

The Sociology of Culture through Social Networks Advertisement

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□ Abstract:

In recent years; the world has witnessed a major leap in social communication through virtual electronic reality which is capable of blending various cultures and removing social barriers via the multiple social communication websites which have immensely affected all societies.

Advertising on these social networks has become one of the most effective elements in pivotally changing social and human values of the society, due to its major educational role and wide influence that reach various segments of the society. The easiness of information and experience exchange through social networks has helped in increasing the cultural and intellectual share of the receiver via advertisement messages that convey positive values which contribute in guiding the behaviour of the society members.

Social networks advertisement provides two advertisement messages; the first is a direct message that promotes the advertised products and services, the second is an indirect message that convey multiple behaviours, values and life styles which form the positive content that a good advertisement seeks to promote and achieve in the society; making it an additional value to the advertisement.

On the other hand, culture is an integral part of the human civilization; human society doesn't exist without culture and culture can't exist without a human society; as the relation between both of them is controversial and reciprocal, from here comes the role of sociology of culture in the society, in terms of analysing the nature of relations and connections between the patterns of the cultural and intellectual production of the society; their mechanisms and interaction on all levels of the society members; and the social structure with all its aspects.

Therefore; there is a reciprocal effect between the sociology of culture and social networks advertisement; as each affects the other; and the effectiveness of an advertisement is no longer limited in its success in promoting the advertised products and services, but has become associated with its ability to influence the receiving audience; by what it can achieve in terms of altering the level of values, orientations and behaviours; by promoting cultural ideas and values.

□ **Keywords:** Social networks, Sociology of culture, Values.