

The role of advertising in bringing about a state of happiness for the recipient

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Abstract :

The research deals with the effective role of the advertisement, its relationship with the recipient's self and the general mood of it, and then his acceptance or approval of the advertising message presented, as the advertisement is considered today in this age in which we live now with the crowding of ads that besiege us daily in the tens, but sometimes in hundreds, whether on the streets and roads or in cafes or television Or social media from Facebook, Instagram, YouTube, or other various means that follow us everywhere .. The advertisement has become a part of society, and even contributes significantly to the formation of societal values and the behavior of individuals and the way they behave and deal, and it has even reached the mood of the recipient as a result of those numbers The enormous amount to which the individual is exposed daily.

There is no doubt that a person is always looking for what causes him comfort, happiness, joy and hope, and is always averse to what causes him distress and pain or a feeling of gloom, sadness, fear or anxiety .. Therefore, addressing the recipient using bright colors and messages that implicitly convey a sense of hope, comfort, happiness and reassurance attracts the recipient today. In an indirect and subconscious way, to the subject of the advertisement, especially in the midst of all the bad events that we live daily and the spread of diseases, epidemics and problems that The state of fear, panic, anxiety, turmoil of feelings and discomforts of life does not end. Therefore, addressing him in this way makes the advertisement affect him, and even remains stuck in the memory for a longer period. The person, by nature, often searches for what comforts him and makes him happy and causes him satisfaction, safety, hope and a state of positivity that supports him psychologically and helps him to challenge all obstacles and difficulties Different .

Hence the importance of research and its role in influencing positively and effectively on the recipient first, and thus his attraction to advertising and his success in achieving the desired communication goals.

Key words:

Happiness - Effect –Subliminal messages- The spirit of fun.