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THE SOMIOLOGICAL EXAMINATION OF ADVERTISEMENT

A pedagogical book intended for second-year Masters students
specializing in communication and public relations

SCIENTIFIC AUTHOR



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Introduction:

According to Robert Giron, "The air we breathe is composed of oxygen, nitrogen, and advertising."

Recently, advertising has spread widely, surrounding us everywhere. in newspapers, on radio, television channels, our social media accounts, on our streets, and in our businesses. This reflects its significant importance as one of the essential activities for marketing products (both material and intellectual) and its relevance to institutions, media, and individuals alike.

Starting with the conceptual foundation of advertising, we explore its historical roots, highlighting the fundamental dimensions of the advertising process. We present various theories explaining consumer behavior and the mechanisms influencing it as a persuasive communication attempt. We delve into different advertising strategies, emphasizing the importance of

market research and the relational dimension between the marketing mix and promotion.

The process culminates in understanding the key semiotic analysis approach and steps to interpret advertising content on both denotative and connotative levels. Providing students with tools to read and dissect commercial, political, or public service advertising messages

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Conceptual Introduction to Advertising

Definition of Advertising

-Linguistically, Shirazi defines advertising as "declaration," while Peter Bustani defines it as "publication and display".

-In terms of terminology, advertising is often described as the art of definition or non-personal communication executed by an informed entity for payment, aiming to influence consumer behavior (Kotler).

-The Encyclopedia defines it as "appearance and publication," and it can be approached as "the art of definition".

Various definitions abound, highlighting the communicative efforts geared towards profit rather than

influencing public opinion for other purposes. The term "advertising" is interchangeable with "advertisement," with regional variations in usage across Arab countries.

In summary, advertising is an informative message aimed at influencing the targeted audience to promote a product, whether tangible or intellectual, through a media channel.

Advertising goals primarily aim to change consumer behavior by enticing them to purchase a product, using various persuasive techniques. Additionally, advertising aims to introduce the product, discover new markets and consumers, maintain consumer loyalty through brand quality, achieve continuous sales growth, serve as a reminder, correct misconceptions, increase consumer awareness, generate profit, attract audiences to advertised goods and services, and expand the consumer base.

The advertising process can be broadly categorized into marketing and communication objectives, including confirmatory, persuasive, and educational goals.

Characteristics of advertising include being a non-personal communication method, a mass communication process using media to reach the target audience, creative and innovative idea implementation, a significant source of media funding, aiming to create a specific impact, using persuasive methods to influence the target audience's opinions and desires, encouraging competition and price reduction, providing various alternatives for consumers, being paid, revealing the advertiser's personality, promoting both goods and services, and attempting to persuade consumer behavior in the desired direction.

Functions of advertising include creating awareness through product information, influencing attitudes through persuasive strategies, building mental images,

introducing organizations (whether profit or non-profit), delivering news facilitating purchase decisions, persuasion, reducing distribution costs, informing consumers about additions and improvements, facilitating sales representatives' tasks and encouragement, and serving as a continuous reminder through repetition.

Importance of Advertising:

Advertising holds significant importance for organizations, establishments, and individuals. Its effectiveness lies in its impact on purchasing decisions, making it a crucial element of the promotional mix for achieving marketing objectives. No organization can achieve sales without advertising its products, and it plays a vital role in every stage of a product's lifecycle.

- Introducing the product, highlighting its features, benefits, and usage.
- Providing diverse options for product comparison.

- Facilitating the purchasing process and indicating its availability.
- Enhancing self-esteem and creating a sense of enjoyment.
- Educating and raising awareness.
- Generating profits.
- Driving economic development by increasing consumption and production, allowing for price reduction.

-Types of Advertising

Various criteria categorize advertising based on the nature of the medium used, the target audience, and the intended goal, as well as the nature of the advertising message.

- According to the medium used:
- Auditory Advertising: Utilizing the power of spoken words for its impact.

- Television Advertising: Integrating visuals, sound, music, performance, and content for a powerful advertising message.
- Electronic Advertising: Utilizing the internet and social media platforms, prevalent in the current era.
- According to the type of advertising message:
 - Commercial Advertising: Aimed at increasing product sales.
 - Social Advertising: Aiming to provide public benefits, such as vaccination schedules.
 - Political Advertising: Influencing public opinion.
- According to the target audience:
 - Consumer Advertising: Directed towards consumers.
 - Industrial Advertising: Targeting industrialists.
 - Commercial Advertising: Aiming to contribute to the distribution of goods to the end consumer.
- According to the geographical scope:

- Local Advertising: Focused on a specific region.
- **International Advertising:** Distributing goods internationally, with the advertisement reaching multiple countries.
- **National Advertising:** Covering an entire country.
- **Primary Advertising:** Promoting products with different brands.
- **Selective Advertising:** Promoting a specific brand.
- Institutional Advertising: Promoting an organization's name and mental image.
- According to the marketing function:
 - Educational Advertising: Providing information about the product.
 - **Guidance Adnvertisig:** Directing consumers to sales locations and providing necessary information.
 - Reminder Advertising: Reminding consumers of the existence of products.
- According to the type of impact:

- **Direct Impact Advertising:** Aiming for immediate and direct effect-s.

- **Indirect Impact Advertising:** Aiming for gradual effects.

-Conditions for Advertising Succes

- Repetition.
- Continuity.
- Choosing appropriate timing.
- Creativity.
- Clear and simple language in the advertisement.
- Products should have real benefits.
 - Consideration of designing and presenting the message to attract attention.
- Avoiding anything that may harm public opinion.
- Broad dissemination of the advertising medium.

.3.Relationship of Advertising with Other Sciences:

.3.1 Relationship with Sociology

Sociology, focusing on the study of social structures, relationships, and phenomena, provides a foundation for advertising. Advertising relies on sociological studies to understand the target audience, adhering to societal norms and ethics.

.3.2 Relationship with Psychology:

Psychology, studying human psyche and behavior, plays a crucial role in advertising. Advertising aims to change consumer behavior through cognitive, behavioral, and emotional levels. It studies consumer desires, psychological needs, and designs advertising messages based on psychological characteristics like motivations, attitudes, and personal traits.

.3.3 Relationship with Media and Communication Sciences:

Advertising, being a communicative process, utilizes various media for its messages. It depends on communication sciences to reach the target audience

effectively, considering individual interactions with different media for successful communication.

.4.Advertising and Forms of Communication:

.4.1 Advertising and Media:

While both advertising and media utilize communication methods, their goals differ. Media aims to provide information objectively, addressing the intellect, while advertising seeks to influence and encourage purchasing for financial gain. They share the use of communication channels, but advertising has a specific commercial purpose.

.4.2 Advertising and Journalism:

Journalism aims to present facts objectively to the public, whereas advertising aims to impact recipients and stimulate them to buy products. Both use communication methods, but journalism serves public interest, while advertising focuses on promoting specific ideas or products.

The differences lie in:

- The goal of advertising is commercial, while journalism aims to promote facts and information.
- Journalism narrates facts, while advertising focuses on the positive aspects of a product.
- Technical aspects differ in terms of music, narration, cinematography, and coloring.

Advertising and Communication:

Communication is defined as the exchange of information between people, or the transfer of information, ideas, and attitudes from one party to another through a continuous dynamic process with no beginning or end (Abdul Latif Hamza: 1965). The elements of the advertising communication process are the same as those in mass communication, represented by the advertiser, advertising medium, advertising content, target audience, and impact.

Advertising is a paid communication activity that utilizes communication channels, aiming to influence a specific

segment of the current or potential audience. Technological, economic, political, and scientific advancements have contributed to its development and widespread use.

Advertising and Propaganda:

TalaatAsaad defines propaganda as "an activity that leads to influencing the public's beliefs using a set of emotional motives, either to make them believe in a specific idea, principle, or creed, or to divert them from an idea, principle, or creed they believe in." According to Sabat, propaganda aims to integrate people into a political, social, economic, or religious ideological system, which may later lead to actions associated with that system.

Propaganda often uses emotion and may not require financial compensation, while advertising incurs explicit costs. Propaganda tends to create psychological excitement and evoke emotions, whereas advertising focuses on attracting attention, reminding, and promoting products.

Propaganda may use exaggeration and sensationalism more than advertising (Nasser, 2008).

Propaganda is advertising in some media outlets, derived from the claim that may be true or false, associated with politics, relying on psychological warfare and emotional appeals. It is now present in election campaigns, using images of children and women to persuade and promote ideas.

Advertising and Public Relations:

Public relations aim to establish positive relationships between an organization and its audience, whether internal (employees) or external. Public relations utilize advertising to introduce the organization and its products. The function of public relations is not necessarily profit-driven but focuses on building trust with the audience.

Advertising and Marketing:

Advertising is paid, while marketing is not. Advertising primarily serves a business purpose, while marketing may

be used for social or political goals. Advertising is part of the marketing process.

-Sponsorship: This involves presenting advertising snippets of a sponsor showcasing the brand.

-Barter System: Radio segments and communication contests for a chance to win prizes from the network. Differs from direct marketing as the goal is to persuade the consumer to buy the product.

Parties in the Advertising Process:

-Advertiser: The sender in advertising, can be a commercial or governmental entity, paying for the design and display of the advertising message through media.

