

## Advertising as a Persuasion Unconscious Process

Dr. Sara Mohamed Abd el naser Gaber

Lecturer at Higher Institute of Applied Arts - 6 October City

[saraabdelnaser@gmail.com](mailto:saraabdelnaser@gmail.com)

### Abstract:

The research discusses advertising as a process of persuading subconscious by discussing the concept of persuasion and its type (rational and deceptive), then the foundations of persuasion that must be available during the persuasive process, including: clear formulation of the message, good planning of the persuasion process, improving the consumer's response to the persuasive message, then the consumer's standing, and the constituents of persuasion Such as gravity, confidence and style, and displays the characteristics of persuasion, and the five stages of the process of persuasion (the stage of awareness of the thing, the stage of interest and interest, the stage of evaluation or weight, the stage of attempt or choice, the stage of adoption), then displays the main pillars of the process of persuasion, and Then the research reviews theories of persuasion, namely: the theory of the three T, the theory of cognitive balance, the theory of cognitive dissonance, the theory of cognitive analysis, the theory of social relations, the theory of cognitive organization, the theory of selective influence, and then presents the three levels of human feeling, which is feeling and under the feeling and subconscious, and discusses the research The concept of feeling, the qualities of feeling, and the pre-feeling, then the concept of subconscious, and discusses the four aspects of subconscious (justification, compensation, exaltation, substitution), and the definition of subconscious persuasion, then discusses the effect of advertising on the subconscious mind (subconscious) of the recipient, and the four principles of The subconscious mask to influence the consumer which is (the principle of identification, the principle of action, the principle of familiarity and trust, the principle of clarity), the concept of the gorilla strategy, and a procedural definition of the subconscious ad, then discusses the ten unconscious motives that help the recipient to convince the advertised idea and respond to the advertising message, as follows: re Formulation, mobilization of emotions: group, ownership, play, utility, modeling, skill, exclusion, commitment, then successful subconscious advertisement factors: simplicity of design, visual familiarity, brevity, number of times the consumer is exposed to the advertisement, and the consumer's psychological state and willingness to He received subconscious messages.

### Key words:

Persuasion – subconscious – Advertising.