

## استراتيجية الأفكار الثقافية في الإعلان ودورها في تحقيق الإقناع

**The Strategy of memes in advertising and its role in achieving persuasion**

أ.د/ عبير حسن عبده

أستاذ قسم الإعلان- كلية الفنون التطبيقية- جامعة حلوان

م.د/ لينا عاطف

مدرس- قسم الإعلان- كلية الفنون التطبيقية – جامعة حلوان

م.م/ منار محمد يحيى القاضي

مدرس مساعد – كلية الفنون التطبيقية – جامعة 6 أكتوبر.

**Abstract:**

Advertising associations participate in promoting new extensions to be suited with the product, forming new strategies to help for the humanistic future in society. This depends on promotion of emotional acts through motivation and directional change to realize persuasion. Hence, rule of memes strategy comes to help in achieving this target (persuasion). This strategy aims advertising thoughts needed to support the humanistic and social dimensions, realize social communication, persuade the receiver for the advertised product and assure the values of social communication like trust, emotion, faithfulness and commitment. This is based on the communication among individuals in society through sending mental and emotional symbols to develop the humanistic values that's recognized among people and to support the social humanistic relations. Hence, Advertising message can be issued to encourage for communication among people through addressing the society via its own language, culture, its own humanistic values and its needs that is facilitated in the advertised product. This will support the relation between society and the advertised product in a good positive promoting way. In our research for different cultures in different societies all over the world, we found that the recipient become affected by the product through creation of a symbolic language expressing his situation. And this language is well recognized globally where purchasing this product becomes mentally imprinted with a certain social symbol. This will achieve the social dimension in the advertisement.

This research is atrial to explain the humanistic theories related to memes strategy and how to persuade the recipient with the advertised message. Currently, companies try to be associated between financial profit and humanistic target via discovering the social and humanistic symbols presented to them. This will help these companies to reach the unconscious promoter which is linked to purchasing certain product. “Froid” could reach to that level of unconsciousness through self-recognition and its feelings and desires. If psychological analysis theory at “Froid” could be applied in advertisement and the real meaning for the product could be recognized at the unconscious level “unconscious meaning of the product”, thus the actual unconscious stimulus can be reached to the recipient and can be purchase the advertised product or service which is already symbolized for certain value.