-Advertising Agency: An independent entity tasked with designing and creating advertisements and buying media spaces. May enlist external creatives.

-Media Outlets: Advertisers rely on media to convey the advertising message, which can be auditory, printed, or audiovisual.

In conclusion, advertising is a non-personal mass communication method, paid by an identified advertiser, aiming to influence and convince consumers to accept a product through thoughtful strategies, relying on creativity. It represents a fundamental pillar for various institutions and entities, satisfying individual needs, and is a factor contributing to development.

Historical Evolution of Advertising Mechanisms

The historical evolution of advertising mechanisms can be summarized into two time periods. The first marks the transition from mere announcements to the early foundations of advertising, while the second heralds the

birth of modern advertising based on different theoretical principles.

1/ .Historical Evolution of Advertising:

First: From Announcement to the Beginnings of Advertising

Advertising has ancient roots in human relations, with public announcements serving as the earliest tool for advertising. It was used to announce the arrival of trade caravans and during wars. Proclamations were a crucial means to reach a broad audience, conveying advertising messages about countries' news and the arrival of ships.

The first written advertisement appeared in Egypt on papyrus around 100 BCE, announcing a reward for capturing a runaway slave. Advertisements were also established through symbols and shapes in front of shops to indicate the type of product, making it easier for people to interact. Symbols and signs served as a message; for example, a cup and a snake were signals for pharmacies, and the crescent moon represented a crossroads.

In Babylon, shop owners used signs for their stores since 300 BCE. In ancient Egypt, advertising was associated with the special promotion of rulers (inscriptions in the pyramids proclaim the greatness and immortality of the pharaoh). Ancient Greeks used wooden planks and marble columns in front of their shops for commercial advertising. Romans used square stone slabs with colorful inscriptions for their advertisements, in addition to drawing on rocks and wood.

The advertisement evolved significantly with the advent of printing in 1438, giving rise to printed posters. The shift to printing had a wide-ranging impact, enabling communication with a larger audience beyond regional boundaries. In 1622, the first advertisement appeared in the newspaper "The Contention Our News" in England. The French doctor "Jouffrastronostno" is recorded as the first to use printed advertising in 1630 through the La Gazette de France newspaper.

The introduction of radio led to advancements in advertising, with the Lumière Brothers using the first cinematic advertising film in 1904. It was also used on the radio in 1922 in the United States and later in France. In 1968, advertising was licensed in France. Advertising has continuously evolved, especially with the spread of television, becoming a source of funding for many channels.

After World War II, advertising progressed in terms of design quality. Academic studies on advertising material were conducted, and progress was facilitated by advancements in communication, transportation, and science. Advertising started offering better services to consumers and helped by the appearance of consumer protection laws to punish those responsible for false advertising.

The first newspaper advertisements mark the real beginning of modern advertising. European countries were pioneers in

the emergence of advertising, but its progress was slow, limited to offering advice to readers to purchase goods through exaggeration and the addition of non-existent specifications. In America, the first advertisement appeared in the Boston News-Letter in 1704 under the explicit title "Advertisement".

Scientific Foundation Stage of Advertising

Advertising has been closely linked to other sciences such as economics, psychology, and sociology, becoming a standalone science with its own principles and foundations. It drew principles for studying the target audience from marketing science and used market study results as a

starting point to determine the appropriate advertising discourse.

Advertising benefited from psychology, such as Pavlov's work on conditioned reflexes, to explain the advertising message. This was attributed to message repetition or pre-existing readiness to accept the advertising content. Advertising also drew from the works of Bart and Umberto Eco in studying lifestyle patterns and Bernard Cathla in studying cultural values. This transformation turned advertising from a mere informative model into a constructive model that contributes to product formation.

In the earlier stage, the advertising process was not based on theoretical foundations until the years 1930-1950 when psychology began to scientifically establish advertising, relying on several theories to explain its workings.

2/ .Factors in the Evolution of Advertising:

- Printing

- Scientific Progress and Technological Development

- Diversity and Multiplicity of Communication Channels
- Market Expansion
- Contemporary Lifestyle
- Increase in Advertising Agencies (Al-Haddidi, 1999)

.3Advertising Media:

Advertising utilizes various mass communication channels, providing non-personal aspects of advertising and ensuring the widespread dissemination of advertising messages to large audiences. The choice of the appropriate advertising medium depends on factors such as the nature of the product, marketing objectives, budget, target audience characteristics, and the nature of the media.

Newspapers:A flexible medium that enables advertisers to reach a potential consumer base. Newspapers provide advertisers with coverage of the target market, and their flexibility aligns with the recipient's conditions by allowing control over the timing and exposure to the advertising message. It is one of the fastest and cost-effective

advertising mediums, ensuring advertisers reach a broad consumer base. However, challenges include issues such as poor paper quality and the short lifespan of newspapers as an advertising medium.

Posters: One of the oldest advertising mediums, directed at a wide audience without distinction. Posters serve as more of a promotional informational medium than a persuasive one. They allow for a good visual representation of the product, have a relatively long advertising life, and can be revisited. However, they require significant efforts for production and can be costly.

Magazines are considered less flexible advertising mediums than daily newspapers due to their limited audience. They are characterized by lower coverage density since their audience is specific. Being longer-lasting than newspapers, magazines allow recipients to refer back to them. However, they face obstacles such as high expenses and a lengthy advertising process.

Television is a widely spread mass medium providing access to diverse audiences. Due to the short duration of TV ads, repetition is essential to reach the target audience. Challenges include difficulty in adopting a specific advertising plan and imprecision in targeting the audience accurately.

Radio, a significant advertising medium, reaches individuals through words and vocal expression, playing a crucial role in persuasive influence. It boasts coverage density and low cognitive effort but lacks visual elements for effective advertising.

Cinema holds great importance due to its enduring connection with the audience. It serves as an occasion-specific advertising medium, aligning with the viewer's circumstances. However, its short-lived nature poses challenges for recall or repetition.

Advertising is the oldest form of communication, evolving through various stages with technological advancements. It

has become a standalone science based on systematic planning. The proliferation of traditional and new media has contributed to the advertising industry's evolution, impacting individuals and societies.

the fundamental dimensions of advertising

Economic Dimension of Advertising

The effectiveness of advertising relies on understanding economic forces impacting consumption, production, and distribution. Advertising planning involves a comprehensive marketing study, connecting all elements of the marketing mix, including price, product, distribution, and promotion. Market conditions shape advertising goals, influencing

strategies for product introduction, market dominance, or enhancing product distinctiveness. Continuous market analysis is crucial to adapting to changes in the market and its environment.

Psychological Dimension of Advertising:

Economic criteria alone are insufficient for determining the target audience. Marketing research emphasizes psychological variables due to their role in shaping consumer behavior. Advertising draws from specialized psychological research to understand the recipient and factors influencing their opinions and behavior. Effective advertising messages attract attention and have persuasive elements. The psychological dimension encompasses theories such as selective attention, selective perception, selective retention, stimulus-response model, learning theory, selective influence, individual differences, cognitive dissonance, and the role of reference groups, opinion leaders, and cultural context.

Advertisers strive to influence consumers amid a saturated media landscape. The psychological dimension of advertising is rich with theories, recognizing that attracting attention alone is not enough. Consumers remember what captures their interest, and utility becomes the primary element for accepting advertising. If a consumer desires a particular product, attention-grabbing advertising provides information about the intended product. However, attention alone is insufficient; recall, tied to perception, cognitive processes, and individual characteristics, makes the recipient more susceptible to influence. Personal traits significantly impact an individual's purchasing behavior.

Cultural and Social Dimension of Advertising:

Those involved in advertising study social relationships, behavior patterns, habits, traditions, values, general etiquette, as well as various systems and regulations. Advertising communication is tied to sociocultural values, reflecting the characteristics of each social

system. Sociocultural values are linked to principles that assist in achieving desired behavioral patterns, varying from one society to another.

Several intellectual trends have emerged to study ways of representing cultural and social values in advertising content. One such theory is the theory of congruence, which posits that effective advertising communication represents cultural and social values for the recipients, achieving social congruence. Therefore, advertising must consider an individual's culture and social environment.

Explanatory Theories of Consumer Behavior

Behavioral Theory (Hierarchy of Needs Theory):

This theory asserts that individual consumer behavior is solely governed by emotions. Pioneered by Maslow, it posits that individual behaviors are driven by various needs and motivations, leading to a set of influential instincts affecting individual behaviors. These instincts include the maternal instinct, the need for security and

fear, which are utilized in advertising messages to evoke emotional responses. The theory views advertising messages as stimuli, and the purchasing behavior as the response, considering individuals as emotional beings. Maslow believed that needs progress gradually in importance, with basic needs at the base of the hierarchy, including physiological needs, and growth needs at the top, focusing on personal development and advancement.

2-Economic Theory (Utility):

This theory posits that individuals seek to maximize utility by choosing the least expensive products. It explains consumer behavior by emphasizing price, income, utility associated with an individual's life, and their social and economic status. Emphasizing emotion, benefit, and utility as drivers for consumer behavior, this theory suggests that individuals aim to achieve maximum utility, and they are not easily swayed by

subjective factors, considering them as fundamental determinants in rational consumption behavior.

