

A proposed strategy for employing NLP(Neuro Linguistic Programming) in the design of awareness-raising advertising

Dr. Nermin Ali Hosny Nounou

Lecturer at the Higher Institute of Applied Arts, Fifth Settlement

dr.nermeen.nounou@gmail.com

Abstract:

Neuro Linguistic Programming has recently been seen as one resource for enhancing cognition. It helps in achieving excellence in visual and cognitive perception, improving communication and raising self-esteem, facilitating personal growth, and even changing individuals' attitudes towards certain things and directions in life where NLP is a highly effective motivational tool. NLP theory is based on the fact that consciousness, unconsciousness, will, desire, imagination, body structure, relationship dynamics all represent a kind of interaction between how we relate to each other, how we would like to be ourselves, and how we ultimately arrive at self-actualization based on This defines NLP as visual, auditory, kinesthetic, somatosensory, and gustatory ways of referring to different systems for representing actions. Recent studies confirm that NLP can contribute to the advancement of many areas directly related to individuals, as it has a real arsenal of effective techniques capable of making rapid changes in the recipient's behavior by affecting performance, and these areas include the field of advertising, education, marketing and other domains. Therefore, the research aims to employ NLP techniques in the design of indicative advertising as one of the advertising systems that require changing the recipient's behavior towards a positive direction, and the idea of the research depends on the use of the nervous system (neuroscience and brain) to create a visual model that in turn creates a sense of reality and changes the views, opinions and ideas about the reality Specific within the nervous system of the recipient, relying on the principle that the brain receives information from the environment through the senses. We use this information to develop the sensor's "thoughts" capabilities and store it with a new mechanism at the recipient's "memory" which leads to changing attitudes and behavior towards topics and ideas.

Keywords:

Neuro Linguistic Programming, Awareness-Raising Advertising, Advertising Design