

الفكرة الإعلانية بين المعنى الاجتماعي وسلوك المتلقي

Advertising Idea between social meaning and receiver behavior

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Summary of Research

The identity and value of the product is determined by the process of linking the product with values and social meanings through the means of advertising. In the late 20th century a theory was developed in advertising, based on the theory of meaning as a rule, and this view of the declaration came to say that advertising is not only a conveyor of information but a source of building or Establish the personality and identity of the recipient and society, and thus can expand the entrance of meaning as the basis of individual world life into social contexts.

Research problem:

- 1- To what extent does the theory of social meaning contribute to the advertising idea?
- 2- How does the ideological content of an advertisement contribute to the behavior?

Research importance:

- 1- Design the ads and create an advertising idea through the theory of meaning as a rule.
- 2- Drawing a positive mental image of the advertiser through social meanings in the design of the advertisement.

Research goals:

- 1- Study the role of the theory of meaning in the design of advertising and its role in the creation of the idea of advertising.
- 2- Study the role of the ideological content of the Declaration in drawing a mental image of the declared.

Research hypotheses:

- 1- The study of social meaning may contribute to the creation of a successful advertising idea.
- 2- The meaning of the Declaration may contribute to the drawing of a positive mental image of the recipient from the author.

Research Methodology:

The researcher will take the approach of description and analysis, through the theoretical framework and analysis of some models to confirm the hypotheses of the research