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Advertising

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Advertising

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Preface

The emergence of the first form of advertising dates back hundreds of years, initially through conversations between individuals, especially among religious and political figures. Advertising evolved slowly within ancient civilizations like those of the Greeks and the Pharaohs. Some historical studies suggest that advertising existed in ancient Egypt, as evidenced by written or painted advertisements found on papyrus, where princes would announce rewards for returning fugitives.

Advertising began through town criers in areas where people gathered, becoming a profession for announcing incoming goods. This form of advertising spread mainly because the majority of the public was illiterate. By the end of the 14th century, specifically in 1436, printing was invented by Gutenberg. This development led to the creation of printed materials and leaflets. In 1630, Théophraste Renaudot established an "office of addresses" in Paris, and soon after, he issued a newspaper named *La Gazette de France*, marking the emergence of the first commercial advertisement in English in 1857, published in a newspaper.

By the mid-17th and early 18th centuries, advertising had reached a level of professionalism, with the rise of political advertising, represented by posters displaying candidates' promises for parliamentary councils, as well as commercial advertising through signs showcasing products, especially in Rome. In the 19th century, advertising in newspapers advanced significantly due to the industrial revolution in England, which led to a substantial increase in product output.

Lecture 1 Advertising: Its Communication Elements and Goals

The American Marketing Association defines advertising as "impersonal means of presenting ideas, goods, or services by an identified sponsor for a paid fee."¹

Advertising is considered one of the main components of the promotional mix, and according to this definition, it is distinguished from other activities by four key characteristics:²

1. It is an impersonal effort, where communication between the advertiser and the audience is indirect, using various advertising media such as newspapers, magazines, radio, and television. This differentiates advertising from personal selling, which is carried out by sales representatives who interact directly with customers to sell goods and services.
2. Advertising requires a specified fee, which distinguishes it from publicity, which may not involve payment.
3. Advertising is not limited to promoting goods; it also includes the promotion of ideas and services.

¹ Leila Kousa, *The Reality and Importance of Advertising in the Algerian Economic Institution*, Graduation Thesis Included in the Requirements for Obtaining a Master's Degree in Commercial Sciences, Unpublished Specialization, University of Mentouri, Constantine, 2007-2008, p. 52

² Ahmed Adel Rashid, *Advertising*, Dar Al Nahda Al Arabiya for Printing and Publishing, 1981, p. 35

4. Advertising discloses the identity of the advertiser who pays for it, thereby identifying its source. This is unlike publicity, where the source of information may not always be specified.¹

The emphasis on advertising as a communication process highlights that it is not simply about conveying information from one party to another; more importantly, it aims to persuade the recipient to accept the message and act accordingly. For example, the purpose of advertising a new product is not merely to inform consumers of its arrival in the market but also to convince them to buy and use it.

• **Advertising Goals:**

The primary goal of advertising is to change the preferences, attitudes, and behavior of potential consumers. More specifically, advertising serves as a tool to influence consumer behavior to encourage them to act in a way that is more favorable toward a product. In other words, advertisers seek to entice consumers to purchase a product by using effective advertising that provides persuasive messaging, without which such influence may not be achieved.

The advertising effort seeks to influence consumer behavior through three main approaches:²

- Providing information.
- Altering consumer desires.
- Changing consumer brand preferences.

1. Providing Information:

Advertising can impact consumer behavior by providing information and data that help consumers discover aspects of a product they were previously unaware of. Often, consumer purchasing decisions are noticeably influenced by

¹ Mohamed Farid Al Sahen, Advertising, Dar Al Jamia for Publishing, Alexandria, 1997, p. 14

² Muhammad Farid Al-Sahen, previously mentioned reference, p. 77

advertising. A good example of advertising that changes consumer behavior by providing information is advertising for new products. This type of advertising typically has the following characteristics:

- It includes information that clarifies the advantages and features of the new product.
- It creates a desire to acquire the new product.
- It highlights the importance of keeping up with developments and changes in the consumer's environment.

2. Altering Consumer Desires:

Changing consumer desires and attitudes is challenging, but advertising can achieve this if designed and utilized effectively, given that consumer behavior is influenced by numerous factors, including social and cultural conditions. Advertising can accomplish this goal if the following conditions are met:¹

- The advertisement highlights the benefits and advantages for the consumer in adopting a new idea or desire.
- The consumer is willing to shift their attention and adopt new ideas.
- The advertisement fosters a general atmosphere of support for the consumer, reinforcing the soundness of their decision to accept the new idea or approach.
- Changing needs and attitudes requires further efforts to monitor the various stages and situations a consumer experiences.

3. Changing Consumer Brand Preferences:

Often, advertisers don't need to change consumer behavior fundamentally, as this is typically only necessary when introducing a completely

¹ Thamer Al-Bakri, Marketing Communications and Promotion, Second Edition, Dar Al-Hamed for Publishing and Distribution, Amman, 2009, p. 202

Lecture 2

Advertising and Other Communication Forms

Some advertisers handle their advertising activities directly without relying on external agencies, such as advertising agencies. However, due to the advancements in the advertising field, advertisers often entrust their advertising activities to specialized advertising agencies.

Whether an advertiser delegates their advertising activities to an agency or takes on the responsibility of planning, overseeing, and implementing the advertising themselves, it is essential to have a department that manages these tasks. This department may work independently or in collaboration with the hired advertising agency, and it may vary in size depending on the organization's advertising needs.

First: Advertising Management Functions for Organizations Not Using External Advertising Agencies

If the advertiser conducts advertising through an in-house advertising department without relying on external agencies, the tasks of that department include the following functions:¹

1. Conducting advertising-related research, which includes research on products and services as well as advertising messages. This involves gathering all necessary information and data to ensure efficient and effective advertising planning and design.

¹ Ahmed Adel Rashid, previous reference, pp. 58-60.

2. Preparing the advertising budget in coordination with the marketing and finance departments to allocate the necessary funds to achieve the advertising goals.
3. Selecting the appropriate advertising media to effectively achieve the advertising objectives.
4. Distributing allocated funds across various media and reserving contingency funds for any unexpected circumstances that the advertising department may face.
5. Purchasing advertising space from media outlets.
6. Maintaining continuous relationships with media outlets that publish advertisements.
7. Continuously monitoring advertising publications and expenditures.
8. Coordinating and collaborating with distribution channels that the organization works with.
9. Evaluating the advertising by assessing the outcomes of advertising campaigns.
10. Motivating the department's employees to encourage creativity and increase productivity, as well as providing training, requalification, and support.

Second: Advertising Management Functions for Organizations Using External Advertising Agencies

Even if an organization utilizes external advertising agencies, it must retain certain essential functions, particularly in managing and evaluating advertising activities. The organization remains accountable to senior management, and any shortcomings in the advertising campaign could negatively affect its public image.

The following are some of the functions that the in-house advertising management should perform in this case:¹

1. Selecting an appropriate advertising agency based on its reputation, history, experience, size, and approval by advertising media outlets.
2. Establishing terms of cooperation with the agency and drafting and signing the agreement with them.
3. Maintaining continuous communication with the agency to coordinate efforts and provide all necessary information and data that assist in planning successful advertising campaigns.
4. Keeping up with advancements in advertising methods and media and understanding the approaches used by the contracted agency in determining their strategies.

¹ Ahmed Adel Rashid, the same previous reference, pp. 59-60.

Lecture 3

Types of Advertising

Advertising can be classified and divided using various criteria, leading to different types of advertising. These are listed as follows:

1. Classification by Geographical Scope: This is a significant criterion for categorizing planned advertisements. Based on this criterion, advertising can be divided into the following types:¹

- a) **National Advertising:** Advertising that covers the entire country, utilizing national media such as national newspapers, radio stations, or television channels with coverage throughout the country.
- b) **Regional Advertising:** Directed at a limited group of customers within a predefined geographic area to create interest in specific products or services, which are then made available within that region. Local media and posters are typically used.
- c) **International Advertising:** Advertising that introduces a specific product within one country to potential customers and clients outside that country, aiming to establish a strong brand image and appropriate positioning to achieve targeted returns in foreign markets.

¹ Al-Asi Sharif Ahmed Sharif, Marketing "Theory and Application", University House, Alexandria, 2006, p. 105

2. Classification by Target Audience: Based on the intended audience, advertising is divided into:¹

- a) **Consumer Advertising:** Aimed at the end consumer to encourage and convince them to purchase the advertised product.
- b) **Industrial Advertising:** Directed at industrial consumers or beneficiaries, promoting industrial, semi-finished, or partially ready products and services that assist in production.
- c) **Intermediary Advertising:** Intended for intermediaries, distributors, and sales agents to convey specific information about the benefits of dealing with the company's products, often known as commercial advertising.
- d) **Professional Advertising:** Provides information to professionals about products they use directly or suggest purchasing.

3. Classification by Motivational Goal: Advertising based on motivational goals is divided into:²

- a) **Primary Demand Advertising:** Aims to encourage consumers to buy or use a certain type of product regardless of specific brands, such as promoting computers without emphasizing a particular brand.
- b) **Selective Demand Advertising:** Aims to persuade consumers to choose a specific brand over others by highlighting the features and benefits of that brand's products.
- c) **Institutional Advertising:** Promotes the organization itself, creating a positive image and generating loyalty to encourage ongoing relationships and commitment to its products.

¹ Mohamed Farid Al-Sahen, previously cited reference, p. 79

² Hanaa Abdel Halim Saeed, Advertising, Arab Publishing and Distribution Company, Cairo, 1995, p. 70

4. Classification by Advertising Objective: Based on this criterion, advertising can be divided into:¹

- a) **Informational Advertising:** Includes information on the characteristics of goods and services, how to benefit from their features, and usage instructions. For example, an ad for an air conditioner may detail how to use it, listing the stages of operation and instructions for optimal use.
- b) **Guidance Advertising:** Aims to instruct consumers on the best ways to use a product or service, disclosing the names of authorized agents responsible for explaining the usage, fulfilling consumer needs, and providing support after purchase.
- c) **Reminder Advertising:** Advertising is not only educational or instructional but also serves as a reminder, creating a sense of connection between products and their consumers to ensure ongoing purchases. This is particularly important in a rapidly evolving market with multiple product variations, requiring regular reminders.

5. Classification by Advertising Medium: According to the advertising medium, advertising is categorized as follows:²

- a) **Audio Advertising:** Uses radio or mobile advertising vehicles to reach consumers who may not read, offering a cost-effective advertising medium.
- b) **Print Advertising:** Includes newspapers, store ads, and books, using a medium that combines affordability with high accessibility.
- c) **Audiovisual Advertising:** Utilizes television, the internet, and video, incorporating image, sound, movement, and visual appeal to fully meet the aesthetic and content requirements for effective advertising.