.3Motivation Theory (Freudian):

Marketers rely on Freudian principles to influence consumer behaviors to satisfy their various desires. The theory states that individuals are born with needs that are not visible and seek to fulfill them by relying on others. According to Freud, three key elements constitute these needs: the ego as the conscious planning center, the id responsible for motivations and desires, and the superego as the real positive force for achieving goals. When an individual purchases a specific product, a range of feelings and emotions arise concerning the product and its subsequent features.

4-Conformity Theory:

This theory believes that individuals adjust their behaviors and actions based on circumstances and information. One of the most commonly used theories is

behavioral, where Algerian consumers are directed towards lower-priced goods, leading them to purchase large quantities of these products.

Psychological Approach to Analyzing Consumer Behavior:

To what extent does the psychological aspect influence purchasing behavior? What are the motivations? A traditional theory revolves around needs and motives (Maslow's theory), addressing hunger, clothing, security needs. Purchase decisions are linked to the theory of needs, as the satisfaction of these needs varies from one individual to another.

AIDA Model: Attention, Interest, Desire, Purchase

- Utilized in designing advertisements through various means such as music and colors in billboard ads, capturing interest by presentation through visual elements.

- Creates the desire to try the product, influenced by comparisons (e.g., beauty for women, strength for men), leading to purchase decisions. Other factors like income, exaggerated advertising, and imagination also play a role.

- Encourages individuals to experience the product. Purchase decisions are influenced by various elements such as shape, color, price, and advertising content.

- The final stage where consumers make decisions based on product characteristics and benefits.

Key elements influencing purchase decisions include shape, color, price, and advertising content.

- Crucial in marketing, packaging and presentation are essential in product marketing, influencing consumers based on their preferences and product nature.

- Governs decisions based on the need for a product. Price controls individuals, considering their income and potential benefits.
- Intensive and repetitive advertising serves as a motive for purchase decisions, emphasizing good product features and benefits.

Motivations Influencing Consumers:

Consumers may not consciously realize why they buy or the motivation behind their purchases. Motivations are often subconscious and deeply rooted in the individual's psyche. Advertisements play a significant role, appealing to both conscious and subconscious motivations, creating positive forces leading to consumer behavior.

Purchase Scheme

- Recognizing the Need Identification of the need.

-Information Search: Gathering information about alternatives.

-Evaluation of Alternatives: Assessing available options.

Decision: Making the final decision.

-Evaluation of Purchase Decision: Reflecting on the purchase decision.

Understanding these stages is crucial in comprehending consumer decision-making, as illustrated in the Purchase Decision Stages diagram.

(Source: Abu Taema, 2008, p.185)

Social Approach:

Does advertising carry social values? Yes, advertising carries social values and reflects what is happening in society. It contributes to changing individuals' behaviors and lifestyles. The main goal is not just to showcase positives but to solidify ideas and express existing needs in society.

Numerous social studies focus on advertising as a means to create unrealistic desires, shaping a consumer society

devoid of human values, saturated with a culture of consumption. Are all advertisements directed at all segments of society? Advertising reinforces class differences, dividing society into categories that create a sense of belonging to a specific class. Does advertising make society consumer-oriented? To what extent does advertising create a thoughtless consumer society? Does consumption include everything, or are we influenced by advertising, relying on fast food, creating a uniform consumption pattern?

Why are we influenced by advertising? The aesthetic and creative aspects, repetition, and alignment with societal behaviors all contribute. The use of images of women or men, showcasing beauty and allure, sometimes justified in cases like cleaning products or provocative clothing. Self-image portrayed in advertising, such as comparing women, or covering gray hair in men, accelerates daily changes. Utilizing societal developments, advertising design

standards embed new behaviors, regardless of societal specifics and age groups, including negative values like theft.

Some interpretive models of consumer behavior:

1. GradualResponseModel:

There are two main sets of influences affecting consumer behavior, stemming from internal and external environmental sources.

External Environmental Influences on Consumer Behavior:

- Decision-making process
- Consumption habits
- Surrounding environmental influences
- Marketing mix elements
- Purchasing

Internal Environmental Influences on Consumer Behavior:

- Information search
- Consumption material

- Economic factors
- Product
- Choice of purchase location
- Existing options
- Needs
- Cultural aspects
- Price
- Choice of purchase time
- Personal traits
- Political factors
- Distribution
- Quantity of purchase
- Post-purchase
- Daily life nature
- Social factors
- Promotion

Consumer behavior is influenced by various factors that determine its direction and intensity. Many theories

explaining consumer behavior can be employed in advertising to design content that aligns with consumers' nature and choose suitable means and methods.

Mechanisms of Advertising Influence and Persuasion

Advertising, as a persuasive communication process, aims to influence the audience's attitudes and persuade them of the value of the advertising message, leading to the desired response. To achieve this, appropriate persuasive strategies

must be developed for the success of the advertising process and the attainment of desired objectives.

.1 Success Factors in Persuasive Communication:

- Factors related to the source: Credibility, attractiveness, and persuasive skills play a crucial role. Highly credible sources impact recipients' attitudes, serving as a model for imitation. Sincerity surpasses objectivity, aiming to reach the truth.
- Factors related to the message: The content of the advertising message interacts with the psychological and emotional state of the recipient, influencing their attitudes.
- Factors related to the recipient: The success of persuasive communication depends not only on the sender but also on the social and personal characteristics of the individuals targeted by the message. The alignment between the recipient and the communicative message increases the chances of persuasive response.

- Factors related to the medium: The medium serves as a criterion for the success of the persuasive message, whether it's non-personal communication channels like mass media or personal ones like personal selling or persuasive dialogue. The diversity in using media has a stronger impact on recipients, making them more susceptible to persuasive messages.

2. Advertising Appeals:

2.1. Definition of Appeals:

Stimuli or triggers that positively or negatively raise the level of motivation to accept recommendations or directives from persuasive messages. It is the process of stimulation targeting the emotions related to fear or safety among recipients to achieve a specific behavioral response.

2.2-Types of Appeals:

- Fear Appeals (Negative): Utilizes portraying or illustrating the danger or harm of a specific problem, emphasizing the possibility of these harms occurring. It also recognizes the positive effects of preventive responses. It is used in health marketing, natural or social products, and its effectiveness depends on the message's ability to remove or reduce threatening content without causing the recipient's aversion.

- Positive Appeals (Emotional, Rational): Addresses the audience's emotions, stimulating and satisfying their psychological needs, or rational appeals by providing logical arguments proving the product's benefits. Two types of evidence are used: information attributed to reliable sources and objective evidence. Optimal use of both types is considered the best way to achieve a greater impact.

Experts suggest that a flexible approach in applying appeals is essential. Some topics may initiate the impact using negative appeals, and as response indicators emerge, the

format of the appeal can be changed. The choice of the appropriate appeal depends on the nature of the target audience, educational level, and the importance of appeals as a psychological tool, given that individual actions and behaviors are linked to their needs and desires.

Mechanisms of Persuasive Influence:

Persuasive influence on attitudes is a complex process involving important variables such as acquired experience, the surrounding environment, consideration of individual differences, and social variations. An effective message is one that can change individuals' psychological functions to achieve the desired response. Renowned communication scholar, Bernard Perelson, emphasized the significance of individual differences in the effectiveness of mass communication, considering factors such as stimuli, response triggers, social environment specificity, and the psychological makeup of the audience.

For a persuasive message to be effective, it should be designed in a way that captures the audience's attention, stimulates human needs in alignment with prevailing social values. Advertising serves as persuasive communication, aiming to impact the audience's response by influencing attitudes and creating a sense of need. To succeed, persuasive messages should be presented innovatively, in a simplified framework, avoiding direct urging, highlighting benefits, and studying psychological and social factors that drive the audience's response to the advertisement as a communicative activity.

Arguably, one of the advertising discourse's most important functions is its strength in communication and its ability to perform its influential function on the recipient by being persuasive. Its role lies in assigning value to the known product, emphasizing its advantages to convince the customer. The argument used should align with the recipient's psychology and nature.

There are four fundamental persuasive stages in **advertising communication**:

Attention – Understanding the Promise – Credibility and Acceptance – Emotional Atmosphere and Recall. These stages ensure the effectiveness of the message, with the first stage being the most crucial for the life and death of the advertising message. Creativity plays a role in transforming indifference into engagement through methods such as emotions, entertainment, and surprise.

The second stage, understanding the promise, is critical in advertising communication. Consumers must comprehend the anticipated benefits of acquiring the product over others. This involves focusing on a distinct promise and finding suitable arguments to persuade the audience.

The third stage involves credibility, acceptance, and the emotional atmosphere. Credibility can be obtained through evidence or reliance on a well-known name or a highly efficient logo. Friendliness is an influential persuasive

element, conveying to the audience that the organization stands by the consumer. This can be achieved through repetition, creating an emotional atmosphere that makes the consumer feel comfortable and joyful.

The fourth stage relates to brand recall, ensuring that the brand has a distinctive imprint that is easy to remember.

Advertising is an art aiming to persuade consumers and influence them. The effectiveness of the advertising message depends on the effectiveness of the persuasive techniques used, and we have outlined these persuasive mechanisms that must be present in the advertising discourse to achieve the desired impact on consumers.

