

## **Enhance family relations in light of the Corona crisis (COVID 19) through advertising messages**

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### **Abstract:**

Advertising has a major and vital role in our society, as the share of advertisements seen by the recipient in many advertising means is very large, so the recipient has become in the shadow of imitating everything that he/she sees in these advertisements, which has a great role in changing societal behavior, whether at the family or community level. In light of the Corona crisis, and due to the spread of this virus and the need of people locally and internationally to stay in the home stone, we have noticed the change of advertisements during this period in terms of the advertising message presented to the recipient, and we note the manifestations of the change in family social relationships in society and the change in advertisements provided to the recipient in the light of this crisis, it is while examining the subconscious stimuli in advertisements in light of the Corona crisis, and the subconscious level of the recipient; Through the knowledge of the human self, desires, feelings and emotions that concern the individual, the subconscious of the recipient can be stimulated through the advertising message contained in the advertisement and convince him/her of the advertising message addressed to them and benefit from it in forming a positive behavior of the recipient that enhances family social relationships, and there are several ways to stimulate the subconscious of the recipient of the message of the ad, when they are used in the design of the ad, helps to influence the behavior of the recipient in response to the advertising message, and helps shape its behavior positively. We will address them in the research.

### **1- Theoretical framework: ads change in light of the Corona crisis**

According to the World Health Organization, the Corona virus is a virus that causes a range of diseases for humans, ranging from common colds to severe acute respiratory syndrome. The virus has spread widely and rapidly in China and many other countries, and this spread has been curbed by imposing household quarantine for individuals. In light of this crisis, we notice a change in the content of advertisements provided to the recipient, so most ads have confirmed in their content the commitment of individuals to stay at home, and provide ideas for how to communicate with family members during the period of home quarantine, which led to the strengthening of social and family relationships through these subliminal advertising messages that were Presented to the recipient under this period (Corona crisis).

## **2- The role of subconscious stimuli in the declaration in strengthening family relations in light of the Corona crisis**

By examining the study of Freud's psychological analysis theory and the subconscious level; By applying the psychoanalytic theory of Freud in advertising, one can reach the subconscious motivation of the recipient and persuade him/her of the advertising message addressed to them. The subconscious stimuli help influence the recipient's behavior in response to the advertising message. We discuss the advertising message and subconscious motivations and how to reach the subconscious incentive to influence the recipient's behavior and enhance family social relations in light of the Corona crisis.

### **2-1 The concept of the family:**

- The family is the first social unit in society, and therefore society consists of different families.
- The family as a social organization has the advantage that it is the cornerstone of social construction, as it is the focal point on which the rest of the other social community organizations are based, as the family as a social system is suitable from the rest of the social systems, and if the family becomes corrupt, all other social systems in the society are corrupted.

### **2-2- The concept of family relations:**

It is the mutual interaction that lasts a long period of time among family members through communication, and the exchange of rights and duties between the father and mother on the one hand, and between them and their children on the one hand, and between the children of each other on the other hand.

### **2-3 The advertising message**

2-3-1 Explain the main idea of the advertisement or what the advertiser wants to say to the recipient, and this may be in one sentence or several sentences or a word or two and it may include the explanation of the advantages of the product to persuade the recipient and motivate him/her to believe what came in the advertisement and act as desired by the advertiser.

2-3-2 All letters, words and phrases used in the advertisement.

2-3-3 Everything that appears in the advertisement presented to the recipient as a tool through which the advertiser's ideas are translated.

### **2-4 Unconscious Incentives in the Advertising Message:**

#### **2-4-1 Motivation concept:**

- That it is the forces inherent in individuals that drive them to behave in a certain direction, and behind every behavior an internal incentive that makes the recipient desire something and the incentives have two functions: to stimulate the recipient to a specific behavior, direct the recipient's behavior towards achieving a specific goal.
- Motivation is a psychological condition that raises human activity and orientation, so the individual's goal and activity carried out are related to his/her motives and needs, so motivation is what drives the conduct of mental or dynamic behavior as it relates to everything related to human activity, and from the incentives comes what is my feeling, including what is subconscious.

**2-4-2 The subconscious incentives:** are the incentives that are not subjected to the control of the individual and are not able to direct or control them, it is a complex process in psychology; it is a process to make a person move towards a specific goal or behavior, and in sociology; it is homogeneity with a group in the sense, there is a limitation to this incentive and it is related to what others do. Based on this, unconscious motivations are divided into:

- **Individual incentives:** According to behavioral theories, the behavior of the individual is determined by two main factors: happiness and pain. Moving the motivation needs to present what the individual enjoys as money or rewards, or morally as a sense of pride, excitement, fun and entertainment, and thus avoid pain and punishment.
- **Social incentives:** Society has a major role in shaping the behavior of the individual, we are affected by the people around us, so the study of the "unconscious motivation" of the recipient comes through revealing the meaning of the societal and human symbols that are presented to them. Thus, the subconscious incentive can be reached by the recipient and related to the purchase of a commodity, which affects the formation of the recipient's behavior through the use of these unconscious incentives in the design of the advertising message.

## **2-5 Mechanisms of Shaping the Recipient's Behavior by Stimulating Subconscious:**

### **2-5-1 Projective techniques:**

It is an attempt to link the product's commercial advertising message to the social advertising message; That is, culture with its own values and lifestyles and prevalent in society, when seeing the advertising message, the subconscious is stimulated in the mind of the recipient and thus the ability to influence his/her behavior and can benefit from this in positively forming this behavior.

### **2-5-2 Metaphor**

It is of great importance in advertising, since loyalty and attachment to a product can be symbolized by certain symbols that inspire familiarity and connection between the recipient and the producer, so this can appear in the form of a loving family or affectionate and strong father, as many companies use this form of metaphor to stimulate the subconscious in the mind of the recipient and consequently influencing his/her behavior positively.

### **2-5-3 ZEMT Code Generation Method**

Gerald Zaltman Joseph Wilson acknowledged that 95% of thinking during purchase occurs in the subconscious phase, therefore he says that the subconscious is stored in the mind where it can be stimulated with a visual metaphor seen in the advertisement, which affects the behavior and can be used to form positive behavior for the recipient Advertising message.

## **3- Results:**

3-1 The focus was on strengthening family social relationships in advertisements significantly during the current crisis (Corona crisis).

3-2 Behind every behavior that the recipient performs there is an internal incentive that raises unconsciousness and consequently followed by the recipient doing certain behavior and can

benefit from this in crisis management (Corona crisis) positively through subconscious messages in the announcements submitted to him/her.

3-3 The advertisement is affected, it affects the current conditions in society and changes according to them, as happened during the Corona crisis.

3-4 Using subconscious incentives when designing the advertising message makes it more effective for the recipient in light of crises (Corona Crisis).

#### **4- Recommendations:**

4-1 Know the importance of the subconscious incentives contained in the advertisements to help the recipient and allow him/her to determine his/her purchasing options without manipulating his/her subconscious and unconscious perception.

4-2 Benefit from crises positively by focusing on the positive aspects and opportunities available (such as the Corona crisis and the home ban that provided the opportunity to significantly enhance family social relationships).

4-3 Continuous research in the field of advertising and studying consumer behavior or taking advantage of the role of advertising as it is an effective and influential force in any society.

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