¹ Laila Kousa, previously cited reference, p. 80

² Hanaa Abdel Halim Saeed, previously cited reference, p. 7

Lecture 4 Relationship Between Advertising and Publicity

•Definition of Advertisement Linguistically:

The term "advertising" in Arabic originates from the quadrilateral verb "أعلن," with its root being "عَلَنَ." This root conveys several closely related meanings, primarily related to public declaration or proclamation. The linguistic material of "عَلَنَ" signifies openness or vocal expression, as seen in the usage of terms like "عالنه" (to declare) and "معالنة" (to announce openly). According to the dictionary Lisan al-Arab the terms "المعالنة", "العلان", and "الإعلان" all refer to the act of making something known publicly.¹

In the Quran, the concept of announcing is illustrated by the words of Prophet Noah (peace be upon him):

¹ Ibn Mandhour, Abu al-Fadl Jamal al-Din Muhammad ibn Makram al-Ifriqi: Lisan al-Arab, 15 vols., Dar Sadir, Beirut, vol. 13, p. 288

"ثُمَّ إِنِّي أَعْلَنْتُ لَهُمْ وَأَسْرَرْتُ لَهُمْ إِسْرَارًا" (Surah Noah: verse 9), which translates to "Then indeed, I announced to them and spoke to them in private." This indicates that he raised his voice to ensure they heard him.

Additionally, a saying of Prophet Muhammad (peace be upon him) reinforces this idea:

"فاغفر لي ما قدمت وما أخرت، وأسررت وأعلنت، أنت إلهي، لا إله إلا أنت" This translates to: "Forgive me for what I have done and what I have delayed, for what I have concealed and what I have proclaimed; you are my God; there is no deity except You."

- **Advertisement Historical Overview:**

Throughout various eras of human history, advertising has emerged in different forms and for diverse purposes. The earliest known advertisement dates back to 3000 BCE in Egypt, where a notice written on papyrus offered a monetary reward for the capture of an escaped slave. Similarly, in Mesopotamia, advertisements were used to communicate laws and military victories. Ancient Greek and Roman civilizations also utilized advertising to inform the public about military triumphs, treaties, and sporting events. In pre-Islamic Arab culture, poetry served as a medium for advertising through works like the pendants, which celebrated achievements and called for readiness in warfare and trade expeditions. After the rise of Islam and the expansion of the Islamic Caliphate, advertising continued to evolve, taking both verbal and written forms. Town criers would announce goods or services in various cities, a practice that persisted until

relatively recently. During the middle Ages in Europe, advertising was often tied to religious and military events.¹

Notably, the first printed advertisement in Europe appeared in 1477, followed by the first illustrated advertisement in 1482. An advertisement for a medicinal product was published in England in 1665 amidst the plague outbreak. By 1715, illustrated advertisements began to be used for commercial purposes in France, leading to the establishment of the first French advertising agency in 1746.

During World War I and II, advertising served multiple purposes, primarily aimed at convincing citizens and soldiers of their rights, safety, and the significance of what they were defending. Additionally, it sought to undermine enemy morale, encouraging them to withdraw from combat and diminish their allegiance to the forces compelling them to fight.

The 20th century witnessed the introduction of two significant advertising mediums: **radio** and **television**. Radio advertising began in the United States in 1922, marking a pivotal moment for commercial broadcasts. Approximately a quarter-century later, television emerged as another vital platform for advertisements. Both mediums quickly spread across Europe and Asia, enhancing the reach and effectiveness of advertising campaigns. In the latter half of the 20th century, advertising expanded into various new purposes and styles. The artistic approaches in advertising diversified significantly in terms of color, form, and language, incorporating enticing elements tailored to different audiences. By this period, nearly every communication medium aimed to allocate substantial space for advertisements. The evolution of advertising techniques led to a surge in agencies specializing in this field globally, alongside advancements in methods

¹ Naim al-Rifai: The Declaration, for more information see the following link: <https://arab-ency.com.sy/ency/details/1281/2>, accessed on 10/13/2023, at 20:00

and technologies utilized by these agencies. These developments fostered deeper connections between advertising firms and commercial or industrial entities, as well as media organizations.

- **Advertising in Marketing Thought:**

In traditional marketing literature, various definitions of commercial advertising have emerged, reflecting different scholarly perspectives on its role as a promotional tool, a communication process, or an economic and social activity. Among the most notable definitions are:

1. Art of Introduction: Commercial advertising is defined as "the art of introducing."¹ This definition emphasizes the artistic and informative aspects of advertising while neglecting its other dimensions.
2. Communication Process: Another definition describes commercial advertising as "a communication process aimed at influencing from seller to buyer on an impersonal basis, where the advertiser reveals their identity, and the communication occurs through public media"²
3. The commercial advertisement is defined as "a non-personal means of presenting ideas and promoting goods and services by a known entity in exchange for a paid fee."³

- **Types of Advertising:**

Commercial advertising can be categorized into various types based on multiple criteria and foundations. When classified by the medium used to convey

¹ Muhammad Safran: *The Scientific Foundations of Commercial Advertising*, Dar Al Majaliya for Publishing and Distribution, Cairo, 2008, p. 332

² Al Salmi Ali: *Advertising*, Kamel Sedki Street Library in Fagala, Cairo, 2011, p. 10.

³ Muhammad Farid Al-Sahen: *Advertising*, Dar Al-Jamiah for Printing and Publishing, Alexandria, 1997, p. 13.

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information about the product, service, idea, or organization being advertised, it is divided into several main types:¹

- **Print Advertisements:** These include newspaper and magazine ads, billboards on roads, in markets, and public squares, as well as on shop and building facades and transportation. They also encompass ads in the form of letters, brochures, cards, and similar formats.
- **Audio Advertisements:** Ads broadcast via radio.
- **Visual Advertisements:** These include television, cinema, and online network ads.

Commercial advertising can also be classified according to the marketing function it aims to achieve into four types:²

- **Educational Advertising:** Aims to inform consumers about the characteristics of new products, ways to use them, areas of application, and maintenance. It also informs consumers about new features of familiar products.
- **Informative Advertising:** Focuses on products that are already known to the public but about which individuals may lack specific information, such as when and where to find them and how they can fulfill their needs economically.
- **Reminder Advertising:** Pertains to products, services, or ideas that the public is familiar with, aiming to remind them of these items, often to overcome forgetfulness.³

¹ Obaidat Ibrahim: Principles of Marketing, Dar Al-Jamiah for Publishing, Jordan, 1992, p. 197.

² Khair Al-Din Mustafa: The Art of Marketing, Dar Madbouly for Publishing and Distribution, Egypt, 2006, p. 112

³ Kalthoum Madqan: The language of advertising, its functions, patterns and characteristics, Al-Athar Magazine, Issue 29, University of Kasdi Merbah, Ouargla, Algeria, 2017, p. 148

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- **Competitive Advertising:** Targets well-established products or services that face new competing products, as well as new products that aim to replace well-known market items.

Based on geographic scope, commercial advertising is divided into three types:¹

- **Global or International Advertising:** Covers multiple countries, such as automobile advertisements on satellite channels.
- **National Advertising:** Covers an entire country without being limited to a specific part, such as ads on national TV channels.
- **Local Advertising:** Focuses on a specific geographic area within a country, such as road and public transport ads within a single city, or local radio station ads that are limited to one city or closely related towns.

Additionally, based on the goal it seeks to achieve, commercial advertising is divided into three types:²

- **Primary (Generic) Advertising:** Aims to promote a general product concept regardless of specific brand names. For example, ads encouraging consumers to drink milk regardless of the brand.
- **Selective Advertising:** Aims to promote a particular brand name to attract demand toward it rather than competing brands, such as ads encouraging preference for specific milk brands (e.g., Soummam, Hodna) over others.
- **Institutional Advertising:** Promotes the name of an organization, company, or institution and its contributions to the community it serves, such as ads that discuss the role of banks in supporting the local community.

D/ Publicity:

¹ Ahmed Al-Tahan: Souq and advertising in the establishment, University Library Publications, Cairo, 2005, p. 213

² Mohamed Farid Al-Sahen: Advertising, previous reference, p. 33

- Definition of Publicity:

The American Marketing Association defines publicity (advertising) as “an impersonal means aimed at presenting ideas, goods, or services by a known entity in exchange for a paid fee.” Publicity is one of the recognized promotional tools and serves as an impersonal communication method to convey information about a product or service, with the goal of persuading the consumer to purchase the product. Through publicity, an organization seeks to connect with the largest possible group of current and prospective consumers. Consumers' response to an advertising message is reflected in their behaviour toward the product or service, aligned with the message directed to them.

Publicity utilizes general advertising media, such as television, radio, newspapers, magazines, and other broad platforms not directed at a specific person or group but rather to a targeted market sector. Although the cost of publicity may seem high, it remains the most cost-effective way to reach consumers. Additionally, its low cost is not the only advantage; publicity is also attractive and eye-catching, as it often features creative, novel, and enjoyable elements.¹

Hass describes publicity simply as a communication technique aimed at spreading certain ideas or relationships of an economic nature among individuals who possess goods or services and propose them to others who may need to use them.²

Publicity spread factors:

- The Rise in Education Levels Globally

¹ Muhammad Faraj Allah: Foundations of Advertising, Dar Al-Kitab Al-Jami'i, Egypt, 2007, p. 55

² Hamel Al-Sheikh: On Advertising, Ru'ya Fikriya Magazine, Souk Ahras University, 2015, p. 33

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- Expansion of Markets and Increased Competition among Producers
 - Growth and Broader Use of Publicity and Advertising Media

Some, however, categorize advertising goals into two main types:¹

1. Marketing (Commercial) Goals: Within these goals, advertising serves two functions:

- **Expanding Consumption:** By distributing the brand across a wide geographic area
- **Establishing Consumer Habits:** Creating lasting consumption habits that maintain or increase sales by fostering preference and encouraging brand loyalty

2. Persuasive (Communicational) Goals: These operate on three levels:

- Product Awareness: Communicating the message effectively
- Product Reinforcement: Reminding consumers of the product's attributes
- Creating a Favourable Attitude toward the Product

• **The Difference between Publicity (Advertising) and Marketing:**

Marketing is a collection of activities aimed at identifying consumer needs and sourcing goods and services to meet them, determining the appropriate place and time to offer them, setting a reasonable price, and finally, establishing a plan to promote these goods and services. As a communicative practice, marketing includes two types of communication: direct communication, known as personal marketing communication, and indirect communication, known as mass marketing communication, which includes publicity as a branch of marketing. Publicity is an essential part of the mass production and distribution system, presented as information and reminders about the goods and services available in

¹ Ahmed Al-Tahhan: Marketing and Advertising in the Establishment, previous reference, p. 335

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the market. Therefore, Publicity is considered part of the overall marketing process.