Advertising Strategy

The term "strategy" has ancient origins, initially used in military contexts before expanding to various other disciplines. It refers to a creative and directed plan aimed at achieving specific results or a business plan to attain set objectives, exploring ways and means to reach the desired goal.

1-Types of Advertising Strategies:

- Copy Strategy: This is a highly effective strategy for products with constant consumption, such as candies displayed in front of the seller. It is a classic and widely adopted method that links creativity with needs. Key elements include:

- Advertising Promise: The message the advertiser aims to convince us of, presenting the product to the consumer. It must establish a strong image of the product.

- Uniqueness: Specific to the product, giving it a distinctive promise.

- Power: The promise's ability to meet consumer desires through the product, eliminating any potential threats to the promise's success.

- Precision and Renewal: Clearly defining what the promise will achieve through its features.

- Supported Arguments for the Promise: Supporting the promise through evidence, such as comparisons with other products, experiences, or testimonials.

- **Creative Action Plan Strategy:** One of the most detailed and preferred strategies.
- **Basic Event:** Product image, positioning, strengths, and weaknesses.
- **Problem to Solve:** The issue that advertising aims to address.
- **Primary Goal:** Tangible, time-specific impact advertising aims to achieve.
- **Key Competitors:** Analyzing competitors and their positioning.
- **Innovative Strategy:** Target audience, main axis, promise, and justification.
- **Guidelines and Constraints:** Advertising methods, financial considerations.

Star Strategy: Focused on the product's brand, as buyers not only purchase the product but also the brand. The product becomes a star, and the strategy involves expressing it

creatively and ensuring that it aligns with the elements forming this approach.

Market Study

With the evolution of modern life, improved transportation, technological tools, market expansion, and the availability of goods surpassing consumer needs, organizations strive to convince consumers to choose their products over others. Advertising has gained significant importance as an effective marketing tool, starting from the conception of an idea to reaching consumers, requiring a comprehensive strategy extending beyond the product's introduction.

Market Concept:

A market is a group of potential consumers with specific purchasing power, where conditions for selling goods are favorable. It involves the exchange of goods in a space where individuals gather for mutual benefit and profit. Markets vary in size, product categories, demand and supply dynamics, and consumer demographics. The organization of markets involves advanced methods, transforming the traditional notion of a physical space into a concept tied to modern organizational and economic developments.

The market consists of customers sharing common desires, needs, and the ability to conduct exchange transactions to satisfy those desires and needs.

Market Analysis

Market analysis involves studying consumers, considering both qualitative and quantitative aspects. Qualitative study includes understanding who the consumers are (age group, gender, education level, social affiliation) and their needs. Quantitative study focuses on numbers, such as the size of

the consumer base, their economic levels, consumption patterns, and purchasing power.

- **Competition:** Identifying and understanding competitors, their products, and market dynamics is crucial for developing effective marketing plans.
- **Distribution Study:** Examining density, distance, and transportation methods helps identify networks and sales points facilitating product marketing and reaching a larger consumer base.
- **Market Environment Study:** Analyzing external factors such as prices, timing, and sales within the context of cultural, economic, social, legal, and political conditions contributes to understanding the overall market scenario.
- **Marketing Plan:** A set of actions and elements undertaken to achieve specific and

controlled results. Every organization needs a marketing plan for coherent operations.

- **Marketing Strategy:** The approach and procedures used to define the target market and develop the marketing mix. It involves targeting specific markets and creating a marketing mix for them.

Product, Price, and Distribution Study:

Understanding the general framework of goods and services, categorizing them into various types, and considering aspects such as material and symbolic dimensions, helps in analyzing products. Additionally, recognizing the difference between goods and services is essential, with services being non-material and directly consumed.

Product Life Cycle

The stages of a product's life cycle include introduction, expansion and growth, maturity, and decline. From an advertising perspective, the introduction stage requires publicizing the product's presence in the market and highlighting its features. The goal is to create awareness.

The expansion stage involves reminder advertising to establish the product's image in the market. The maturity stage necessitates affirmative advertising. The decline and saturation stage focuses on promotional advertising to revitalize the product, using strategies like competitions and price reductions.

Techniques such as product modification, addition of new variables, or presenting a new image can be employed to sustain the product.

Market Segmentation:

- **Market Division:**

The process of segmenting the market according to consumer characteristics. It involves dividing the market into segments or slices based on the analysis of consumer behavior to determine their homogeneity or heterogeneity. The purpose is to assess the accessibility of these markets.

- **Market Segmentation Stages:**

The concept of segmentation is based on three assumptions: consumer differences, the direct relationship between consumer differences and market demand variations, and the isolatability of consumer sectors from the overall market.

- **Consumer Market Segmentation Stages:**

.1 Research Stage: Identifying the foundations of market segments through a questionnaire survey.

.2 **Analysis and Development Stage:** Clearer analysis of each segment by understanding lifestyle patterns, attitudes towards the product, and usage habits.

.3 Market Potential Prediction Stage: Predicting potential markets and deciding whether to continue segmentation.

.4 Market Share Prediction Stage: Estimating market share after deciding on sales in the target market.

.5 Market Segmentation Stage: Selecting a specific market segment.

Bases of Market Segmentation:

.1 General Consumer Characteristics:

- Geographic criteria, demographic criteria, and lifestyle patterns.

2/ .Geographic Bases:

- Population density, population requirements (e.g., North and South), and market size.

.3 Demographic Bases:

- Age, income, gender, family size, which are more challenging than geographic criteria.

.4 Lifestyle Patterns:

- Associated with demographic and psychological elements, including individual behaviors, attitudes, opinions, and feelings. This can be measured based on:

- Time-spending habits.
- Individual interests in their surrounding environment.
- Places individuals frequent and entertainment methods .

Product Usage-Related Consumer Characteristics:

- Usage rate (high, moderate, low).
- Brand loyalty (complete loyalty, no loyalty).
- Anticipated benefits from the product.

Functional Characteristics Related to Usage:

- Example: Purchasing an air conditioner for refreshing air.

Market Analysis assists in making marketing decisions, especially in dealing with competitive elements and marketing in the modern era where traditional marketing methods face challenges. The emergence of intermediaries in marketing processes has made personal communication insufficient. Hence, the need for research and analysis

functions that can gather and study everything related to the marke

Marketing Mix

Marketing aims to identify consumer needs and desires, prompting organizations to choose optimal marketing strategies aligned with product characteristics. The marketing mix can be adapted to different market conditions, relying on understanding consumer buying behavior for success.

Marketing Concept:

Defined by the American Marketing Association as "the planning, execution, and control of programs designed to bring about voluntary exchanges of things of value between the organization and its markets, and to achieve the organization's objectives." Marketing heavily relies on designing offers based on market needs or effective pricing,

communication, distribution, advertising, incentives, and market service policies.

-Another Definition: "The analysis, planning, execution, and monitoring of programs prepared to achieve voluntary exchanges of valuable things in targeted markets, aiming to fulfill organizational goals." Marketing highly depends on designing offerings based on market needs or using effective pricing, communication, distribution, advertising, incentives, and market service policies.

2/ .Marketing is:

-The process of attracting consumers to acquire goods and services.

-An integrated process aimed at promoting goods and services.

A multidimensional process predicting demand, encouraging and satisfying demand through promotional efforts, exchange of goods and services, achieved through

marketing management efforts involving analysis, planning, execution, and control of marketing programs to achieve desired exchanges with consumers in target markets.

-Philip Kotler's Definition:

"A social and managerial process through which organizations and individuals obtain what they need by generating, offering, and exchanging valuable products with their peers".

-Marketing is the activity and work of organizations to create, offer, exchange, and deliver products that have value for customers, partners, and society in general.

-Marketing is an interactive, continuous, and integrative function.

Importance of Marketing:

The significance of marketing goes beyond delivering goods to consumers. It involves informing organizations about consumer desires and opinions regarding products, creating numerous job opportunities, contributing to transportation

and storage, expanding into international markets, and facing competition.

Evolution Stages of the Marketing Concept

-Production-Oriented Stage (1900-1930):

- Focus on quantity rather than quality.
- Scarcity of products and low supply to demand.
- Emphasis on production without significant marketing efforts.

- Immediate consumer response to suggested products.

.2.Sales-Oriented Stage (1930-1950):

- Shift towards selling and intense competition.
- Organizations adopt sales and promotional techniques.

-

Philosophy centered around using various promotional means to increase sales.

- Emergence of marketing as a set of techniques stimulating demand.

- Manufacturers seeking to sell anything to any consumer.

Marketing Objectives:

- Predicting the desires and needs of society's individuals.

- Achieving a high level of consumer satisfaction.

- Maintaining the competitive position of the organization.

The marketing mix consists of four essential elements: product, pricing, distribution, and promotion. It focuses on three core aspects: the essence of the product, its appearance and quality, and additional services such as installation and after-sales service. Subsidiary policies include product line policy, branding policy, quality and service policy, and packaging policy.

-Product Line Policy: Targets the same customers, sold at the same points of sale, with shared sales and benefits knowledge.

-Branding Policy: Involves building a brand, adopting one label for all products or a single label for different product categories.

