

## Developing metacognitive thinking through the semantics of the advertisement idea

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### ▪ Abstract:

The advertisement idea is the core base of any advertising campaign, due to its great potency to express the targeted advertising message and achieve the communication objective. It can be adapted and composed to support the values, behavior and culture of the society, attain an effective positive social value and fulfill the marketing, commercial and economical objectives. This can be achieved through the symbolic implications, meanings and contents of the advertisement idea; which might be well known, or created by the designer according to its appropriateness to the idea. These implications and meanings hold deduced ideas that express the context of the advertising message, so; they convey substantial images fraught with moral and sentimental connections that stimulate the receiver to recall the internal cognitive information to try to extract and understand the symbolic meaning of the idea.

Therefore; the important role that the metacognitive thinking strategies play in the field of advertising should be noted, as well as their function in the receiving, understanding and comprehending processes, because they help the audience revive their reading behaviors and strategies which can facilitate understanding and comprehending the symbols; and decide which of these symbols they understand and which they don't. Metacognitive thinking can also assist the audience obtain self insight about their cognitive domain and structure, in addition to the ability to make decisions; as metacognitive thinking is the awareness of an individual of the processes they conduct through different situations of receiving the advertisement ideas.

▪ **Keywords:** metacognitive thinking – advertisement idea – the semantics