- **The Difference between Publicity (Public Announcements) and Advertising:**

In our view, the distinction lies in the content and the financial aspect:

- **Content:** Announcements generally focus on content that involves reason and formality, such as announcements about marriage, divorce, guardianship, etc. In contrast, advertising leans toward content that is less rationally grounded, such as commercial ads for perfumes, cars, food, beverages, and so forth.
- **Financial Aspect:** Announcements typically serve the public interest and are often free of charge, while advertising involves a set financial agreement between the company and the advertiser.

Lecture 5

Economic, Psychological, Cultural, and Social Dimensions of Advertising

Advertising is an Interactive Process, Creating Different Impacts through Several Levels Summarized as Follows:

Cultural Impact: Advertising reflects the culture of its producer. Therefore, it represents a set of values and behaviors aimed at creating a cultural impact on the target audience. Some media experts view advertising as one of the most widespread, powerful, and appealing cultural tools among people. For them,

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advertising serves as a lens on culture, capturing different aspects of the world. George Friedman reinforces this view by saying, “Television, with its varied programs and advertisements, serves as a comprehensive school that can deliver culture to the masses, offering something for everyone—from educators to sociologists to inventors—through their shared life experiences.”¹

This cultural impact occurs when the audience consumes a product that reflects specific values (e.g., the product "Coca-Cola" represents a set of values that the advertiser emphasizes by displaying the product's benefits and goals).

Social Impact: Advertising affects society by introducing and informing people about new products. Its social impact stems from influencing people's cognitive perceptions of various goods, encouraging them to adopt purchasing behaviors, or helping them choose among available market options by providing essential explanatory information. Advertising can lead to changes by strengthening social belonging elements, defining what is desirable and undesirable in behavior and various actions.²

According to some advertising experts, numerous factors influence lifestyle changes, and thus the type and scale of demand, such as higher education levels, technological advancements, and rising incomes—all of which lead to changing demand for different products.³

Thus, advertising forms an interactive relationship with its audience, where both parties influence one another. However, there are additional impacts, especially economic ones, which it exerts at the level of economic institutions in

¹ Enas Muhammad Ghazal, previously mentioned reference, p. 237

² The same reference, p. 239.

³ Sami Abdel Aziz, Safwat Muhammad Al-Alam, Introduction to Advertising, previously mentioned reference, p. 47

general and media institutions in particular. The latter cannot survive without advertising, as it remains a powerful driver in their economies.

Furthermore, other impacts arise, especially those¹ concerning the audience's reception of television programs. Viewers find themselves exposed to numerous commercial breaks, interrupting their viewing experience, which can influence their understanding and appreciation of the program. These advertising segments impose themselves on the viewer, who may feel compelled to either watch them or disengage in other activities. Therefore, it is essential to study television advertising thoroughly to achieve the desired objectives set by both the advertiser and the target audience.

Lecture 6

Mechanisms of Advertising Influence and Persuasion

Persuasion is one of the oldest arts that has accompanied humanity since people first began living in social communities on the surface of the real world. It has been a fundamental means of communication and understanding among individuals. Since ancient times, people have employed various tricks, arts, and methods to persuade others of what they seek to achieve.

In this chapter, we aim to shed light on the persuasive techniques used in health media messages. We will begin by examining the historical importance of persuasion, especially in media, and then move on to the elements of the

¹ Here we do not mean that negative effect, but rather that interactive relationship that results from the presence of advertising breaks while watching the program.

persuasion process, major persuasion theories, strategies, and methods, eventually discussing the appeals used in health media messaging.

1. The Historical Importance of Persuasion

Efforts at persuasion and appeal began in ancient times, serving as an effective tool for fostering understanding among people to promote cooperation, coordination, and the formation of early societies. These societies first took the shape of alliances and unions, which eventually developed into governments as society evolved from hunting to herding and then settled along riverbanks. These early governments used persuasion to influence their subjects through engraving, drawing, poetry, and architecture, as well as the influence of priests, writers, and prominent officials to instill reverence for rulers and build loyalty.¹

In ancient eras, individuals also made attempts to share their thoughts and convince others of their opinions—ideas that others might not have accepted without concerted efforts at persuasion, appeal, encouragement, and sometimes enticement or intimidation.

Modern governments recognize the importance of persuasion and appeal in gaining the trust and support of their people by explaining the decisions and policies they enact, showcasing their accomplishments, countering attempts to sow doubt or discord, and encouraging the public to engage actively and productively in achieving these policies and realizing national goals.²

1.1. Components of the Persuasive Process

1. Sender:

¹ Ali Ajwa, *Media and Development Issues*, 1st ed., Alam Al-Kutub for Publishing, Distribution and Printing, 2004, p. 13.

² The same reference, p. 14.

The sender is the person who initiates the dialogue by formulating their thoughts into symbols¹ that express the intended meaning (these symbols form the message directed at a specific audience). If the sender succeeds in choosing appropriate symbols to express an idea accurately and clearly, they are on the right track. However, if the sender fails to articulate their thoughts in clear symbols that convey the intended meaning, the communication process collapses in its early stages, turning into something futile that may cause harm instead of benefit.

The source of the message may also be the sender themselves, in which case any potential errors in expressing their thoughts stem from their inability to formulate these ideas into symbols that communicate the meaning clearly. The problem compounds when the source is not the sender, as the formulation of the message goes through two stages instead of one. This can be beneficial for the message if the source cannot communicate, or if the skills of the sender conveying the message from the source are high enough to enhance the clarity and persuasive power of the message.²

2. Message:

The message is the stimulus conveyed from the source to the receiver, containing meanings from ideas and opinions related to specific topics expressed symbolically, whether through spoken or unspoken language. The effectiveness of communication depends on a shared understanding of the topic and the language used. For instance, scientific terms and complex mathematical equations specific to biochemistry may be understood between a chemistry professor and their students. However, if the same professor discusses the topic with media and communication students, this may not be the case, resulting in a gap or lack of a

¹ Hassan Imad Makkawi, *Media and Crisis Management*, 1st ed., Dar Al-Masryia Al-Lubnaniyya, 2005, p. 32.

² The same reference, p. 33.

common ground for understanding between the source and the receiver. Additionally, if the professor delivers a lecture in a language that the audience does not understand, or if they use gestures and signals with different meanings for them, communication effectiveness is further compromised. The overall amount of information included in the message, as well as its complexity or simplicity, also affect the effectiveness of communication. Research by Kar (1975) indicates that if information is minimal, it may not adequately address the recipient's questions or sufficiently inform them about the message's topic, making it susceptible to distortion. Conversely, if there is an overload of information, it may be challenging for the recipient to absorb it, as their cognitive capacity may struggle to link the details¹. The level of information complexity has been discussed by Allport and Postman, linking it to both the balancing process and sharpening focus. Balancing refers to the recipient's tendency to shorten message details; it is a purposeful psychological process, albeit spontaneous. It is noted that messages that capture the recipient's interest do not undergo the balancing process. Regarding focus, it means retaining a limited number of details while discarding the rest, even though the parts of the message that interest the recipient do not undergo this process.²

3. Means:

The means refers to the symbols, forms, or language used by the sender to express their message or the ideas or information they wish to convey to the audience³. Various communication channels may be verbal or written messages, such as books, articles, magazines, or letters, or unwritten forms like lectures,

¹ Mervat Al-Tarabishi, Abdul Aziz Al-Sayed: Communication Theories, Dar Al-Nahda Al-Arabiya, 1st ed., Dar Al-Iman for Printing, Cairo, p31

² The same reference, p. 32.

³ Khairi Khalil Al-Jumaili: Communication and its means in modern society, 1st ed., Modern University Office, p. 21.

1. Fully understanding the message, meaning the recipient shares the sender's ideas and emotions conveyed.
2. Partially understanding the message, such as grasping some parts while missing others, like a listener who comprehends some points from a lecture.
3. Misunderstanding the message, due to the recipient interpreting the symbols used based on experiences that do not align with the sender's, such as misconceptions viewers may have about the timing of events in films.¹
4. Completely failing to understand the message due to the sender using unfamiliar symbols for the recipient, such as using difficult words beyond the recipient's language proficiency.²

5. Effect:

The term "effect" refers to any expression or reinforcement that the message has on the receiver's information, opinions, evaluations, or behavior. The effect is determined by countless factors, some related to the message, some to the medium, and others to the receiver or audience, in addition to factors related to the source and the communication environment. Communication studies indicate that measuring the impact of media on the audience regarding a specific issue is challenging due to the interference of many intervening variables and the complexity of interactions among multiple elements in producing this effect. Most questions about the effects of communication are rooted in a cause-and-effect

¹ Ibid., p. 122.

² Mervat Al-Tarabishi, previous reference, p. 35.

6. Reaction or Response:

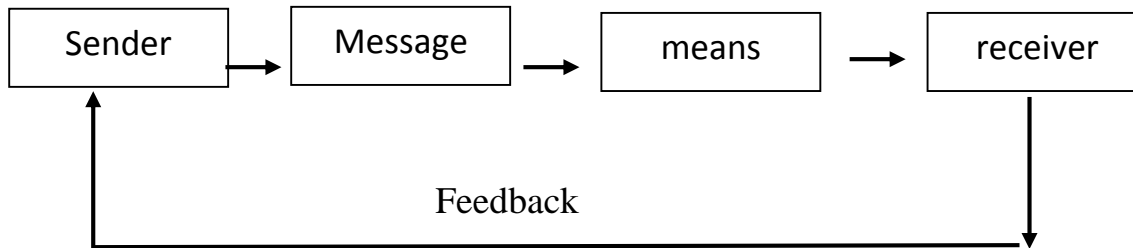
When the sender formulates their message into content and sends it to the receiver, they aim to achieve specific objectives in the communication process and expect a Reaction or Response from the receiver, which returns to the sender in some form of expression. This can include non-verbal expressions such as facial gestures, signals, facial expressions, and other symbols indicating a reaction to the message. This reaction may be positive, aligning with the sender's objectives, or negative, opposing those objectives. This feedback mechanism in communication is known as "feedback."

These five elements constitute any communication process, whether it is between individuals or between an individual and others within any field of communication through which individuals interact to achieve certain objectives.

The communication cycle begins with an idea, experience, or information that the sender believes, if communicated to another person or group, will fulfill a particular goal. The sender then starts transforming this idea or intended meaning into a message with content composed of verbal symbols or linguistic units—words, sentences, and phrases—or expressed through non-verbal symbols such as images, drawings, music, etc. This message serves as a "stimulant" for the receiver once it reaches them, prompting them to respond in a way that aligns with their interpretation of the symbols and understanding of the idea or meaning within the context of their own experience.