-Quality and Service Policy: Aims at achieving consumer satisfaction through product components or service quality.

-Packaging Policy: Emphasizes the importance of good packaging in protecting goods, aiding storage, and serving as a means of product identification.

Price is a consumer gauge of value, and pricing policies include parallel pricing, penetration pricing, high-price policy for building a good image, and promotional pricing. Distribution policies encompass intensive distribution for widely consumed products, selective distribution

through chosen intermediaries, and exclusive distribution through a single entity.

The product needs to be defined to achieve high sales by highlighting its features, functions, availability, and advantages. Convincing consumers to purchase involves personal selling, advertising, publicity, and public relations.

Marketing Strategy:

-Concept of Strategy: The term "strategy" emerged in 1944 and refers to "a set of rules ensuring optimal decision-making at all times".

-Strategic Marketing: The optimal approach to achieving marketing goals, utilizing all possible means to attain them, including features and functions related to, for example, purchasing a car for transportation with comfortable characteristics.

-Marketing Activity involves three essential dimensions.

-Marketing Objectives: Satisfying consumer needs and gaining their satisfaction through studying and analyzing consumers, distinguishing the company from competitors.

-Distribution of resources and their use to achieve desired objectives.

-Product Differentiation Strategy: Marketing the product as having unique advantages not present in competitors' products or offering additional services like free delivery, maintenance, and installation to ensure product loyalty.

-Total Cost Leadership Strategy: Aiming to achieve high profit margins by increasing sales, improving production costs, enhancing efficiency, and facing competitors effectively.

-Focus Strategy on a specific market segment.

Strategic Planning of the Marketing Mix:

There are various strategies, including convenient additions to the mix such as competition, especially pricing, product

cost, distribution through electronic marketing, and direct marketing.

1-Product:

- Core Product: Benefits offered by the product.
- Physical Product: Form, packaging, characteristics, quality.
- Product Services: Warranty, installation, after-sales services, installment sales.
- Main Classifications: Tangible, intangible, daily and periodic use goods.
- Discounts and new methods signify product decline.
- Marketing policies vary from country to country, such as producing more than four types of high-end dishes for export.

2-Price:

- The monetary value for obtaining a specific product or an initial offer or experience.

- Importance, pricing objectives, factors influencing price renewal, key aspects in pricing strategy.
- Strategies: Cycle, product life, competition, market nature (local and national variations).
- Authorized agent: Terms and conditions.

3-Distribution:

- Depends on two policies, direct and indirect distribution.
- Direct Distribution Policy: Distributing the product to consumers without intermediaries.
- Indirect Distribution Policy: Relies on intermediaries.
- Associated with the overall market environment, comprehensive limited distribution.

4-Advertising Strategy:

- Adopting a multi-stage advertising strategy, including studying the product, setting objectives, identifying the target audience, budgeting, selecting suitable advertising media, designing the advertising message, testing the advertisement, choosing the right timing, evaluating

advertising effectiveness, and redesigning the advertisement if necessary

Evaluating the current situation and conducting a thorough study of sales figures, the number of buyers, target segments, brand positioning in the market, identifying obstacles hindering progress, and determining available opportunities. Where are we now? Why are we there? Persuasive, reminder, informative advertising.

Advertising achieves greater success when the differentiation in the advertised product focuses on hidden advantages. An advertisement plays a crucial role in building mental associations about the hidden benefits of the product, strong emotional buying motivations, and the availability of necessary funds.

- This step helps answer two key questions: Where are we now? Why are we there? Identifying the target market for the product is crucial in this step.

Understanding the characteristics of consumers in that market initiates the planning process for the advertising campaign to reach and influence their consumption behavior to achieve desired goals. Creative advertising, the inquisitive ad that poses questions in the viewer's mind, can be envisioned in the following mental circuit.

Secondly, setting advertising objectives:

Identifying organizational goals is the foundation from which market goals are derived, then advertising objectives are defined from these multiple marketing goals. It is essential to specify advertising objectives in a clear and precise manner to use them in evaluating the advertisement after its implementation. If there are multiple objectives in the advertising campaign, they must be prioritized based on their relative importance to long-term, medium-term, or short-term goals.

Distinguishing between communication objectives, marketing objectives, and advertising objectives is important.

-Marketing Objectives: When defining good objectives, it is important to consider the SMART criteria:

- Specific formulation
- Measurable
- Accessible
- Related
- Timed and specific deadlines.

Thirdly: Studying the Audience:

From the advertising perspective, the audience is defined as those groups of people targeted for communication. This requires identifying social groups and target markets. Collecting data and information about the audience aims to adopt the best strategies to attract the audience's attention, gain their support for specific

topics. The concept of the target market refers to the geographic identification of recipients based on regions for qualitative design of advertising campaigns. Guggenheim defines the advertising audience as targeted groups living in specific sectors of the target markets. The audience, when exposed to ideas and topics, is **divided into four categories:**

- Audience interested in all topics.
- Audience not interested in the topic.
- Audience interested in a specific topic.
- Audience interested in issues affecting their interests.

In general, studying the audience requires obtaining information related to demographic variables (such as gender, age, occupation), psychological variables (such as predispositions, beliefs, motivations, values), social variables (social class, status, role), and geographic variables (rural, urban). To achieve the desired impact, it is necessary to consider the characteristics of the

audience resulting from the interaction of the mentioned factors.

Grunge suggests that the audience, in dealing with persuasive advertising messages, can be classified into three patterns:

- Hidden Audience:** Characterized by low participation and a lack of interest in the advertising topic.

- Conscious Audience:** Characterized by a high level of awareness of the topic, varying degrees of participation to response.

- Active Audience:** Capable of retaining and remembering information, characterized by high participation.

Marketing and its relationship with advertising:

The audience does not perceive advertising messages as an element of the marketing mix, but rather as a part of the product life cycle. Studying the target audience,

understanding audience characteristics, is associated with studies...

One of the important questions in the field of advertising is: Who? Who are you selling to? Who is already buying? Who is your audience? Advertising equals communication. It is vital for effective communication to address the right audience, individuals of importance.

Audience Characteristics:

1-Sociological Characteristics.

2-Demographic Characteristics.

3-Positioning Characteristics.

Social studies in audience characteristics focus on three basic criteria: the social standard, social divisions that vary from one society to another, the relationship between marketing and social divisions and classes. Social divisions emerged as a result of economic conditions and circumstances. Marketing creates these

divisions by directing goods to a specific **category**, contributing to the creation of divisions, such as allocating cars to a market, thus contributing to the creation of divisions, such as allocating books for the blind. Therefore, marketing considers various characteristics related to the audience, quality, price control, demographic aspects, and desires entering marketing studies. A French study identified four basic types of social divisions: Conservatives, Usage Adventurers, Utilitarians, Centrists.

Setting the Advertising Budget

Determining the advertising budget is linked to the goals the campaign aims to achieve, the nature of the advertised product, and the target market in the advertisement. It is also

connected to time. However, periodic review is necessary due to changes in the marketing environment. The budget must be detailed and objective enough to accomplish the tasks included in the advertising campaign programs. Important methods for determining advertising budgets include:

- Setting a certain percentage of expected sales.
- Allocating an amount sufficient to spend on the intended task.
- Determining an amount based on what competitors spend on advertising.
- Combining the above methods.

Means: Readable, audible, visible, with a captivating cognitive style.

1 .Evaluating the Advertising Opportunity: Before starting the planning process for the advertising campaign, the

advertiser must decide whether the advertisement will play a role in a specific marketing situation. There are five conditions **governing the advertising opportunity**:

- The presence of promising initial demand.
- A good chance for product differentiation.

3. Developing an Advertising Strategy: This step involves technical decisions related to preparing advertising campaigns, designing technical and creative aspects of advertising, choosing advertising media, and the steps of the selection process and its criteria. It also involves deciding whether to choose an advertising agency if the execution task is outsourced.

Fifth: Choosing Advertising Media:

It cannot be asserted that there is an ideal medium, but it can be said that there is a more suitable or more appropriate medium for the nature of the product

or the target audience. The choice of **advertising media depends on several factors, including:**

- The extent of advertising coverage.

- The nature of the product.

- The nature of the target audience and its demographic characteristics.

- The cost of choosing the medium.

- Whether a single medium or a mix of media is used.

- Message requirements (allowed ideas, required repetition degree, and required control level, expression style, and message planning).

- The extent of the spread achieved by the medium. It is worth noting that there are readable media (newspapers, magazines), audible and visible media (television, radio, cinema, internet).

The table below highlights the advantages of advertising.

Television:

-Pros:

- Ability to ensure wide coverage.
- Potential for innovation and high technology in advertising production and execution.
- Can be a friendly and intimate medium for viewers due to the availability of almost direct communication.
- Intensive use of color and excitement due to the diversity of its programs.

-Cons:

- High cost.
- Non-selective, unlike direct mail.
- Short lifespan of the advertising message.
- Continuous repetition of the typical media message may lead to boredom.
- TV advertising production requires specific capabilities and skills that may not be readily available.

Radio:

-Pros:

- Relatively low cost.
- Intensive repetition of the message.
- Broad and mobile reach.

