال الفن، فعلى سبيل المثال العلامات التجارية للماشية تم تصويرها على الحائط في مصر القديمة والتي كانت لأجل معرفة الملكية لأغراض البيع لأن مصر كانت كذلك مركزا لطرق التجارة مع بلاد أخرى مثل غرب آسيا، لذلك غالبا ما كان يتم تصوير الشعوب الأخرى وهم يجلبون الهدايا أو السلع التجارية إلى الملك في مصر القديمة</p>