As a result of this response, the receiver formulates a response indicating the message's impact, which is then returned to the sender as "feedback." Based

on this feedback, the sender evaluates the message's impact and the outcomes of the communication process, as illustrated in the following diagram:¹



A simplified model of the communication cycle²

1.2. The Importance of Persuasion in Media

Today, persuasion primarily refers to the use of mass media to deliver deliberately crafted messages aimed at eliciting specific responses from audiences, including listeners, viewers, or readers. In the past, the spoken or written word held absolute dominance, relying solely on linguistic elements for expression. However, the situation has evolved, with language now bolstered by other expressive tools like movement, imagery, and visual cues.

The development of expressive tools through mass communication media—such as newspapers, radio, and television—has led to the dominance over audiences, making linguistic media influence a decisive weapon for persuading and promoting various ideas. Media materials, regardless of the subject—whether health topics (the focus of our study), economic subjects to encourage consumer prudence, or political topics—all contain persuasive techniques. Advertising campaigns are a prime example, as their messages are specifically designed to persuade. Selecting an appropriate brand name for a product can significantly

¹ Muhammad Abdel Hamid: *Media Theories and Directions of Influence*, 3rd edition, World of Books, Publishing, Distribution and Printing, DB, 2004, pp. 29-30.

² *Ibid.*, p. 30.

A clear and measurable objective also supports effective messaging, as it allows the sender to assess whether it has been achieved. Awareness also requires objectivity, free from subjective biases, as this could alienate listeners or push them to adopt contrary positions, creating a thick barrier between sender and receiver. Additionally, the timing of the message should be carefully chosen to resonate with the receiver, using opportune conditions to convey the persuasive message. For instance, an anti-smoking campaign might take advantage of rising cigarette prices, shortages, or new health statistics about cancer caused by smoking.

Michel Lounat (1993) believes this stage affects about 30% of recipients' behavior, serving as a preparatory phase for subsequent stages.

B. Second Stage: Legislation

Michel Lounat argues that the awareness stage should be followed by legislation to enforce the idea and prevent individuals from contravening it. Awareness alone, he suggests, is insufficient to change individual behavior or deter certain people from engaging in harmful activities. Therefore, a law must be enacted to define the offense and the penalties for violating it, adding an element of authority and accountability to the persuasive effort. This idea aligns with the statement by Othman ibn Affan, "Allah may prevent harm through authority what is not prevented by the Qur'an alone."

Lounat justifies this step by stating that humans often struggle to control their impulses, desires, and motivations, necessitating protective legislation. He estimates that this step increases the effectiveness from 30% to 60%, but legislation alone is not enough to shield society from social ills or dangers posed by deviant behaviors. Continuous awareness, clarification, and reinforcement

must accompany the law to achieve the desired outcome, leading to the next stage.¹

C. Third Stage: Monitoring

In this phase, Michel Lounat asserts that to achieve successful persuasion and influence, ongoing monitoring of the entire process is essential, as people need constant reminders, even for daily matters. This phase emphasizes the importance of law compliance, addresses violators, and monitors those indifferent to regulations. Such reminders and follow-ups reinforce the seriousness of the process and increase the recipients' sense of importance of the persuasive message. They also capture the attention of previously disinterested individuals, boosting the vitality and effectiveness of the message in achieving persuasion and influence.

In this theory, addressing the target issue occurs through three stages, from awareness to legislation to monitoring. Unlike other theories, it incorporates external authority and enforcement to encourage individuals to modify their behavior, suggesting that behavior change requires assistance from external forces, represented by the law, to protect individuals from themselves.²

2. Cognitive Dissonance Theory:

Leon Festinger (1962) suggests that the cognitive dissonance theory centers on the idea that if a person is aware of several things that are cognitively incompatible, they will attempt in various ways to make them more compatible. When two pieces of information are not cognitively compatible, they are said to be in a state of dissonance. These information elements can represent behavior, emotions, opinions, or environmental aspects. The term "cognitive" emphasizes that this theory deals with the relationship between pieces of information.

¹ Amer Misbah, previously cited reference, p. 60.

² Ibid., pp. 61-62.

Dissonance is a motivational state that drives an individual to change their behavior and opinions. The simplest way to define dissonance is from the perspective of a person's expectations. Through life experiences, a person builds expectations of things that align or do not align. When these expectations are not met, a state of dissonance arises.¹

3. Cognitive Analysis Theory of Media:

This theory is based on the assumption that humans are rational beings who analyze the information they receive from the external environment and construct their beliefs, psychological attitudes, behavioral intentions, and actual behavior based on the type of information received and their analysis of it. Martin Fishbein emphasizes the cognitive factor in persuasion, influence, attitude change, and adjustment. The influence on an individual's behavior depends on the quantity, quality, logical coherence, simplicity, and excitement level of the information provided.²

Thus, persuasion relies on the information available. Any attempt to change a person's beliefs, behavior, habits, or attitudes must start with providing adequate information, carefully selected and logically organized for the recipient to understand. Fishbein posits that the gap between what the source and the receiver know affects persuasion, with a larger gap providing more opportunity for successful persuasion. People are often eager to listen to those with a wealth of information and admire those who can provide abundant insights on a particular topic.

4. Cognitive Balance Theory:

¹ Jihan Ahmed Rashti: *Scientific Foundations of Media Theories*, 1st ed., Dar Al Fikr Al Arabi, 1985, p. 254.

² Amer Misbah: Reference previously mentioned, p. 69.

Heider defines a balanced state as "situations where cognitive units and emotional experiences operate without pressure," meaning that there is a state of harmony and consistency between the individual's personality units—such as between perception and behavior, beliefs, and attitudes. This balance and harmony represent a psychological need and desire that individuals strive to maintain or restore when lost.

Heider uses a triangular model to illustrate this theory. Suppose Person A has a good relationship with Person B, and their attitudes are aligned. If Person B's stance toward Person C is the same as Person A's stance toward Person C, there is a balance in their attitude toward C. Conversely, if the relationship is imbalanced, Person A will try to persuade Person B to adjust their attitude toward C to restore balance, or they may avoid the topic altogether to escape the imbalance.¹

5. Selective Influence Theory:

This theory, developed by Melvin DeFleur and his colleague (1993), is based on the idea that people do not absorb, understand, or recognize all the messages they receive collectively. Instead, they perceive only those messages that relate to subjects of interest to them or satisfy their psychological needs. In other words, people are receptive to messages they are interested in, selectively perceiving certain topics over others. As a result, specific persuasive messages affect them more than others, and they choose certain media programs over others, and so on.²

2.2. Persuasion Strategies

¹ Amer Misbah: Reference previously mentioned, pp. 71-72.

² Melvin DeFleur and Sandra Paul Rokeach: *Media Theories*, 5th ed., translated by: Kamal Abdel Razzaq, International House for Publishing and Distribution, 2004, p. 271.

Melvin DeFleur and Sandra Ball-Rokeach presented three theoretical strategies for persuasion, each targeting the same dependent variable, which is overt behavior. It is essential to acknowledge that these strategies are not, in themselves, highly detailed theories with established hypotheses or formal claims. Rather, they are guiding steps that highlight the types of factors and variables that should be incorporated into more detailed explanations of persuasion. These strategies include:

1. The Psychodynamic Strategy
2. The Sociocultural Strategy
3. The Meaning-Construction Strategy

1. The Psychodynamic Strategy

The fundamental concepts of psychology are incorporated within the framework of stimulus-response, commonly referred to as the S-O-R (Stimulus-Organism-Response) theory. This expression refers to the general outcome of psychological and cognitive events that lead to behavior, as outlined below:

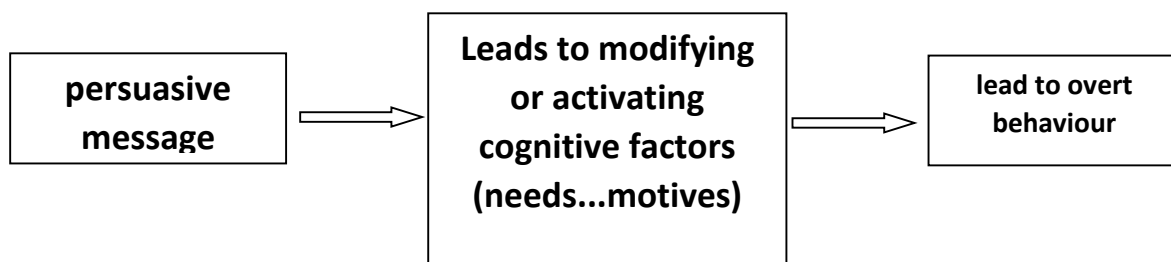
1. Stimuli are received by the senses from the external environment.
2. The characteristics of human beings determine the type of response likely to follow.
3. Certain forms of behavior then ensue.

The psychodynamic strategy seeks to link emotional arousal with specific types of behavior by influencing cognitive factors to achieve the following assumptions:

1. Since cognitive factors are acquired through socialization, they are primary targets for campaigns aimed at promoting new knowledge and learning. These can be modified through means preferred by the media professional.¹

¹ Hassan Imad Makkawi, Laila Hussein Al-Sayed, previously mentioned reference, p. 198.

2. Given that cognitive factors influence human behavior, modifying these factors makes it possible to alter behavior.
3. The essence of the psychodynamic theory lies in using effective media messaging with the capacity to alter individuals' psychological functions, prompting them to respond to the communicator. In other words, the key to persuasion lies in new learning facilitated by information provided by the communicator, which aims to change the internal psychological structure of the targeted individual—such as needs, fears, and behaviors—ultimately leading to the desired overt behavior.



-Psychodynamic persuasion strategy-

b. The Sociocultural Strategy

The study of human societies emphasizes the powerful influence of culture on behavior; political science emphasizes governance structures and the exercise of power, while sociology examines the influence of social systems on group behavior. All these fields provide a foundation for predicting human actions.

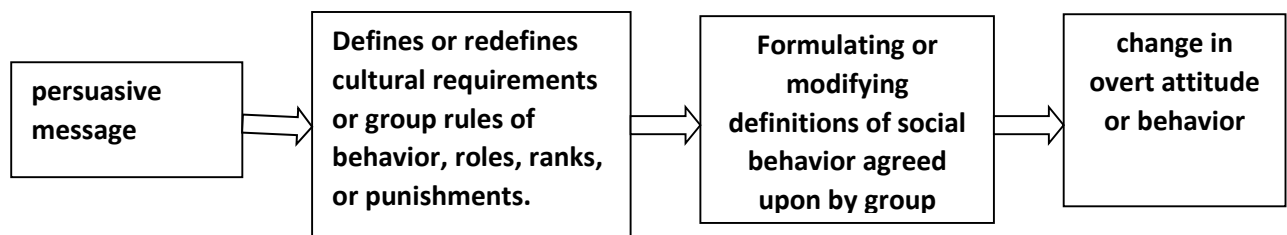
Interpretations of human behavior that consider factors external to the individual have played a smaller role in developing persuasion strategies

compared to cognitive strategies, which look inward. Nonetheless, these interpretations offer a rich basis for alternative theories.¹

An effective sociocultural strategy requires persuasive messages to specify social behavior norms or cultural requirements for the actions that the media professional seeks to achieve.