-Cons:

- Lack of visual material for radio advertising, unlike direct mail.
- Non-selective, similar to direct mail.
- Difficulty in recall when necessary.

Magazines:

-Pros:

- Ease of targeting specific sectors.
- Ability to display detailed information.
- Geographic focus is easy.

-Cons:

- Difficulty in showcasing and embodying the product.
- Lack of persuasive and entertaining dialogue.
- Relative inability to reinforce the message.

Newspapers:

-Pros:

- Geographic targeting for specific regions.
- Low costs.
- Wide coverage.

-Cons:

- Short lifespan of the advertising message.
- Lack of high production and execution technology.
- Limited movement and absence of sound.

Direct Mail:

-Pros:

- Selective advantages that make it easy to measure results.
- Low cost, direct, and personalized.
- Detailed.

-Cons:

- Limited spread due to the targeted mailing lists.
- Lack of accuracy in lists in many cases.

Internet:

-Pros:

- High technology and ideal selectivity.

-Cons:

- Currently high cost.
- Limited spread at present.

Sixth: Crafting the Advertising Message:

What do we want? What are the ideas? And how do we express them in the message? The message must be attractive to grab the consumer's attention, motivate them to make a purchase, and clarify how and where to obtain the advertised product or service. Whether the message is printed, audible, or visual, it should include the following elements:

-Promise: The main headline or consumer promise to deliver a benefit.

-Copy: The content of the message and a detailed explanation of the benefits, including subheadings.

-Proof: Proving the credibility of the call or promise using famous personalities or presenting the product's experience.

-Call to Action: How the consumer can obtain the product.

-Conclusion of the Message: Signature or mentioning the company name in the closing.

-Images and Graphics (optional): Used to highlight the main idea and facilitate the advertiser's effort to understand and believe in the advertisement.

Advertising Mix ← Advertising ← Personal Selling ←
Sales Promotion ← Public Relations ← Packaging ←
Learning

- **Measuring Advertising Effectiveness:**

First Method: Comparing the sales ratio and marketing costs before and after advertising.

Second Method: Similar to the first method but presenting the product to a group that does not use advertising, then

concluding that advertising assists in making purchasing decisions.

Advertising is one of the executive tools in marketing, representing the overall framework of advertising. It is a fundamental component of the marketing mix, including media and persuasive means that mediate the communication process with the audience. There is operational marketing in the short term and strategic marketing in the medium term (Chart, D.T., 22).

Advertising and Promotion

Promotion contributes to moving the consumer from a stage of unawareness and lack of product knowledge to a state of awareness, achieved by providing necessary information within the promotional communication mechanism. This helps the consumer choose the most suitable alternative in a highly competitive environment. Advertising and promotion are part of the product life cycle, whether it is a tangible or intangible product. Personal selling is a form of promotion, involving face-to-face interaction between individuals or limited groups.

1. Concept of the Promotional Mix

Rashman defines it as "marketing communication activity seeking to inform individuals, entities, or remind them, urging and influencing them to accept a product, service, or idea, then search for it, either for resale or use".

It is a form of persuasion based more on external push and motivation than on the product's benefits. It is based on stimulating or generating demand for the product.

Levitt defines it as "a set of means that can be used to stimulate and arouse the desire to buy among consumers through persuasive communication, initiated by the seller".

Promotion includes all forms of market communication through advertisements, agents, distributors, media, selling points, direct communication, and mobile promotion such as carrying banners and moving throughout the day in some countries. Its goal is to create or stimulate demand for a product, leading to product sales and increased profits.

Communication with the consumer or potential customer **goes through the following stages:**

- Initial and primary contact with the potential customer.

- Indication of the customer's interest in the product.
- Creating preference for a specific product or brand.
- Solving the customer's purchasing problem for a specific product.
- Obtaining the purchase decision.
- Ensuring the continuity of interaction between the organization and the customer (product definition).

2. Stages of the Promotional Campaign:

- Identifying the objectives of the promotional campaign:
Introducing a new element or maintaining an existing product.
- Identifying the target audience for the campaign:
Supportive audience, competitive audience, undecided audience.
- Determining the promotional mix: Advertising, personal selling, sales promotion.

-Determining the level of promotional message:

Intensifying advertisements.

-Choosing the right time for the promotional campaign for activities such as a solution.

-Determining the budget for the promotional campaign.

Promotion Importance:

providing information about the product and highlighting its features.

-Reminding consumers of their desires and consumption needs.

-Shaping contemporary lifestyles.

–Entertainment and enjoyment.

-Assisting marketers in increasing sales.

Reasons for Using Promotion:

–Information provision: Helps consumers learn about new products and their availability, aiding sellers in identifying potential customers.

-Stimulating demand: Aims to increase demand for goods.

-Product differentiation: Distinguishing a company's products from competitors.

-Retaining current customers.

-Building trust between the company and its audience and addressing rumors.

Promotion Stages:

- The goal is to surround the customer with knowledge about the product.

- Ensuring prospective customers understand what the organization offers and how well it suits them to enhance their awareness of the product's significance.

- Acceptance or rejection of the product based on meeting needs.

-After acceptance and preference, monitoring product availability.

- The final stage involves the purchase, indicating effective promotion, requiring organized effort in the marketing communication process.

- Enhancing customer satisfaction, ensuring their continued use of the product, and gaining their satisfaction by providing various usage information. (Ben Tami, 155)

Promotion Objectives:

- Convincing targeted and potential consumers of the benefits of the product and service.
- Providing various information and data about the product.
- Working to change negative consumer attitudes toward the product to positive ones.
- Persuading consumers to purchase the product on convincing grounds. (Dati, 156)

Promotional Mix Elements:

1. Advertising:

Advertising is a non-personal communication method by an identified sponsor, aiming to inform, remind, and persuade the target audience about the promoted content.

2. Personal Selling:

Involves a personal communication process between the seller and the buyer to persuade them of the product's benefits and facilitate the purchasing process. Personal selling supports building relationships between the seller and buyer, allowing for advice, guidance, acknowledgments, and handling complaints.

3. Publicity:

Promotional efforts aimed at introducing the product and its features, providing information through news and publications across various media. Unlike advertising, publicity is free, focusing on informing the public and building positive mental images about the product and the organization.

4. Public Relations:

Public relations involve the art of dealing with the public, managing relationships, gaining satisfaction, trust, and support. Public relations help improve the organization's

image internally and externally, thereby enhancing the product's image among the public.

5. Sales Promotion:

Defined as activities or materials used as a direct incentive for product purchase. It includes various means to influence consumers and increase sales through incentives, awards, competitions, and gifts.

Promotion plays a crucial role in achieving organizational goals by leveraging and understanding the effectiveness of its elements: advertising, public relations, personal selling, and sales promotion. The impact of effective promotion is evident in influencing consumer behaviors.

Preparing the Advertising Message in the Media

Advertising is considered a primary source of funding for many newspapers and magazines, relying on its success in

achieving the desired impact through an innovative and creative artistic approach. The design of advertising plays a crucial role in convincing the audience to purchase, requiring strong artistic engineering to attract the recipient. The advertising space in the media, especially newspapers, has increased significantly in the present era. Newspapers and magazines compete fiercely to attract advertisers with various incentives, emphasizing their crucial role in journalistic practice. Advertising serves as a major financial source for media organizations, covering production, distribution, and labor costs. The success of advertising depends on its ability to influence and engage readers.

1. Concept of Design

Advertising design is a fundamental factor in the success or failure of advertising. It is not an easy process; rather, it requires creative thinking and familiarity with the principles

and arts of good design to attract consumers. It serves as the graphic representation of the advertisement before execution, providing a visual framework for each element of the advertisement.

2. Types of Design:

- **VectorGraphics:** Graphics that deal with specific coordinates and usually involve a limited color palette, often no more than 16 colors. Designers use such graphics in vector designs for coloring and adding touches to create a non-vector appearance.

- **Raster Graphics:** Graphics produced with a large number of colors and rely on pixels for representation. Examples of raster graphics include images obtained from scanners or similar devices.

It is preferable to use images when they better represent the products and provide evidence of their benefits. Using drawings is recommended for expressing metaphorical ideas or depicting faces. The use of empty spaces in advertisements is advised, avoiding the confinement of elements within a single frame. The messaging should be creative and impactful to persuade and market the product effectively, emphasizing imagination in advertising. (Al-Ghammas, 2005: 36)

- Concept of Advertising Design:

Advertising design refers to the geometric form on which the advertisement appears in its final state. It includes its various components arranged in an artistic order that preserves aesthetic values, achieving the element of attracting attention to the advertisement as a whole and its parts. (Barghout, 2005, 18)

-The process of advertising design goes through three stages:

- Initial Small Models: The overall concept of designs and advertising ideas, small in size and devoid of details, containing only the components of the advertisement. (Ben Tatta, 2008, 33)
- Approximate Models: After approval of one of the small models, the advertisement is drawn with the same elements as the final advertisement, clarifying the placement of each element and its shape.
- Final Model: After approval of the approximate model, it is redesigned with image arrangement, color placement, and a contract is signed with the advertiser for approval.

.4Advertising Designer Skills:

- Innovation ability.
- Familiarity with design and layout rules and principles.
- Knowledge of the foundations and schools of creative art
- Full knowledge of computer design software usage.

