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, and 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 all of these. NLP is defined 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. 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 Specially 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

Introduction to the research:
Advertising creativity plays an important role in finding solutions to many issues of concern to society, whether economic, political or social, addressing how to address these problems and modify the resulting unfasevery behavior in society by highlighting the causes and factors leading to these problems with a review of the vulnerabilities and shortcomings in the issues related to them, as well as contributing to providing logical solutions to the most complex things simply and smoothly by addressing emotion and conscience. The recipient is the focus of the case.

Since the role of advertising creativity is to contribute to presenting life issues experienced by society in a serious attempt to present the negatives and their social implications by putting forward advertising ideas and how to formulate them technically to direct the mind of the

recipient towards the optimal positive behavior to interact with those issues. Neuro Linguistic Programming is interested in achieving the effectiveness of perception.   Its multiple technologies contribute to achieving excellence at levels of visual and cognitive perception, thereby improving effective communication with others, raising self-esteem, facilitating personal growth and self-development processes, and working intensively towards changing the attitude of individuals towards   different life matters and trends in life where NLP is a highly effective motivational tool.

The general theory of NLP is based on the fact that awareness, unconsciousness, will, desire, imagination, body structure, relationship dynamics, all of which represent a kind of interaction between how we relate to each other, how we want to be ourselves, and how we ultimately achieve self-realization through visual, auditory, motor and physical sensory perception methods, and taste it to refer to different systems to represent actions.

Research problem:

The research problem stems from the need to use the nervous system (neuroscience and brain) to create an optical model by designing indicative advertising to influence the recipient's nervous system, and will use visual and verbal information to develop the abilities of the recipient and change trends and behavior towards topics and ideas.

Research Objective:

The research aims to employ NLP technologies in the design of indicative advertising as an ad system that requires changing the recipient's behavior towards a positive trend.

Research hypothesis: -

The research assumes that employing NLP technologies in indicative advertising design as an ad system will modify and change the recipient's behavior towards a positive trend and positive interaction with advertising.

Research methodology:

The research follows the descriptive analytical approach.

First: NLP (genesis, concept, elements and techniques):

In the 1970s, John Grindr, a linguist, and Richard Bandler, a computer scientist and mathematician, developed techniques that supported self-management and called neuro linguistic programming.   Based on their knowledge and using some elements of system thinking, psychotherapy, automated control science, neuroscience and general semantics, they have created a type of science that combines certain models and principles of behavior related to the field of applied psychology (Wełyczko L., 2016)

NLP, is a school of psychological techniques that communicates effectively with the listener's subconscious or unconscious mind.

The end result is that you can communicate/argue/negotiate/convince people (or yourself) a lot more spectacularly and more effectively.

The term can be interpreted at the linguistic level as follows: -

Programming: To configure or adjust the way something works.

Linguistic: Related to language.

Nervous: Relates to neurons, or nerves, the communication tool in the brain.

It can be defined at the functional level as the psychology of excellence, which is the management of the mind typically to achieve predetermined goals, and it is the science and art of communication using the effects of the audible/visual language in our mind and then our behavior

Ibrahim al-Fiqi emphasizes that there is multiple nudity of NLP that can be explained as, according to Steve Andreas, author of NLP, the study of human superiority, the ability to do your best more and more, the powerful and practical way that leads to personal change, the new delivery technology.   (Ibrahim al-Fique: 2008)