This strategy has been used for decades in advertising to reshape attitudes toward a product. A classic example is cigarette advertising immediately after World War I, when smoking among women was socially unacceptable.

Thus, one of the established strategies is to conceptualize the social expectations of the group within which the action will take place, offering cultural definitions of appropriate behaviors. Importantly, the message should ensure that a collective consensus appears, so that failing to conform is viewed as unacceptable deviant behavior. This strategy follows the structure below:²



The Sociocultural Strategy

¹ Hassan Imad Makkawi, Laila Hussein Al-Sayed: previously mentioned reference, p. 203.

² Hassan Imad Makkawi, Laila Hussein Al-Sayed: previously mentioned reference, p. 203.

This strategy is often used in advertising campaigns by appointing a well-known public figure or a prominent official to inspire enthusiasm and cooperation among different organizations and audience members.¹

c. The Meaning Construction Strategy (Creating Mental Images)

A third approach to persuasion focuses on influencing meanings or constructing positive mental images. Mass media are used to create and support mental images through unlimited sources of competing information that shape or alter people's perceptions of everything from commercial products to political affairs.

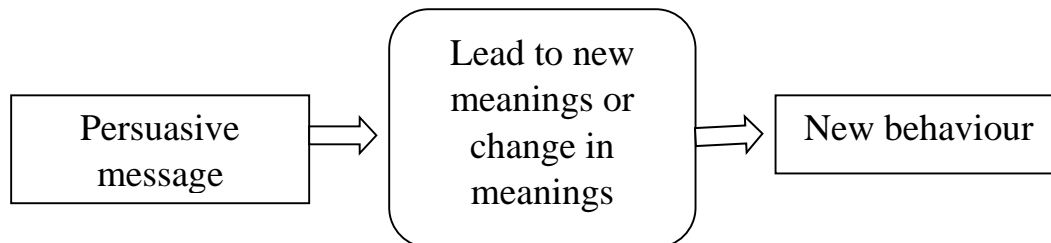
The assumption that "knowledge leads to action" was initially a core principle of behavioral science. Social scientists discovered that our internal concepts, or "knowledge" of the social system, provide us with definitions for situations. If we believe a situation is real, we will act as if it is real. Psychologists also rediscovered this valuable principle with the concept of schemata, highlighting the powerful influence of meaning construction on human behavior.

Communication scientists then incorporated this old principle into their explanations of media influence on human behavior. Media create "pictures in our heads," shape our beliefs about the real world, and affect our behavior. They build, expand, change, and solidify meanings associated with words in our language. These changes in meaning influence our responses to various topics.

Assuming that media can unintentionally modify meanings and affect behavior, there is ample reason to rely on a meaning construction strategy to deliberately change behavior. The information conveyed to the audience must be effective.

¹ The same reference, p. 206.

While the "meaning construction strategy" is a new term, the approach itself has ancient roots. An example of this strategy's importance in the past is shown in the following model of the meaning construction strategy.¹



2.3. Persuasive Techniques Used in Media Messages

The methods used to present content significantly influence learning and persuasion. Numerous considerations influence the choice of a specific approach for presenting a media message and the type of appeals used in line with the topic and the characteristics of the audience. These considerations are as follows:

1. Clarity vs. Implicitness:

Research indicates that persuasion becomes more effective when the message clearly states its goals rather than leaving it up to the audience to deduce them. However, the effectiveness of a message goes beyond just clarity or implicitness; it depends on various factors such as the intelligence and education level of the recipient, the relevance of the topic, and the credibility of the communicator. The more educated and intelligent the recipient, the more effective it may be to leave the goal implicit. In contrast, a less educated individual may struggle to derive the correct conclusions on their own. Furthermore, if the communicator is under suspicion, stating the message's objective explicitly may reduce its impact.²

¹ Hassan Imad Makkawi, Laila Hussein Al-Sayed, previously mentioned reference, p. 207.

² Mahmoud Hassan Ismail: Principles of Communication Science and Theories of Influence, 1st ed., Dar Al-Alamiya for Publishing and Distribution, 2003, p. 105.

2. Providing Evidence and Testimonials:

Communicators often reinforce their persuasive messages with evidence or statements attributed to sources other than themselves, thus legitimizing their position and showing alignment with others. Although there is a belief that legitimacy enhances persuasiveness, scientific studies have not reached a conclusive result on this matter.

Factors influencing the outcomes of using evidence include:

- The credibility of the speaker. Using evidence can increase the persuasiveness of sources with low credibility.
- Topics that are unfamiliar to the audience often require more evidence.¹
- Poorly presented messages diminish the credibility of any evidence provided.
- Evidence has a stronger impact on intelligent audiences, who expect verification of the ideas presented.
- The effect of evidence depends on whether the audience considers it accurate; evidence with facts has a different impact than opinions, a distinction that has yet to be thoroughly studied.²

3. Presenting One Side vs. Both Sides of the Issue:

Hovland and Janis summarized the advantages of messages that present both sides of an issue versus one side only:

A- Presenting Both Sides of an Issue (Supporting and Opposing) Is More Effective in the Long Term Than Presenting One Side, Especially in the Following Cases:

¹ Hassan Emad Makkawi, Laila Hussein Al-Sayed: Previous reference, p. 194.

² Ibid., p. 195

- When the audience, regardless of their initial opinion, is later exposed to opposing propaganda.
- When the audience's opinion initially disagrees with the communicator's viewpoint, regardless of future exposure to opposing propaganda.

B- Presenting Only One Side of the Issue Is More Effective Than Presenting Both Sides If the Audience Already Agrees with the Communicator's Position and Will Not Be Exposed to Opposing Propaganda.

Jehan Rashti adds that presenting both sides of the issue is more effective when:¹

- The audience is not aware that the communicator intends to influence them.
- The audience members are more intelligent.
- The communicator aims to appear objective.

On the other hand, presenting only one side of the issue is more effective in cases where:

- The audience has a lower level of education and may react negatively to hearing both sides.
- The audience is aware that the communicator aims to persuade them.
- The audience generally has a positive attitude toward the source.²

4. Order of Arguments in the Message:

Typically, a message that saves its strongest arguments for the end is said to use a "recency" effect, while one that presents the strongest arguments at the beginning utilizes a "primacy" effect.

Some studies have shown that arguments presented at the beginning have a stronger impact than those presented at the end, while other studies show the opposite. Generally, it can be said that the recency effect is more effective for unfamiliar topics or when the audience is not particularly interested.

¹ Mahmoud Hassan Ismail: Reference previously mentioned, p. 108.

² Ibid., p. 109

Research also indicates that when contrasting arguments are presented on a debated topic, the argument presented first—if all other factors are equal—tends to have a greater impact on the audience. Audience acceptance of arguments may depend on their evaluation of the communicator and their level of commitment. Some experiments have shown that, in certain cases, it is more effective to save the strongest arguments until the end rather than presenting them at the beginning. There is no fixed rule or general law for arranging arguments in persuasive communication; however, it is essential to understand the conditions under which one arrangement might be preferable over the other.¹

5. Influence of Majority Opinion:

The success of communication is affected by the context in which an individual receives information. Generally, information that aligns with the prevailing opinion is more likely to gain support, while messages that reflect minority views are less likely to attract followers. Many studies have shown that people adopt certain opinions simply because they align with the majority or popular view.

In numerous practical experiments, individuals tended to express opinions that aligned with the majority. For instance, researchers played two identical symphony recordings for a group of listeners who were told beforehand that a group of music critics had unanimously deemed one recording superior to the other. Surprisingly, 96% of the participants claimed one recording was better, with 59% agreeing with the critics' choice, while only 4% realized that the recordings were identical.²

This tendency to align with the majority has been observed in real-world studies. For example, in 1940, Lazarsfeld and his colleagues found that a large

¹ Hassan Emad Makkawi, Laila Hussein Al-Sayed: previously mentioned reference, p. 197.

² Jihan Ahmed Rashti: previously mentioned reference, p. 447.

portion of voters in Erie County reported that hearing about Roosevelt's likely victory in early election results influenced their decision to vote for him.¹

6. Utilizing Existing Attitudes and Needs of the Audience:

Sociologists and public relations experts have observed that individuals are more willing to reinforce their existing needs rather than develop entirely new ones. Research in communication supports this perspective, showing that messages perceived by the audience as a means to fulfill their pre-existing needs are more effective. In contrast, creating new needs and compelling the audience to adopt a method to satisfy them is considered a more challenging task.

7. Impact of Repeated Exposure and Frequency:

Repetition of messages is one of the factors that aid persuasion, as it continuously reminds the audience of the message's purpose while simultaneously stimulating their needs and desires.²

2.4. Types of Appeals Used in Persuasive Messages

There are three primary types of appeals used in persuasive messages: emotional appeals, rational appeals, and fear appeals. Each will be discussed as follows:

A. Emotional Appeals:

Emotional appeals aim to influence the recipient's feelings and emotions, stimulating their psychological and social needs while engaging their senses to achieve the communicator's objectives. Emotional appeals rely on the following:

1. Use of Slogans and Symbols: This approach leverages the simplification of the thought process by condensing various stages into a final judgment in a simplified form, allowing the audience to adopt these slogans and symbols

¹ Ibid., p. 448.

² Hassan Amman Makkawi, Adel Abdel Ghaffar: Radio in the Twenty-First Century, 1st ed., Dar Al-Masryia Al-Lubnaniyya, n.d., 2008, p. 65.

without engaging in a lengthy thinking process. Slogans refer to phrases used by the communicator to succinctly summarize their goal in a clear and impactful manner, making them easy to remember and repeat. Each time they are used, these slogans evoke emotional reactions. Slogans often utilize attention-grabbing words that earn the audience's respect without precisely defining the meaning of the communication context.¹

Symbols, on the other hand, refer to the organization of human experiences into a set of symbols that artificially eliminate the differences among individuals in the real world. Understanding becomes possible based on these general symbols that replace individual experiences and acquire a commonly agreed-upon significance among group members. Every culture has its basic symbols that establish the background for the meanings of thought for each individual within the group. These symbols take the form of absolute fundamental beliefs and are drawn from the prevailing culture, folklore, human values, and religious heritage.²

2. Use of Linguistic Techniques: This includes figures of speech such as similes, metaphors, and metonymies, or rhetorical questions that extend beyond literal questioning to imply another metaphorical meaning, such as sarcasm or condemnation. All rhetorical techniques aim to clarify meaning and embody the communicator's perspective.