- Possessing skills in design, planning, and production.
- Continuous training.
- Specialization.
- Open-mindedness and resilience.

Types of Advertising Design in Newspapers

Divided into two types.

- Static Design: Shows no signs of movement, within a single and stable frame.
- Animated Design: Consists of frames, each frame being an image compiled by motion-generating programs to produce an animated scene.

Stages of Advertising Message Preparation:

Research:

Conducting market and audience studies, analyzing the strengths of the chosen medium, distribution policies, and competitive conditions to define the advertising idea. The

goal is to capture the audience's attention and stimulate purchases.

Structuring the Advertisement:

The idea is visualized through a schematic diagram illustrating the distribution of various elements (headlines, graphics, images, etc.). Several diagrams should be created, and the best one is chosen. The final advertisement is a creative advertising concept crafted within a creative artistic framework.

-Elements of Advertising Design:

- Main and Sub Headlines: Summarize the advertising goal, often placed at the top of the advertisement, using suitable colors and prominent fonts. The success of the advertisement relies on its integrity and effectiveness.
- Advertisement Text: Conveys the intended message to the audience, containing details, information, data, and arguments. (Khair al-Din, 1976, 187)

- **Image:** Expressive images summarize a lot of information. Image quality, clarity, and relevance to the product are crucial criteria. The image should be associated with the advertising idea and its goal.
- **Backgrounds:** Carry functional meanings, may include elements like logos.
- Fonts, Shapes, and Symbols.
- **Slogan:** A short phrase summarizing the advertisement content. A successful slogan is catchy, aesthetically clear, timeless, and distinctive.

Factors of Quality in Advertising Design:

Quality in design, regardless of the advertising medium used, depends on several factors, including:

- **Prominence:** The advertisement should stand out.
- **Influence Capacity:** By provoking ideas in the consumer's mind, linking them to the product.
- **Uniqueness:** Deviating from the ordinary.

- Ease of Understanding: Clear and uncomplicated. (Abu Ta'ima, 2008)

In addition, the design should be balanced, with spaces divided proportionally, allowing for easy transitions between sections and presenting a cohesive unit. (Ben Tatta, 2008, 34)

-Stages of TV advertising production:

.1Pre-production stage: Target audience identification to create a common language, forming a mental image of the product in the consumer's mind through specific colors and defined size, essentially creating a character for the product. This involves the product logo delivering a promise and shaping the product's personal image.

.2 Production and filming stage: Determining the television production method, initiating filming, selecting shots, camera angles, movement, sound, dialogue, music, and lighting.

.3 Post-production stage: Involves editing, adding or removing content, shortening or lengthening visual material, assembling, and correcting. It's worth noting that advertising duration typically ranges between 20-70 seconds.

This lecture highlights the crucial importance for advertisers to carefully prepare advertising messages through various media, emphasizing the significance of choosing the optimal medium. It relies on a technical framework that aligns with the advertising idea, coupled with quality in design, direction, and organization. The design varies depending on the chosen medium.

Advertising Agency

An advertising agency is one of the fundamental components for any organization aiming to market its products to the target audience. It serves as an intermediary between the advertiser and the target audience, providing advertising services for financial compensation. These services encompass creating promotional content, conducting research, and more.

Advertising Agency Concept

The American Association defines it as an independent organization consisting of creatives and business professionals specializing in developing advertising plans and other promotional tools. The agency handles buying advertising space and time across various media on behalf of advertisers to reach customers for specific goods and services.

Many advertisers utilize advertising agencies to secure expertise (Farbey, DDT, 89).

Advertising Agency Characteristics:

- A specialized human team in the advertising field.
- Neutrality in design.
- Experience in design.

Familiarity with marketing and promotional research.

Types of Advertising Agencies:

Based on Size:

- Large Advertising Agency: Employs at least 150 experts, offers comprehensive services, recognized status, profitable, employs top talents.
- One-Person Agency: Comprises one expert and some staff.
- Two-Person Agency: Consists of two experts and some staff.
- Small Agency: Has a few experts and assistants.

.3.2 Based on Function:

- Specialized Advertising Agency: Widespread, deals exclusively with producers of specific goods like cosmetics or cars.
- Advertising and Marketing Research Agency.
 - Agency responsible for broadcasting and promoting advertisements in the media.
- In-House Advertising Agency: Aims to reduce costs, save time, and exercise greater control over communication activities.

Consultative Advertising Agency: Offers guidance, advice, advertising ideas, legal and ethical aspects, and trains personnel for the advertising industry.

.Advertising Agency Functions:

- Providing consultations on advertising strategy.
- Proposing and executing advertising plans.
- Conducting research.
- Marketing and promoting products.
- Booking advertising spaces.
- Handling financial and administrative matters.

"Influencing Factors in Choosing an Advertising Agency:

- Specialized agencies.
- Type of advertising service required.
- Geographic location.
- Agency's ability for creativity and innovation.
- Quality of provided services.

Advertising Agencies' Services:

- Conduct necessary product studies.
- Analyze current and expected markets.
- Provide information about distribution channels.
- Offer sufficient information about media outlets.
- Design advertising plans.
- Provide assistance in presentation and decoration.
- Organize and participate in exhibitions.

Advertising Agencies' Work: Points for Design Dependence.

- Product nature:** Composition characteristics.
- Market knowledge: Competition, market study, market information.
- Understanding audience characteristics
- Budget: Associated with the means and characters of cost - advertising medium profits, guaranteed advertising.
- Medium: TV, radio, newspaper, or billboards.
- Design: Overall concept.

Advertising Agencies' Strategy:

A planned or policy relied upon to achieve the goal, a systematic and thoughtful method involving ways, methods, and policies to achieve the goal within a specific timeframe.

.1.Goal identification: What goal do I want to achieve? The expansion goal is determined by the institution.

.2.Agency definition: Define activity based on which we determine means and the nature of local, national, or international business, the companies and institutions dealt with, relying on knowledge of competing agencies and their prices.

.3.Presenting offers to institutions relies on public relations and personal relationships, especially in the initial stages of the advertising agency's activity.

.4.The advertising agency looks for a studio and printing press within the budget.

5.To achieve widespread design, create the largest possible advertisements.

6. Follow a specific and distinctive style from other agencies, choosing both open and closed locations.

Advertising agencies are crucial entities in advertising, acting as intermediaries between advertisers and media. Their importance lies in providing diverse services, streamlining time and effort for advertisers, allowing them to focus on marketing and production activities, leading to overall improvement in these aspects.

Semiotic Analysis of Image and Advertising Poster

In contemporary times, images hold significant importance, particularly in advertising, aiming to influence consumers.

Advertising images carry meanings and connotations that

hide behind the apparent content. The semiotic approach is the optimal method for deciphering these symbols and extracting meanings.

Firstly, some terms related to semiotic analysis of advertising images need clarification:

Advertising Discourse: An industry with semiotic characteristics that directly impact human life, combining expressive components to convey specific advertising messages, intending to create states of allure and persuasion.

Semiotics: The science that studies various signs, exploring the relationship between the signifier and the signified.

Image Definition: Reproducing the original or representing a similar object or thing, referring to replication, similarity, representation, and simulation.

Advertising image refers to the media image used to emotionally and mentally impact the recipient, influencing them sensually and kinetically to prompt the acquisition of a product or service. Advertising serves as a channel for

broadcasting, announcing, informing, and delivering a product or service to the recipient.

Functions of Advertising Discourse, according to Roland

Barthes:

- Expressive function
- Emotional function
- Informative function
- Attention function
- Referential function

Our reading is semiotic, prioritizing interpretation, as meaning is concealed and elusive. Therefore, it is essential not just to present the image and its components but to interpret the given. This lecture will address the primary question of how advertising images can be read.

1. AdvertisingImage:

The image has undergone remarkable development and increased usage in contemporary times due to its capabilities

in conveying media messages. Media, including print, audio-visual, advertising, computers, billboards, and posters, plays a crucial role in the spread of images. Images carry meanings involving mental and intellectual activity, psychological imagination, linguistic activity concerning auditory images, and artistic activity encompassing architecture, sculpture, drawing, and cartoons. All these aspects represent the civilization of the image, which dominates human vision and perception today. Advertising is a social, economic, and media behavior that utilizes expressive arts, making it a crucial advertising and media channel and a fundamental strategic plan for the continuation of the capitalist system based on the philosophy of owning things and achieving profits.

Components of Advertising Image:

The advertising image comprises three essential discourses: linguistic discourse, iconic visual discourse, and rhythmic musical discourse. It also includes the duality of signifier

and signified and consists of three communicative elements: the sender (institution, companies, producers), the message (signifier and signified), and the audience. Additionally, it involves the duality of designation and inclusion, or the duality of reporting and suggestion, meaning there are two intertwined messages. A report-based verbal message against an inclusion-based suggestive message. For example, the Laughing Cow cheese advertisement contains both a surface-level informative report and a suggestive message indicating the quality of the product, encouraging consumers to buy. Therefore, the success of advertising images depends on refining the image and harmonizing the reportive declarative signification with the suggestive connotative signification.

