

Studying the importance of Esoteric science in Advertising design

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Abstract:

The esoteric is one of the most important sciences that are deep in the human psyche and try to interpret it and to know its relationship and influence in external behavior, so that human life becomes more sophisticated. Here we meet the advertising and the esoteric. The advertising adopted the psychological sciences which studied human behavior and ways of influencing it. His life is especially the things that are not happy, so the process of understanding the esoteric and application in the advertisement helps the designer to raise the taste of the public and increase awareness, it adds value to the lives of people, the design is complete only by esoteric, the relationship between the mind and the conscience to be the product is the way that the designer takes towards creative design and creativity.

The research concerned this point because of the lack of specialized references in the esoteric and its relation of advertising, and the lack of knowledge of many of the designers of the existence of the science of human development and awareness, it was necessary to identify the problem of research in the study of this science, and there is an integration between him and the advertising, Concepts of esoteric, and cares about how to use it as a science to study the human psyche to reach the inner self controlling the reactions and behavior of the consumer, and study his philosophy in developing this awareness through the advertising, and know himself that will raise his spirit to enjoy a better life, and emphasize the integration of esoteric and the advertising, in the development of human beings and acquaintances, which improves the standard of living.

Key words:

Esoteric-Self development -awareness.