3. Connotations of Words: This technique involves distorting meaning based on the choice of words used. This can be applied by using a word, adjective, or verb that carries specific emotions, which may be negative and lead to a type of rejection associated with the name or the subject accompanying it. Words can also be replaced with others that have a different connotation. Connotation refers to

¹ Hassan Imad Makkawi, Laila Hussein Al-Sayyid: Communication and its Contemporary Theories, D I, D M, D N, p. 188

² Ibid., p. 189

the mental transition from the literal meaning of a word to its associated implications. Using words with particular connotations means giving a specific idea a name that holds significance for the audience, such as "Nazi," "terrorist," "thinker," or "moderate." These terms carry emotional weight that can lead to acceptance or rejection of the idea or individual, presenting this judgment in the form of a word without substantiating the accuracy of this judgment.¹

4. Comparative Forms: This refers to the use of comparative forms to favor a particular idea or concept without providing justification for that preference.

5. Citing Sources: This technique exploits the tendency to align with those who are more famous, hold higher authority, or possess high credibility in the eyes of the audience.

6. Presenting Opinion as Fact: This occurs even in the absence of consensus or agreement, often expressed through phrases like "there is no doubt that" or "in fact."

7. Emphasis Meanings: These are words and phrases used to intensify the meaning, such as "again," "strongly," or "with force."

8. Using Herd Instinct: This refers to exploiting the pressure that encourages conformity with the reference group to which one belongs, commonly known as "Léon's psychological contagion."²

B. Rational Appeals:

Rational appeals rely on addressing the audience's intellect by presenting logical arguments and evidence, refuting opposing viewpoints after discussing them, and demonstrating their various aspects. This includes:

¹ Hassan Imad Makkawi, Laila Hussein Al-Sayyid: previously mentioned reference, p. 189.

² Ibid., p. 190.

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1. Citing Information and Real Events
 2. Presenting Numbers and Statistics
 3. Building Conclusions on Premises
 4. Refuting Other Viewpoints

C. Fear Appeals:

The term "fear appeal" refers to the undesirable outcomes that may result from the audience's failure to accept the communicator's recommendations. Fear appeals work to activate emotional arousal in the audience, such as instilling fear of war to justify increased military spending or warning individuals about serious diseases to encourage regular medical check-ups.

Fear appeals can prompt the audience to respond to the message under two conditions:

1. When the emotional intensity is high, it compels the audience to react to the message's content.
2. If individuals believe they can avoid the threats presented, this can reduce emotional tension when responding to the message's content.¹

2.5. The Relationship Between Persuasion and Communication:

One aspect that many people may not recognize is the process of communication among individuals in society as a necessity of life. Communication connects individuals to what is happening around them in their environment and society, influencing others' positions, opinions, and behavioral patterns.

¹ Hassan Imad Makkawi, Laila Hussein A
I-Sayed: Reference previously mentioned, p. 191.

Communication is defined as the process of exchanging information, facts, ideas, and opinions between two parties with the intent of achieving mutual understanding. Experiments have shown that a person cannot live without communication for long, as it fulfills their existence as a social being. Scientific studies confirm that communication is essential and vital for the functioning of any human group seeking to achieve its goals and interests while maintaining its existence and culture.

The relationship between communication and persuasion is ancient and close. The history of communication dates back to the writings of the Babylonians and Egyptians before the fifth century BC, extending over 1,500 years, during which numerous communication models emerged. Analyzing these results revealed several changes and concepts, with rhetoric and eloquence being among the most important methods. Interests and concepts evolved to encompass both public and private discourse, in addition to persuasion.

Persuasion is one of the fundamental uses of communication and is not an independent process. Therefore, persuasion is described as a social process just like communication; the difference lies in that communication is a fundamental process, while persuasion is a social process that is secondary rather than essential.

We can differentiate between the two processes by specifying the characteristics that should be present for a communication process to also be considered a persuasive one. Some researchers have identified four key points:¹

¹ Nahza Hanoun: Persuasive methods in the Algerian written press, the Charter for Peace and National Reconciliation as a model, a study of the newspapers An-Nasr and Al-Khabar, a supplementary thesis to obtain a master's degree in communication and public relations, Department of Media and Communication Sciences, Faculty of Humanities and Social Sciences, University of Mentouri, Constantine, 2007-2008, p. 56.

- If the communication process involves a deliberate and conscious attempt by one individual or group to change the behavior of another individual or group through one or more messages directed from the first party to the second, this process can be considered an act of persuasion due to the element of intentional effort
- If the communication leads to a change in behavior in the targeted individual or group with the intent to do so, it can also be regarded as an act of persuasion.
- If we can assess the results of persuasion by determining the degree of success in achieving the desired change or identifying its failure to do so, we can describe this process as one of persuasion.¹

What we can say about persuasion is that it is the art of influencing thought, intellect, and emotion to motivate individuals and groups to accept a viewpoint, idea, principle, behavior, or anything with persuasive value that they might not have embraced without impactful communicative symbols. This is accomplished through various persuasive techniques that vary according to the medium used and the goal intended to be achieved.

¹ Ibid., p. 57

Lecture 7

Studying the Target Audience

• **Definition of the Target Audience:**

The target audience is a group of individuals who share common interests, demographics, and behaviors. Market researchers need to gather consumer opinions on specific products and services. Analyzing the target audience is a crucial part of building your marketing strategy.

• **Types of Target Audiences:**

You can identify your target audience based on various characteristics. Gender, age, education, and income are just a few examples of how to segment your audience. To achieve the best research results, divide these audiences into three categories: demographics, interests, and purchasing intentions.

1. **Audience Based on Demographics:** Demographics are the socio-economic factors that describe individuals. Demographic factors include characteristics such as age, education, geographic location, gender, income, and more. For example, to conduct research on the impact of the pandemic on young students, you might target students aged 18 to 24, both male and female, from counties with populations over 25,000.
2. **Audience Based on Purchasing Intentions:** E-commerce companies rely heavily on purchasing intention data. This is vital information for understanding the buying intentions and interests of potential customers. For instance, researchers may group individuals based on the specific products they are viewing or expressing interest in. This helps them target individuals for feedback on product and service expectations to enhance them further.
3. **Audience Based on Personal Interests:** Interests shape an individual's hobbies, passions, behaviors, and the topics they read about and search for. These can range

Lecture 8

Electronic Advertising

• **Concept of Electronic Media Campaigns:**

Media campaigns have evolved with new media, transitioning from traditional campaigns through conventional media to electronic campaigns characterized by different technological features. These campaigns rely on applications and techniques from the Internet, utilizing tools of new media such as direct news messages, emails, postal messages, mobile messages, discussions, forums, e-marketing, websites, and social networks.¹

• **Objectives of Electronic Media Campaigns:**

Electronic campaigns aim to express opinions or stances that cannot be articulated in reality and to influence public opinion and people's thoughts and views on specific issues. They seek to mobilize and utilize the popular capacities available on the Internet for specific goals, conveying opinions or positions to neutral (or even opposing) entities that cannot be reached through conventional means.

The electronic campaign is launched from a foundation that involves the work of teams and officials, creating a point of contact and consultation among them to execute the campaign's tasks. It also aims to build a network of supporters for the campaign, whether among Internet users or through interactions with other audiences. The primary target audience for these campaigns is youth, as they are

¹ Hanan Ahmed Salim, *Media Campaigns through New Media*, 2nd ed., King Saud University, Kingdom of Saudi Arabia, 2016, p. 18

- Monitoring the level of audience engagement with the campaign is crucial.
A specific measurement tool can be implemented to gauge the audience's interaction regarding the campaign topic, such as using the post rank metric.
- It is necessary to communicate with traditional media, such as the press, to act as an intermediary between the campaigns and the audience. This involves disseminating information that supports the campaign and engaging with the target audience, whether they are satellite station owners, company executives, writers, or directors.

Source: Hanan Ahmed Saleem, "Media Campaigns Through New Media," 2nd ed., King Saud University, Saudi Arabia, 2016, p. 25.

Among the challenges that a media campaign may face due to interactive communication are the following:

- **Content Density and the Challenge of Capturing Audience Attention:**

The growing volume of online content and the vast capabilities provided by new media tools, combined with the ease of free or nearly free access, have led to an explosion in the number of campaigns launched across various specialties and for different purposes. The most crucial factor in the success of these campaigns is their ability to capture the user's attention. In light of this content overload, users are exposed to distractions that diminish their focus and interest. This presents a significant challenge for campaign managers and organizers due to the sheer volume of competition and the content itself. Therefore, campaign organizers must continually update their content and ensure that it remains engaging and not boring. This is inherently challenging, as the ever-evolving nature of online illustrative content makes the criteria for evaluating whether content is engaging or dull somewhat ambiguous. Consequently, it is often necessary to conduct exploratory studies or brainstorming sessions to determine the most suitable and attractive designs and content.

Reducing distracting elements, such as advertisements accompanying videos uploaded on platforms like YouTube or enlarging the logo of the supporting company, is advisable to maintain the audience's focus on the campaign topic. In general, strategies to capture audience attention rely on awakening specific, pre-planned points of awareness. If campaign organizers are unaware of these strategies, the challenge of attracting audience attention will remain.

- **Ease of Negative Feedback and Damage to Campaign Reputation:**

Despite all the advantages that new media platforms offer to campaign organizers, the risk of receiving negative feedback remains one of the most significant dangers facilitated by these new media. Angela Williams identifies several patterns of negative feedback, including:

- Feedback that seeks to instill fear regarding the campaign and its goals based on cultural contexts, such as concerns about the campaign's impact on the environment, morality, or societal customs.
- Negative feedback that attacks the campaign without valid objectives (cyberbullying).
- Competitive negative feedback that originates from rival companies that seek to undermine the campaign's significance.
- Attacks aimed at damaging the online content associated with the campaign, typically perpetrated by viruses rather than real individuals.

All of these risks, among others, represent forms of negative feedback that can be addressed, with the exception of the second type, which may not be easily manageable. Therefore, Williams outlines several ways to deal with negative feedback, including:

- **Do Not Neglect Any Feedback:** Especially that which is based on a frightening intellectual or cultural component (Type 1), which can be countered either by refutation, building a positive mental image, or

engaging the audience in a debate about the points raised to frighten them about the campaign.

- Understand Competitors' Mindsets: It's important to comprehend the competitors' mentality and contain their attacks.
- Spam and Viral Attacks: These can be managed programmatically through protective software or by building a large audience base that prevents spam from infiltrating the platforms owned by the campaign organizers.
- Negative Promotional Campaigns: These can find popularity in interactive content since it is free and unregulated. This may be considered one of the main drawbacks of interactive content; due to the free nature of the content and the lack of gatekeeping, controlling promotional campaigns becomes difficult or even impossible. As a result, campaigns promoting racism, misogyny, terrorism, arms manufacturing, drug trafficking, or regional or sectarian animosities proliferate.

