

## **Mechanisms of shaping the behavior of the recipient of the advertising message through stimulating subconscious**

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### **Abstract:**

The recipient has become exposed daily to a large number of advertisements and advertising messages, which results in a difficulty in being effective and affecting the recipient, so the recipient of the advertisement message is the destination that the advertiser seeks to reach and the main objective of the advertiser through the advertisement and the advertisement message contained in the advertisement, and on this basis, the advertiser must design an advertisement that contains an advertising message that can address the receiving audience appropriately and work to attract more attention and influence their behavior positively. Advertising combines profitable goals and human societal goals and has a great role in building society and shaping the recipient's advertising behavior; by sending an advertising message that works to persuade the recipient of the advertised product or service and at the same time work to advance and improve society, as advertising has an important and influential community and humanitarian role, Advertising can become a powerful and effective tool for influencing the behavior of recipients by examining the unconscious stimuli and the unconscious level or subconscious level of the recipient; and by knowing the human self, desires, feelings and feelings that concern the individual, then the unconscious can be stimulated He met through the advertising message contained in the advertisement and convinced him of the advertising message addressed to him and benefiting from it in forming a positive behavior for the recipient, and there are several ways to stimulate the unconscious of the recipient of the advertising message when used in the design of the advertisement that helps influence the recipient's behavior in response to the advertising message and helps shape its behavior Positively we will look at it in the research. The effectiveness of these methods that drive the subconscious incentive will be measured by the recipient of the advertisement by conducting a questionnaire on a group of recipients by displaying ads using methods that drive the unconscious incentive.

### **Keywords:**

Advertising message, unconscious stimuli, recipient behavior