

## **Creating the advertising idea from the view of social learning theory**

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### **Abstract:**

The research deals with the study of building the advertising idea in light of the concepts of social learning theory so that it can be applied in advertising design. This theory is known by many names such as the theory of learning by observation and imitation or the theory of learning by modeling, and it is one of the eclectic theories of syncretism as it represents a link between cognitive and behavioral theories (theories of correlation - and response), it is the learning process based on a combination of different concepts derived from those theories.

The design of the advertisement through the mechanisms of social learning allows the formulation of the idea in light of the commutative, cognitive and self-organizing processes, as well as building the idea in light of the targeted learning outcomes from the theory of social learning. For social learning theory, observing the model's behavior leads to a simulation of the model's behavior if several factors are available in the person of the model, the observer, and the circumstances.

Thus, the design of the advertisement that depends on an advertising personality (the model) according to the theory of social learning, imposes on the designer a set of standards and formulations for the advertising personality to fit the value presented, the personality represents the advertiser and the goal of the advertisement and the personality becomes a function, and its presence allows the evaluation of the product, service or value provided when presenting a product, service or value next to an advertising person with positive features, the recipient conducts a semantic transfer of the characteristics of the personality to the advertising message, and for this reason the advertising personality is chosen according to specific criteria and formulas so that the chosen model is positive and enhances the transmission of the advertising idea and the declared value and thus enhances the ability of the Receiver for a Note and a Model Simulation (4- p. 192). The research aims to benefit from the concepts of social learning theory to open sources and horizons for formulating advertising ideas that attract the target group. It also aims to determine the types and specifications of the model (advertising personality) and how to employ it to formulate advertising ideas in light of social learning theory. The research follows the descriptive approach accompanied by an analytical and practical study. The research has found that the formulation of the advertising

idea in light of the targeted learning mechanisms and outcomes from the social learning theory opens up horizons and perceptions for the designer for advertising ideas that achieve the communicative message.

### **Key Words:**

Advertising Design -Social Learning Theory in advertising- Reciprocal processes in advertising – Model (Advertising Character) in advertising- Imitation in advertising

### **Research problem:**

Although the theory of social learning, which is a link between the cognitive and behavioral theories that study human behavior, and thus facilitate the conclusion of anticipating the behavior of the recipient, there is a dearth in Arab studies in linking and benefiting from the assumption and concepts of that theory and its relationship to building the advertising idea, as well as misuse of Advertising Personalities who serve as the model, which may alienate the target audience from the advertising message.

Thus, the research problem lies in answering the following questions:

- 1- How can social learning theory be used and employed in building the advertising idea in advertising design?
- 2- What are the specifications and standards of the model (advertising personality) in light of social learning theory?

### **Research Hypotheses:**

The research assumes that:

- 1- The concepts related to the mechanisms and outcomes of social learning theory can be employed in formulating an advertising idea that achieves the goal of the advertisement.
- 2- Following the specifications and standards of the model (advertising personality) in light of the social learning theory helps to formulate advertising ideas that receive the attraction and interest of the recipient.

### **Research objective:**

The research aims at:

- 1- Utilizing the concepts and assumptions of social learning theory in opening sources and horizons for formulating advertising ideas that attract the target group.
- 2- Determining the types and specifications of the model (advertising personality) and how to employ it to formulate advertising ideas in light of social learning theory?

### **Research Methodology:**

The research follows the descriptive approach accompanied by an analytical and practical study.

**Theoretical Framework:****Assumption of the theory:**

The theory assumes that a human being is a social being who lives within groups of individuals, interacting with them, influencing them and being affected by them, and thus he observes the behaviors, habits and attitudes of other individuals and works on learning them through observation and imitation. Thus, according to this theory, individuals can learn many behavioral patterns simply by observing the behavior of others, as these others are considered as models for their behavior to be emulated.

**Advertising design through social learning mechanisms:**

Bandura, the founder of the theory, believes that observational learning includes three main mechanisms, Reciprocal processes, Cognitive processes, Self-Regularity Process.

**Advertising design in light of social learning outcomes:**

Exposure to a role model affects behavior in three ways called social learning outcomes, namely: Learning New Behaviors, Inhibiting or disinhibiting behavior, Facilitating Behavior.

**The model (Advertising Character) in light of social learning theory:**

- 1- Similarities between the model and the observer (recipient)
- 2- The position of the model
- 3- Model Criteria
- 4- Proximity
- 5- Model strength

**Formulating the advertising personality (form) in advertising design:**

The character (model) is an important element of advertising design and an effective tool to achieve communicative goals, as it often depends on stimulating the impulses of imitation and imitation of the recipient by choosing and formulating an attractive and likable advertising personality for him and matching the characteristics of the form that arouse attention, observation and simulation of the recipient

**Types of advertising characters:****1- The main character:**

It is the main character on which the advertising message is relied upon, and it is chosen based on the personality of the brand or organization that it represents, the nature of the product or service as well as the recipient, and it is often relied upon by celebrities or experienced or actors or a cute cartoon character

**2- Sub-personalities:**

They represent the support persons of the hero or the support groups of the main character, and they may be presented in the form of real people or animation, as well as they can be one person or several people or groups. The advertisement can be presented by the main personalities as well as the subsidiary personalities to help in order to express that the advertising message is directed to all, which gives the advertisement an atmosphere of

intimacy and a sense of participation with the recipient, as well as there are some ads that present the advertising message through the crowd without resorting to a main character.

### **Ways of Formulation of the advertising character:**

The advertising persona is formulated through three ways:

First: Structural formulation

Second: verbal formulation

Third: Behavioral formulation

### **Analytical study:**

The problems that were found in the Advertising of Baheya Hospital for early detection and treatment of breast cancer were observed according to the previous criteria, and then a proposal for them was put into the practical study.

### **Applied study: Baheya Hospital for early detection and treatment of breast cancer:**

After reviewing individual and group interviews, and a number of experts from specialized oncologists, and confirming the importance of the psychological factor and the effect of feelings and psychological support in the treatment journey, visual proposals were formulated.

### **Results:**

- 1- The employment of (commutative processes - cognitive - self-organization) in advertising design helps to formulate an advertising idea that achieves the goal of the advertisement.
- 2- The formulation of the advertising idea in light of the targeted learning outcomes of the social learning theory in terms of the process of organizing behavior, whether learning new behavioral patterns or ceasing certain patterns or facilitating the emergence of behavior helps to formulate advertising ideas that achieve the communicative message.
- 3- Following the specifications and standards of the model (the advertising character) in light of the social learning theory that helps to formulate advertising ideas that receive the attraction and interest of the recipient that meet the needs and feelings of the target audience.

### **Recommendations:**

- 1- Studying behavioral theories and extracting results and conclusions to employ those assumptions in formulating advertising ideas and communicating message with the recipient, as understanding those theories helps a deep and broad understanding of the recipient and his ideas and study his behavior and then helps build advertising ideas that achieve their goal.
- 2- Using the schemes of social learning mechanisms and learning outcomes in building advertising ideas, thus opening the designer's perceptions and horizons to address advertising and employing different learning styles in social learning theory to achieve the intended learning outcomes in the form of constructive advertising ideas.

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