In this context, Dietmar suggests in her article regarding the presence of sympathizers with ISIS around the world that the phenomenon resulted from the high accessibility offered by new media and multimedia platforms. Images of sympathizers with ISIS were broadcast from around the globe in front of major landmarks such as the London Eye, the Big Ben, the Eiffel Tower, Times Square, and others. This visibility amplified the emotional and popular expansion of the organization, allowing it to derive its existence solely from the virtual space, alongside image and video techniques provided by interactive media. This contributed to awakening criminal and curious tendencies among younger demographics, subsequently enhancing the organization's popularity.

Despite efforts by media platforms to address this issue through reporting services for racist, sectarian, or abusive accounts, their impact remains minimal in light of the proliferation and strength of destructive accounts, which may have

millions of followers, making it difficult to determine whether they are indeed destructive.

Lecture 9

Communication Plan and Advertising Strategy

Innovation in advertising management, while undoubtedly relying on the talents, genius, and concepts of the copywriter, must also adhere to certain principles to be effective in achieving its goals. Successful advertising requires an understanding of the overall marketing environment, awareness of consumer learning capabilities, and sometimes a deep understanding of the consumer decision-making process.

The innovative advertising strategy includes the following essential components and elements:¹

First: Advertising Objectives

While the function of marketing is to sell the product or service, the purpose of advertising is to assist in the sales process by communicating with potential consumers. Most advertisements serve two main functions:

1. They supply potential consumers with information about the product.

¹ Bashir Abbas Al-Alaq, Ali Muhammad Rababaa, previously mentioned reference, pp. 385-389.

2. They aim to persuade potential consumers to buy the product or utilize the service.

Some advertisements are specifically designed to establish certain purchasing attitudes and behaviors, while others seek to reinforce or change existing purchasing habits and mental images associated with products and service usage patterns.

The goal of advertising reflects the desired state of a specific product or service by accurately describing the image the advertiser wants to convey to consumers. The advertiser aims for a positive image of the product to be firmly established in the mind of the potential consumer.

second : Target Audience

The copywriter of the advertisement needs to describe the demographic, psychological, behavioral, cultural, social, economic, and religious composition of the target audience for the advertisement. This includes data such as age, residence, marital status, income, education, culture, and other relevant information. Additionally, insights into the attitudes of potential consumers and the advertising media through which the advertisement will be conveyed or broadcast are essential.

Third: The Innovative Promise

This refers to the actual value of the product that the advertisement seeks to communicate to potential consumers. The essence of the innovative advertising message is presented in the form of specific features and benefits that the product offers. Based on these promises, the innovative advertising message is constructed.

Fourth: Supporting Claims

Advertisers should not make claims without providing supporting evidence and proof that the potential consumer can perceive or imagine when using the product or benefiting from the advertised service. Supporting claims serve as a confirmation of the credibility of the advertising message.

Fifth: Creative Style

The innovative strategy must include a description of the tone of the advertisement that needs to be communicated to the target audience, whether it is light-hearted, dramatic, professional, or otherwise. Successful advertisements incorporate characteristics, features, and expressive symbols. Movement, musical rhythm, expressive shots, distinctive colors, contrasts, and other qualitative additions are essential elements in all effective and impactful advertisements. The wisdom lies not only in what the advertisement says but also in how it expresses that message. However, one should avoid overdoing these necessary embellishments, as exaggeration may divert the audience's attention from the core of the advertising message.¹

¹ Bashir Abbas Al-Alaq, Ali Muhammad Rababaa, previously mentioned reference, p. 50

Lecture 10

Crafting Advertising Messages in Media

- **Advertising on TV**

1. Definition of Television Advertising

Grew Walter defines television advertising as enticing individuals to behave in a certain way. It is also described as a tool for selling ideas, goods, or services to a group of people, utilizing spaces in posters, magazines, radio or television airtime, or cinema screenings for a certain fee.

One of the most recent and comprehensive definitions provided by the American Marketing Association states that advertising encompasses various activities that lead to the dissemination or broadcast of audio messages to the public with the aim of encouraging them to purchase goods or services and to foster a favorable acceptance of the ideas, individuals, or organizations being advertised¹. In essence, it is a non-personal means of

¹ Enas Muhammad Ghazal: Reference previously mentioned, 132.

presenting ideas and promoting products by a known entity in exchange for a fee.

2. Privacy of Television Advertising

There are many communication media that enable advertisers to reach their target audiences, and choosing the right advertising medium is one of the most critical decisions that must be carefully considered. This choice is a precondition for the success or failure of the advertising message. There is no point in preparing an advertisement if the medium used for broadcasting it is inappropriate and does not ensure that it reaches the audience. Advertisers must take into account a range of specifics, advantages, and opportunities for success offered by each medium. In this context, we will discuss the general characteristics of television, both as a media outlet and as a significant advertising medium in the field of advertising.

A/ General Characteristics of Television as a Communication Medium

Television has attracted the attention of viewers and researchers in various fields in our current era, leading to numerous studies and research on its effects across different areas of social, economic, cultural, and political life. Many researchers emphasize that television has come to mimic the roles of the family, school, and other influential institutions in society. Below are the summarized characteristics of television:¹

¹ Abdo Ibrahim Al-Dasouqi: *Television and Development*, 1st ed., Alexandria, Egypt: Dar Al-Wafa for the World of Printing and Publishing, 2004, p. 112.

The inherent feature of television is its synthetic nature (Caricature Synthetique), which allows it to combine sound, image, movement, and effects. This capability enables it to engage human senses by presenting information that cannot be conveyed through written or spoken words or still images. It can attract attention through the collective impact of words, images, movement, and sound effects.

Television is distinguished by its ability to magnify objects dramatically and focus on key scenes in an unparalleled manner.

With the invention of television, spatial distances have diminished, making it easy to observe various visible aspects of life—such as events, scenes, services, and educational lessons—presented inside homes or public places.

Television is characterized by its ability to follow and rapidly transmit events as they unfold, broadcasting them live with sound, image, and movement. This includes events like royal visits, scientific conferences, wars, and sports matches.

Studies indicate that individuals acquire approximately 98% of their information and knowledge through the senses of hearing and sight. Auditory and visual tests have shown that an individual's comprehension of information increases by 35% when both audio and visuals are used simultaneously, and the retention of this information extends by 55%. This capability allows television to surpass all other media, as it combines audio and visual elements, utilizing sound and images effectively. It shares similarities with cinema in terms of approach but differs in that it presents

content directly to audiences in their locations, eliminating the need for them to travel.¹

Television has a vast and diverse audience in terms of cultural and educational levels, addressing both elite groups and illiterate individuals². It reaches segments of the population that cannot access written media like books and newspapers.

Television possesses a remarkable ability to unify ideas and emotions among people, as thousands may watch the same content simultaneously. This helps foster unity in thought, cultural standards, and aesthetic tastes.³

Television has a unique capacity for persuasion and influence, having become a symbol of authority in the communication era. Today, revolutions and coups often target television stations rather than presidential palaces. There is no political, economic, or religious authority that does not aspire to control television, as it can effectively shape the imagination of individuals and groups and manage public opinion.

The researcher Faiza Yakhlef summarizes the main characteristics of television in the following points:

- **A Powerful Medium:** The strength of communication media is measured by the number of individuals who are in constant contact with it and who regularly follow it. Therefore, television is considered one of the most powerful communication means, as it spreads into

¹ Mahmoud Hussein Ismail, previously mentioned reference, p. 176.

² Abdel Rahman Ezzi and others: *The World of Communication*, previously mentioned reference, p. 391.

³ Abu Rteski: *Television Journalism*, translated by Adeeb Khaddour, 1st ed., Damascus, Syria: Media Library, 1990, p. 112.

every home and is watched by millions of people for many hours during daily broadcasts.¹

- **A Fast Medium:** In this context, speed refers to the medium's ability to cover the target audience and create a network of communications as quickly as possible.
- **A Complete Medium:** Television is regarded as a complete medium because it combines all the expressive capabilities that characterize other media (words, sound, still and moving images, music, and sound effects...). These qualities have made television a realistic and influential medium.²

• **Characteristics of TV as an Advertising Medium**

Television is one of the most powerful advertising media influencing consumers and is the most costly of all. Despite this, major economic institutions prioritize it at the top of their promotional plans and marketing strategies, given its significant effectiveness and infinite ability to enhance the performance of these institutions and increase their sales and profits. In this context, we sought to detail the uniqueness that television adds to advertising work and the overall advantages it guarantees, aside from the technical matters that are not relevant to our study.

• **General Characteristics of Television Advertising:**

¹ Faudel Delio: Introduction to Mass Communication, Constantine, Algeria, Research Laboratory of Sociology of Communication for Research and Translation, 2003, p. 101.

² Faiza Yakhlef: The specificity of television advertising in light of economic openness, previously mentioned reference, p. 92.

Television advertising is distinguished by several characteristics that set it apart from other forms of communication. We can categorize these characteristics according to the following criteria:¹

1.1. Characteristics of Television Advertising in Terms of Features:

- **Creativity and Impact:** Television combines sound and moving images, making it an explanatory, persuasive, impactful, and attention-grabbing medium more than any other means that use only one sense. The interaction of moving images with sound allows for immense creative opportunities and flexibility in developing the advertising message. Additionally, the use of color and lighting, alongside sound, images, and motion, supports and reinforces the idea.²
- **Coverage and Cost Efficiency:** Television can reach the largest number of audiences at the same time and with great speed. It can also connect with a wide audience with diverse characteristics, moods, and communication habits. Thus, television provides an opportunity for any advertiser aiming to target a broad audience at a good cost in terms of effectiveness. Despite the high costs of television advertising, they remain low compared to the size of the audience that the message reaches.
- **Selectivity and Flexibility:** Television offers the advantage of selecting viewers in various ways, such as choosing a specific day to broadcast the advertisement during the week and a precise time for airing it. Consequently, the advertiser finds the viewer segment that represents the targeted market

¹ Mona Saeed Al-Hadidi: Salwa Imam Ali: Advertising, its foundations, means, and arts, 1st ed., Cairo, Egypt: The Egyptian-Lebanese House, 2005, p. 115.

² Saleh Khalil Abu Asba: Communication and Media in Contemporary Societies, 4th ed., Jordan: Majd Lawi Publishing and Distribution House, 2004, p. 251.

sector concentrated at those times. Advertisers can also benefit from specific occasions.

- **Artistic Formats:** The artistic formats used in television advertisements vary from simple, cost-effective, and quick-to-produce forms to complex, high-cost ones.¹ Some visual tricks and techniques are employed to highlight certain parts of the product, for example:²

- **Realizing the Shape and Idea of the Advertisement:** This is achieved by using decorations and clothing and focusing on the visual details of goods and products, which clarifies the advertising idea.
- **Honesty:** Over time, television has gained the advantage of credibility due to its association with news and current events, which has imparted reliability to advertising and made it acceptable to the public.³

1.2. Characteristics of Television Advertising in Terms of Content:

- **The Opening:** This plays a significant and primary role in television advertising, conveying the advertising idea and specifying the product or service being advertised, or presenting the advertising theme. It serves to attract the audience's interest in the rest of the advertisement.
- **The Middle Part:** This represents the core of the advertising message, containing a series of arguments and evidence that support the idea or service introduced in the opening through images or music.

