

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.

Research Introduction:

Advertising is that magic tool that moves the whole world and affects the recipient in a clear way that no one can deny in light of globalization and the huge flow of advertisements on social media, whether YouTube, Facebook, television or others, we have become trapped wherever we are and wherever we go all the time and when. Consequently, advertising has an important and remarkable role in our time, and studies and researches dealing with how to influence the recipient in an effective manner have diversified, attracting attention and arousing interest in the subject of advertising amid this huge noise of advertisements.

In light of the worsening of events, the spread of diseases and epidemics, and the state of general anxiety that pervades the entire world, it has become necessary to address the recipient in a manner that causes him a kind of recreation and turnout until the advertisement receives approval, and thus succeeds in delivering the desired communicative goals. Therefore, addressing the recipient using cheerful colors and messages that imply a sense of contentment, optimism, hope and happiness attract the recipient in some way to watch and send a state of positivity and a kind of smile or hope.

Hence the research, in turn, came to positively and effectively influence the recipient, his mood, and his feeling of satisfaction with the advertisement first, and thus the attraction to the subject of the advertisement, and then keeping the advertisement message stuck in his mind.

Research problem :

The research problem can be identified in the following points:

- 1- How is it possible to find an attractive, functional and aesthetic visual formulation that achieves a kind of satisfaction, approval and happiness for the recipient amid crowding out this huge amount of competing advertisements?
- 2- What are the artistic methods that can achieve attractiveness, beauty and happiness in advertising?

Research Importance :

The research contributes to:

- 1- Paying attention to the psychology of the recipient and the impact of advertising on the mood of the recipient (*) to confirm the delivery of the advertising message.
- 2- Reaching new horizons in the science of advertising visual communication by achieving the psychological aspect (happiness) of the recipient in light of the delivery of the message to be clarified.

Research Aims :

- 1- Reaching a visual image that achieves a kind of happiness, satisfaction, hope or optimism for the recipient, and achieves the desired communication goals and thus the success of the advertising message presented to entice and attract potential consumers.
- 2- Devising artistic methods that achieve joy and happiness in advertising.

Research hypotheses :

The research assumes that by creating a state of happiness, comfort and optimism for the recipient of the advertising message, it may lead to an increase in influence and emotion, which will achieve the desired results such as successful communication, pleasure and the desire to acquire.

Research Methods :

The research follows the descriptive-analytical approach by describing and analyzing advertising models whose design depends on joy and happiness, then the experimental approach represented by the researcher's presentation of some innovative and proposed design solutions in which we invest the results of the analytical study to verify the validity of the hypotheses.

The results of the research study:**Through the study, the researcher reached several results, including:**

- 1- Color and shape are one of the most important components of a cheerful advertisement that creates attraction, influence and embodies the situation.
- 2- The feeling of happiness or joy in advertising is achieved through the intertwining of the elements of the visual formation of the form as an integrated unit through the selection of appropriate images, appropriate graphic treatments for the nature of the product, colors and other elements to achieve the best results.
- 3- The methods of achieving enjoyment in advertising vary in different ways and methods according to the nature of the content to be communicated to the consumer and according to the nature of the advertised product or service.
- 4- The cheerful advertisement attracts the recipient and raises his interest and remains stuck in the memory for a longer period than other competing advertisements.
- 5- The elements of the happy advertisement are achieved, as the designer can integrate and overlap more than one style in one advertisement such as (movement - smile - colors - exaggeration and others).

Recommendations:

- 1- The idea should be compatible with the nature and direction of the advertised product in terms of enjoyment and happiness.
- 2- The researcher recommends the importance of including the concepts of happiness of design for advertising designers to improve the methods and subjectivity.
- 3- Paying attention to raising the positive and psychological values of the recipient through the inclusion of systems and elements that cause this in advertising campaigns.

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