NLP can therefore be a very powerful tool, when used correctly. Darren   Brown, world-renowned mentalities, uses   NLP techniques to talk to a complete stranger to give him his wallet - in just 20 seconds! Immediate response. (Pete Casals: 2012)
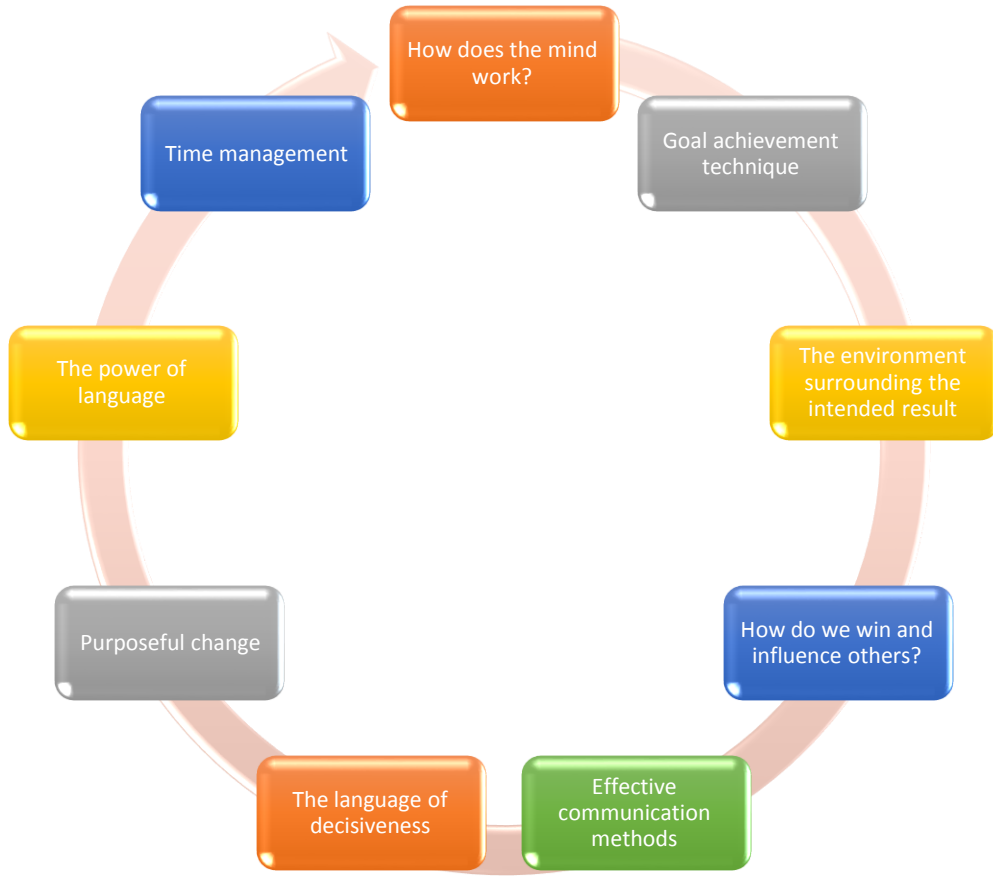
 NLP Elements

There are many different perceptions and classifications of NLP elements that can be used for many different purposes and which can be explained as follows: -
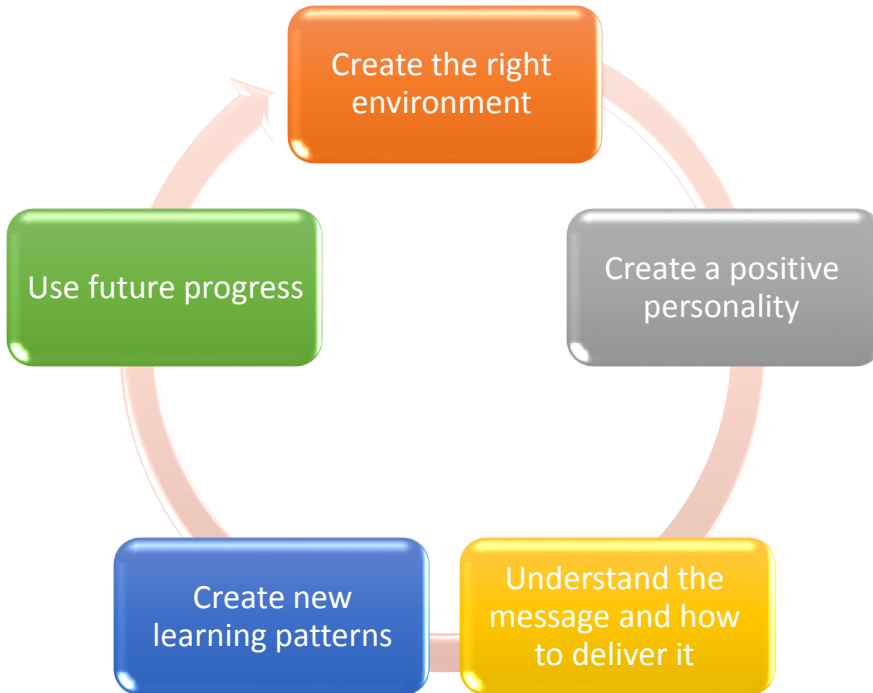

Sue KnightRating: Sue Knight (2006)
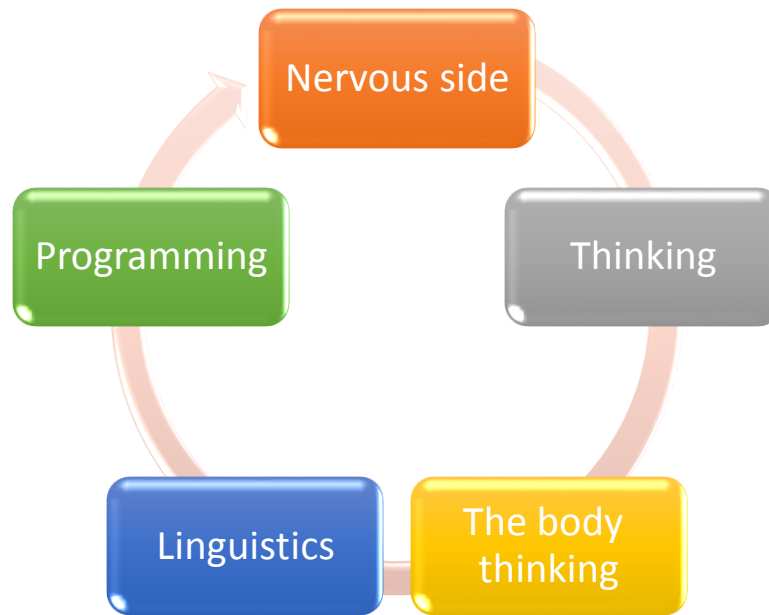
Form (1) NLP elements at Sue Knight

