

Contradictory strategy in advertising design and its relationship to coding and decoding theory

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Abstract

The scientific and technological revolutions that human societies are witnessing in our time have resulted in many changes and rapid and successive developments, which imposes itself on the field of advertising to keep up with these developments experienced by individuals in their lives, the recipient needs to see a new direction in advertising that invites him to think and meditate and to capture his interest in light of the massive revolution of advertisements.

Presenting innovative ideas is one of the most difficult stages in designing advertising due to the need for the advertising designer to look up and search for information and ideas based on his previous experiences. The innovative idea that is not familiar in advertising is the result of a complex process of thinking from a conscious mind that has a special method in its awareness of the environment and the surrounding culture and a special style in expressing what is inside it, otherwise it will not reach the target audience.

The research presents a new vision for employing the strategy of contradictions and displaying them in a way that keeps pace with the successive cultural and societal changes for the recipient of the modern era.

Contradictions are a path of creativity that lends an edge to advertising. In this busy era of advertisements, the designer is always looking for new treatments for the idea in order to make the advertisement appear in a different appearance capable of attracting the attention of the recipient, and achieve higher levels of ability to retrieve and remember the advertisement, and then influence its directions.

It is a creative strategy that relies on combining two contradictory elements or two elements that are not logical to merge between them, which makes the recipient summon his mental abilities to interpret the advertising message and the interpretation must be done without there being confusion in the understanding of the advertising message, and this strategy depends on the ability to benefit from the opposite of the familiar thing and act and present Reverse what others expect, whether results, information or relationships between the elements, in order to

surprise the recipient, as The mysterious and contrasting elements stimulate excitement and have a pleasant effect when the hidden meaning code is deciphered.

Keywords

Contradictions - Contradictory strategy - Coding and decoding theory