Advertising images rely on numerous elements to impact the target audience. The importance of semiotic analysis lies in revealing the ways in which the image operates within its

framework to influence both emotionally and non-emotionally".

Semiotic Approach to Advertising Analysis

Advertising images hold immense importance in promoting products by capturing the viewer's attention and influencing them to make a purchase. Each advertising image serves as

a meaningful message with connotations related to the advertising theme.

1. SemioticsScience:

Semiotics holds a distinctive place in contemporary intellectual discourse. It is a knowledge activity characterized by its unique origins, extensions, productivity, and analytical methods. Semiotics draws its principles from various knowledge fields such as linguistics, philosophy, logic, psychoanalysis, and anthropology. Most of its concepts and analytical methods are derived from these fields (Saifon, 2021, p.79).

Semiotics is a science dedicated to the study of signs, aiming to understand the true meaning of each semiotic system. It examines human and animal language, as well as other non-linguistic signs, such as traffic signs, presentation

methods in storefronts, maps, charts, and images (Abdullah, Date).

1.1. Definition of Semiotic Approach:

The semiotic approach involves a set of steps and techniques used to explore the completion of the signification cycle in a specific structure. It is a scientific method that reveals, analyzes, and critiques meaning in a given system. It also criticizes the components constituting this system and its laws (Abdeldayim, 2013, p.263). The semiotic approach seeks to uncover the true meaning of the content of advertising messages and discover their deep and hidden connotations.

Semiotic analysis relies on the concepts of structure, code, and sign. Semiotic analysis is the best method that highlights the mechanisms through which meanings are produced within semiotic structures, revealing the internal

relationships of the elements of the structure (Abdeldayim, 2013).

.2.Roland Barthes' Approach in Analyzing Advertising

Images:

-Steps in Analyzing Advertising Images: Roland Barthes' analysis of advertising messages focuses on two levels.

Firstly: The Designative Level

This involves the general meanings visible in the image, and the analysis is conducted through technical segmentation, such as shots, colors, etc.

It includes the designative level (morphological and descriptive study):

-Morphological Study: Analyzing the shape of the image.

-Photographic Study: Analyzing the artistic elements related to framing techniques and angle selection.

-Typographic Study: Analyzing linguistic expressions in terms of writing style (font size, line measurements, letter style), including text, titles, and slogans.

-Color Study: Analyzing the power of colors used.

-Character Study: Identifying individuals in the image, their age, gender, and clothing.

Shots:

The general shot frames the entire scene, serving a descriptive function with aesthetic impact. The big shot focuses on a significant part of the subject, while the medium shot shows the character in full length within the frame.

Viewing Angles: This connects the viewer's eyes with the subject being observed. Viewers may not necessarily focus on the same viewing angle as intended by the subject. Therefore, we must ask from which angle we are looking at the subject (Lahmadani, 1998). In advertising images, the focus is often on the frontal view, creating a sense of direct communication with the viewer.

Lighting The halo effect either brings the subject closer or pushes it further away. The meaning conveyed by the

lighting should be considered when analyzing the image (Lahmadani, 1998). If the light is on the left side, the presented product is considered future-oriented. If the light is on the right side, the product is linked to the past, representing traditions and heritage.

Barthes suggests that an image, like a written text, can be analyzed and its meaning understood from two basic perspectives: context, concept, and the cultural background surrounding the image. Similar to using a dictionary to extract meaning".

Please note that the translation is a condensed version for clarity while preserving the main points.

"Secondly: Inclusionary Level (Iconic Study)

This involves the following procedural steps:

- Studying the psychological dimensions of the image through
- Analyzing photographic data such as framing, angle selection, and lighting.

-Analyzing and interpreting typographic dimensions: Why was this type of writing chosen?

-Psychological analysis of colors and their connotations.

B. Studying the social and cultural inclusions of the image through:

-Analyzing denotative blogs.

-Analyzing movement and gesture blogs.

-Analyzing situational blogs.

-Analyzing socio-cultural aspects of colors.

The iconic study concludes with an analysis of the cultural values in which the sign interacts. This is done by analyzing the iconic symbols, signs, and metaphors, followed by an analysis of the dynamic interaction between this sign, the material, and the subject (Ziyad, Tareq, 2018).

This involves reading the image, extracting hidden meanings and connotations, such as reasons for choosing a specific color and the purpose of using a particular shot.4.

Employing Colors and Their Connotations:

We must choose the image colors by activating two main principles: the first is the principle of color harmony, which works to create a color from another color, and the second is the contrast of colors, which plans and organizes our perception of the image elements (Khilaf, 1986).

Colors have psychological meanings that impact the audience whose attention the message aims to capture. Therefore, before planning any advertising work, suitable colors must be employed to attract the audience and subsequently influence them.

-Blue Color: Considered a calming color, evoking tranquility and reassurance. It symbolizes safety, peace, organization, stability, and trust. It is often used for promotion and may also indicate sadness and solitude.

-Red Color: Suggests power, excitement, and love, being attention-grabbing. It is used to indicate danger.

-Orange Color: Associated with happiness, vitality, creativity, distinctiveness, motivation, and encouragement.

-Yellow Color: Indicates optimism and joy, often used for alertness.

-Green Color: Signifies nature and growth, as well as wealth and prosperity.

-White Color: Points to cleanliness, purity, and goodness, with positive connotations.

-Black Color: Described as a strong and mysterious color, with some considering it pessimistic, associated with evil and death.

The denotative level intersects with the inclusionary level, forming the axis of semiotic function. They shape the meaning of the image, as interpreting the image requires building assumed contexts. This interpretation cannot happen without recovering the initial meanings of the image's components and adjusting the relationships between them, leading us to understand that all image readings are interpretations (Khilaf, 1986)".

Ethics of Advertising Creation

The fact that the ethics of advertising is an intricate issue,
linked to freedom of the press, necessitates in-depth studies,

especially with the successive developments in the field of media and communication technology witnessed by the world today. These developments have cast shadows on the advertising industry, surpassing all technical, security, and cultural barriers, threatening the cultural identity of nations. Therefore, this lecture sheds light on the necessity of the ethics of advertising work that aligns with the cultural context in which it operates.

1. AdvertisementEvaluation:

Advertising is considered a fundamental tool for transferring values, ideas, and behavioral patterns from industrialized countries to developing countries, thereby conveying its values to us. These advertisements often rely on persuasive and urgent techniques, pushing individuals towards purchases. Notably, most of these products are non-essential, contributing to increased poverty in these societies. Advertising in the business sector aims to achieve

profits, and its success depends on increasing demand. It is useful for development, the best way to promote goods, reduces prices, and acts as a powerful driver for the economy, providing job opportunities. Advertising is a distinguished means of providing individuals with information, contributing to the entertainment of societies (Al-Mashaqbeh, 2012).

The advertising industry is the nerve center of marketing for all economic activities. Global advertising spending reached around \$97 billion in 1980, with the United States ranking first, followed by Sweden and the Netherlands. In 1997, the advertising spending in the United States alone reached about \$73.5 billion. General Motors was the top-spending American company, followed by Ford in terms of global advertising spending, reaching \$1 billion in 1999.

2. CriticismsDirected at Advertising:

In the Arab world, advertising is witnessing a quantitative rush, a result of economic and cultural changes in our societies. However, it is not equipped to face these changes, with foreign advertisements having a high percentage on Arab television, inconsistent with our specificity and culture. The negative reception of the Arab audience towards advertising messages is due to their submission and surrender to them. Moreover, most TV channels seek profit and funding regardless of whether the content of these advertisements aligns with societal values. On the other hand, they commit to sincerity, avoiding temptation and deception, as the primary goal is to promote goods.

Advertising has faced various criticisms, including presenting misleading information, turning our society into one dominated by fashion and imitation desires. In general, the criticisms directed at advertising include:

-Advertising increases the unnecessary production of goods.

-Advertising is unproductive, meaning it does not provide any service to society, but most of it is used to attract consumers from one advertiser to another.

-Advertisers influence the media for their benefit.

-Advertising appeals to instincts to achieve its purpose rather than targeting reason and logic.

-Advertising makes consumers desire things they do not need.

-Most advertisements contain exaggerated claims (Al-Mashaqbeh, 2012, p. 192).

Efforts to defend consumers have led to organizations criticizing the use of provocative images for products aimed at children. Environmental protection attempts to regulate advertising, but in the Arab world, this is not present due to a lack of laws and regulations. In Arab countries, individuals cannot demand their rights. Regarding the

methods of consumer enticements, emotional and sexual approaches are crucial, involving imagination and excitement".

Values Acquired from Television Advertisements:

Entertainment and Amusement

Need for Food and Drink

Love of Possession and Cleanliness

Violence and Power: Breaking Things

Moral Corruption: Temptation through the Use of Body Images, Whether Female or Male

Class Value and Reinforcement of Social Disparities .

Encouragement of Foreign Products and Consumerism

Throughout this lecture, we addressed the main criticisms directed at advertising, its direct impact on the value and ethical system, and the necessity of ethical values and artistic creation in advertising content as a powerful source for individuals' upbringing. It contributes to shaping their behavior, emotions, and knowledge. Advertising is not

merely an entertainment or commercial material; rather, it is an integrated system linked to individual values and the cultural environment as a whole.

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