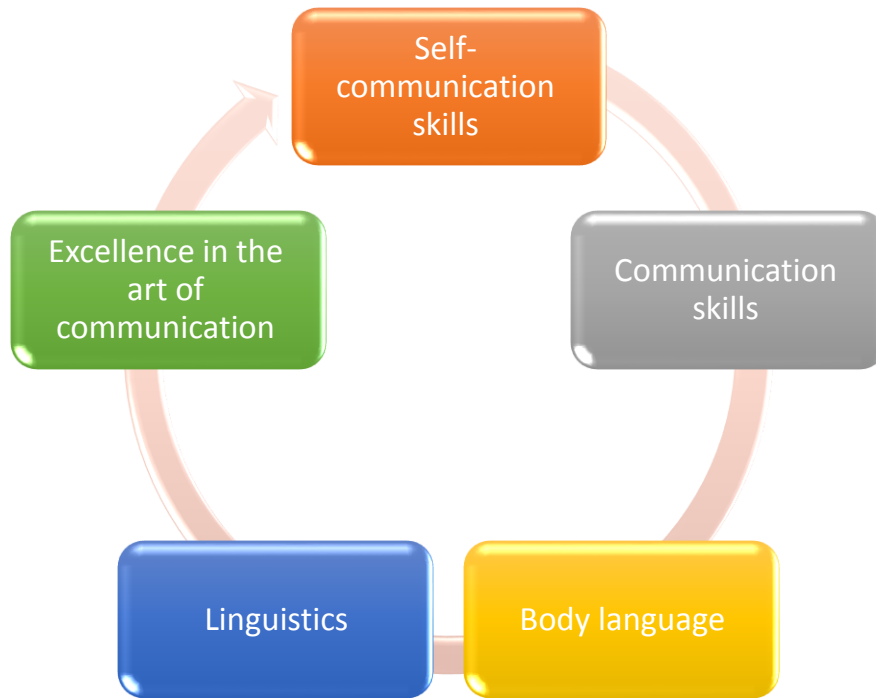**Alder and Heather H. Alder & B. HeatherRating:** Alder H., Heather B. (2012)

Form (2) NLP elements at Alder **which is LLC**

Rated T jars.   **Gariat:** (Emilia Florina Grosu et al.:2014)

Form (3) NLP elements in jars

Ibrahim Al-**Fique Rating:** (Ibrahim Al-Fique: 2008)

Form (4) elements of NLP by Ibrahim **Al-Fiqi**

NLP techniques

There are many different NLP techniques that can be used for many different purposes, and each NLP technique can be used on its own or in conjunction with other NLP techniques to create new and effective ways to "enter the mind", and some techniques that can be employed in advertising design can be clarified by:

A- Anchoring cop link: -

It is a useful method of NLP to induce a specific frame of mind or emotion, such as happiness or relaxation. (Pete Casals: 2012)

Docking is one of the NLP techniques that links what we see, hear and feel with our emotions. Fortunately, anchors can actually be formed by any sensory experience. Evidence of this claim is widely available in each individual's personal history. The fact that once you see a spider, a person can get a phobic response is one of them. (Anita Lashkarian, Sima Sayadian,2015)

Ivan Pavlov, the famous experience of the Russian scientist Ivan Pavlov, describes that he rings the bell every time his dogs are fed.

B- Pattern interruption style: -

It is an effective technique in NLP to store keywords in the listener'ssubconscious. It can becombined with other NLP techniques such as installation of some excellent tricks, interrupting the pattern by luring the listener's inner conversation or even sequencing their pure unconscious ideas into a pattern or sequence. When this pattern is created, you remove them from this pattern at a critical moment before the form is completed. This leaves the listener's

subconscious waiting for the next part of the pattern to happen. (Dilts, R. D. & Epstein, T., Dilts R., W.: 2011)

C- Swish Switch: -

An effective technique in NLPto "modify" the emotional signs of the recipient where each memory has feelings associated with it. Some emotions are good (good memories) and some are bad (bad memories). The technology is about switching the image to good memory. (Emilia Florina Grosu et al.:2014)

D- Seduction: -

It is a complete art of its own but an important technique of language programming that the designer can employ if he/she has a comprehensive understanding of the   NLP, seduction is a clear process. Effective impact on individuals.   Even if you're going to take some forms of mindcontrol.   (Vlad Teodor Grosu et al. :2014)

Second: The characteristics of nLP-based indicative advertising

The mutual and continuous interaction of behavior, knowledge, and environmental and societal impacts emphasizes that human behavior has its own personal and psychological limitations, which constitute an interlocking system of mutual and interactive influences, none of which can be given a different place from the   other, and that people are an important part of a community entity capable of thinking, innovation and employing their knowledge processes to address societal and human events and problems. Hence the need for guidance through the indicative declaration to modify and guide behavior positively, which aims primarily to address the emotion and conscience of the recipient, relying on the fact that most human behavior is associated with following a living and realistic model or example and not through classical or procedural life processes.   By noting others, the idea of advertising design evolves on how a behavior is formed and therefore the information sent by the designer through the indicative ad acts as a guide or factor directed at the actions of members of the community.

Since individual memory is the memory that makes the sense of the past help to shape personal identity among the diverse visions of the world, but the memory of the community is a constant process of negotiation between individual memories and the memory of the community by controlling the past as the current movements of the group with some aware that the group have legitimate ownership in their future actions, and in the end, the memories of the group face strong competition in the current media because they are characterized by congestion and preoccupation, as the current media offers a scattered and cut set of memories, and therefore the group needs something specific, clear and strong to guide it to a specific direction that the whole group agrees on,   and the whole group feels certain.   Therefore, the announcement based on NLP of its strength will attract the attention of the entire community without being affected by the surrounding dispersal, which will lead to success and increase importance of NLP-based advertising.   (Neville Bolt: 2012)

The characteristics of nLP-based indicative advertising are therefore based on two characteristics as well as the characteristics of the indicative ad in general and the two characteristics are: -(Dilts, R. D. & Epstein, T., Dilts R., W. 2011)

A- Neuro sensitive linguistic programming:

According to the characteristic of neurosensory linguistic programming, the recipient receives or sees the indicative ad with its senses and then realizes it in all its details and then the recipient translates this NLP into sensations stemming from his conscience and then moves to the second feature of neurolinguistics programming, which is psychological emotional.

B- Neuro-psycho-emotional programming:

If neurosensory cognitive linguistic programming can be obtained in relatively simple ways, it is different for neuro-psycho-emotional linguistic programming, which is intended to arouse the interest of the recipient and influence him/her at least temporarily, and the conduct of this NLP depends on the nature of the person receiving the subject of the declaration and the more sophisticated that person is,   the faster the occurrence of NLP, but it has a deeper impact if a person is less developed.

ThaLythA: An analytical study of the **application** of **NLP techniques** in the design **of** indicative **advertising**

1- Docking technology in indicative advertising design: -

Form (6) to achieve the link between smoking and the demise of beauty, which is a use of the technology of anchoring in the design of the indicative advertising

2- Pattern interruption technology in indicative ad design: -

Form (7) employing style interrupting technology in the design of indicative advertising

3- Swish switching technology in indicative ad design: -

Form (8) employing switching technology in the design of indicative advertising

4- Seduction technology **in** indicative **advertising design: -**

Form (9) employing seduction technology in the design **of indicative advertising**

Results:

1- There are many different NLP techniques that can be used for many different purposes, and each NLP technique can be used on its own or in conjunction with other NLP techniques to create new and effective ways to "enter the mind."

2- The characteristics of NLP-based indicative advertising are based on two main characteristics as well as the characteristics of indicative advertising in general, namely, neuro sensitive linguistic programming and neuropsychological linguistic programming.

3- The docking technique is closely linked to previous ideas that have been deposited in the individual's mind and the designer tries to take advantage of them and direct the technique of anchoring to the effect on the recipient and modifying his behavior by linking the bad thing to life problems that may be healthy, community or otherwise,

4- The use of pattern interrupting technology in indicative advertising aims to report, benefit and convince, if the recipient is satisfied with the push to change behavior, that is the full plan of the NLP-based indicative ad, so the method interrupting technique is used   in the indicative declaration to achieve persuasion.

5- Switching technology replaces the   image to good memory to induce the recipient to react positively   to the ad and then modify the desired behavior.

6- Seduction technology in advertising as one of the techniques of NLP depends on linking what we see, hear and feel and our emotions where the recipient selects the things that he realizes which attracts and arouses his attention through the indicative advertising based on NLP, the recipient is surprised and attracted his sight to advertise and then capture his attention and penetrate himself and his idea so that the ad can communicate hisgoal.

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