¹ Mona Saeed Al-Hadidi: Salwa Imam Ali, previously mentioned reference, 117.

² Essam El-Din Farag: Radio and Television Advertisements, 1st ed., Cairo, Egypt, Al-Mahrousa Center for Publishing, Press Services and Information, 2004, p. 32.

³ Muhammad Shamal Hassan: Image and Persuasion, 1st ed., Cairo, Egypt, Dar Al-Afaq Al-Arabiya, 2006, p. 180.

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- **The Closing Part:** This contains the element of entitlement and the reasons that encourage the viewer to take a specific action or a repeated slogan.¹

1.3. Characteristics of Advertising in Terms of Function:

- **Marketing Function:** Advertising plays an active role in marketing products, being a key element in the promotional mix.
- **Economic Function:** Advertising has various effects on the economic status of individuals, society, and local and international markets.
- **Educational Function:** It provides consumers with new information about the product, its price, how to obtain it, its uses, and its advantages.
- **Social Function:** This is achieved by presenting types of goods and social lifestyles that contribute to the well-being of society and improve its conditions.²

4. Types of TV Advertising

Television advertising can be classified into several types according to various criteria, the most important of which is:

Criterion of Advertising Presentation Method:

- **Direct Advertising:** This type of advertising often employs a celebrity who conveys a direct message to viewers, encouraging them to use the product or service. For example, the global football player Zinedine Zidane advertising Star products.

¹ Enas Muhammad Ghazal: Television Advertisements and Children's Culture, a Psychological Study, 1st ed., Cairo, Egypt: Dar Al-Jamia Al-Jadida, 2001, p. 156.

² Saleh Khalil Abu Asba, previously mentioned reference, pp. 361, 362.

- **Conversational Advertising:** This relies on having conversations between two or more people regarding the product, such as an individual presenting an idea or problem and asking how to solve it, with the other person proposing a solution by using that product.¹
- **Reminder Advertising:** This aims to remind viewers of a previously known product and does not take a long time; it may be limited to displaying the product name only in a series of sequences accompanied by light music.
- **Demonstrative Advertising:** This involves showing all the physical specifications of the product, such as its size, packaging, and brand name, highlighting the advantages of using it and the disadvantages of not using it.
- **Animated Advertising:** This relies on animated characters to convey a specific idea. This type is rarely used, and some do not consider it a category but rather a stylistic approach.
- **Dramatic Advertising:** This employs dramatic storytelling to illustrate the advantages of using the product by showing the difference in an individual's condition before and after using it. It may rely on fear effects by highlighting the risks associated with not using the product, such as marketing issues arising from not using toothpaste.

Criterion of Time Purchase Method:

¹ Najm Abdul Shahib Nour El-Din El-Nadi: Advertising and Publicity in Cinema and Television, 1st ed., Amman, Jordan, Arab Community Library for Publishing and Distribution, pp. 102, 104.

- **Individual Advertising:** In this method, the advertiser reserves a specific time slot for advertising their products and then distributes that time across various advertisements for their products.
- **Sponsorship of Integrated Television Programs:** This type falls under sponsorship, where advertisements coincide with the program's broadcast time (before or after the program, or during commercial breaks that interrupt the broadcast).
- **Participation:** This involves a group of advertisers sharing the purchase of a time slot to advertise their products, which helps reduce costs.¹

Geographic Scope:

- **Local Advertising:** This refers to advertising that is broadcast within very limited geographic boundaries. This type is prevalent in advanced areas where local and regional television channels are widespread.
- **National Advertising:** This type is broadcast within a larger geographic area, encompassing the entire country.
- **International Advertising:** This is advertising that reaches an even broader and more extensive geographic area than national advertising, and it is achieved through satellite television stations

Elements of Television Advertising:

The elements of television advertising are as follows:

- **Visual Elements:** The visual component is the dominant aspect in perceiving the television message, to the extent that experts in the field

¹ Najm Abdul Shahib, Nour El-Din El-Nadi: The previously mentioned reference, pp. 102-104-105.

tend to downplay words and heavily rely on visual presentation, which is a fertile ground for innovation and creativity. This includes focusing on elements such as decor, fashion, lighting, makeup, the appearance of the presenter, colors, symbolic imagery, and the pacing of the scene. Technological advancements through computer systems have provided numerous opportunities to radically change television imagery using high techniques, enabling the creation of vibrant and powerful colors and adding innovative touches to faces that can even alter age appearance and more.

- **Sound:** The three sound elements are: human voice, music, and sound effects. However, they are used in television differently than in radio, as they are primarily linked to the image, which is the advertising focal point that the other elements support.
- **Human Voice:** The use of the human voice in television advertising, as we have seen, can be through direct conversation with the audience, through dialogue between two people, or through the voice of a person who does not appear in the advertisement but describes the successive scenes. Some prefer to minimize dialogue significantly, allowing the viewer to fill in the gaps. To enhance their competitive advertising advantage, some companies resort to using the voices of famous personalities, as demonstrated by the Star company when it enlisted the help of international player Zinedine Zidane.¹
- **Music:** Music is used in advertising for various reasons, the most important of which is to intensify the emotional connection with the

¹ Mr. Bahmasi: *Innovation of Advertising Ideas*, 1st ed., Cairo: Egypt, Alam Al-Kutub for Publishing, Distribution and Printing, 2007, pp. 268-273.

content or to create positive feelings that make consumers more receptive to the advertising message. For instance, music used in advertisements for perfumes enhances the impression of elegance and allure, which is a feeling reinforced by the music employed.

- **Sound Effects:** Sound effects play a special role in deepening the feeling of certain emotions towards visual elements, and this role is no less important than the visuals themselves.

Advantages and Disadvantages of Television Advertising:

Advantages: Many researchers in the field of advertising link the advantages of television as an advertising medium to a set of characteristics that distinguish it from other advertising means. The most significant advantages can be summarized in the following points:

- **Combination of Sound and Image:** This factor leads to a sense of participation for the viewer and brings the reality of the world closer to them. It is scientifically established that television, as an advertising medium, helps create the greatest possible amount of emotional engagement, with a significant and direct impact on the individual.
- **Mass Coverage:** This is due to the availability of this device to the entire community, in addition to the increased time allocated for advertising spots on one hand and their repetition on the other, which reinforces their content in the minds of viewers.
- **Ability to Capture Viewer Attention:** Audiences find great enjoyment in watching television, and their levels of concentration and attention rise significantly while viewing. This can generate interest in watching advertisements and understanding the content of their

messages, especially if they are designed and edited in an engaging manner.¹

Disadvantages:

Despite the many advantages that television brings to any advertising effort, it is not without some drawbacks, particularly on economic and social levels, which can be summarized in the following points:

- **On the Social Level:** Some individuals criticize this medium and consider it a major cause of the spread of ideas that contradict religious values, arguing that it leads young people towards moral decay, such as the emphasis on the female body as if it were a commodity being advertised alongside products.
- **Cost:** Television is an expensive advertising medium. This cost arises from purchasing advertising airtime, in addition to the technical costs associated with producing the advertisement.
- **Limited Selectivity:** Television does not target a specific demographic and geographic audience. While it is possible to establish clear boundaries between specific programs aimed at certain audiences, this is insufficient to restrict engagement with a specific market segment. This means that the message may not necessarily reach the intended audience.
- **Clutter:** The increased competition among economic players has led to the proliferation of many similar advertisements, which causes fragmentation of the target audience and consequently reduces

¹ Muhammad Mahmoud Mustafa: Reference previously mentioned, p. 105.

effectiveness¹. The sheer volume of advertisements may also lead viewers to lose interest in any of them². Regarding the effectiveness of television advertising, one of the world's leading marketing experts, Philip Kotler, sparked a heated debate at a conference held in London in 2003 when he stated: "Most television ads are a waste of money." Kotler remarked during the opening session of the British Marketing Forum that he "does not believe that television advertisements serve their intended purpose, and most of them are mediocre and a waste of money."

- **Goals and Techniques for Successful Television Advertising**

Goals of Television Advertising:

Defining the goals of advertisements, especially those presented on television, is a key step in planning effective persuasive communication programs. Accurately determining these goals allows for measuring their impact and assessing their effectiveness.

A group of researchers argues that the primary goal of television advertisements for the audience in general is to change their mental state regarding the idea or service being advertised. This group has categorized the goals into four composite objectives:³

¹ Mona Saeed Al-Hadidi, Imam Salwa Ali: Foundations of Documentary Film, its Trends and Uses in Cinema and Television, 1st ed., Egypt, Dar Al-Fikr Al-Arabi 2006, p. 118.

² Muhammad Mahmoud Mustafa, previously mentioned reference, p. 106.

³ Samir Muhammad Hussein: Advertising, the Basic Stages, 3rd ed.: Cairo, Alam Al-Kitab, 1984, p. 158.

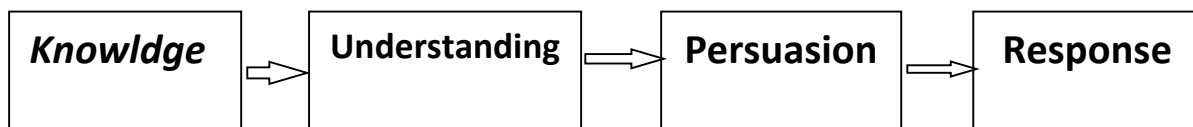


Diagram Highlighting the Goals of Television Advertising:

From an overview of the various goals of television advertisements, it is evident that they are largely confined to commercial promotion, focusing on the consumer aspect of the research while neglecting the interconnected comprehensive goals, including social, cultural, and political objectives.

It can also be concluded that television advertising aims to achieve persuasion regarding the advertising message, which necessitates changing certain attitudes, behaviours, values of the viewers, and other cultural components that align with the purposes of advertising. These goals must be supported by factors to create the intended impact, which we will address in this section.

- **Techniques for Successful Television Advertising**

Attracting Attention:

Attention is the focus of awareness on a particular object or idea. There are two main types of attention: voluntary and involuntary.

Voluntary attention arises from stimuli or triggers within the individual, while **involuntary attention** comes from external sources, meaning from the surrounding environment. Attention is not fixed; therefore, there must be mechanical factors that help capture attention, such as the size and motion of the advertisements, the use of moving objects,

- **Priority Appeal:** This prompts the individual to purchase a specific type of product.¹

There is no doubt that these models offer only a logical possibility for a series of cognitive and behavioural processes influenced by advertising, leading an individual to make a decision based on the advertisement. Television advertising cannot be detached from the patterns of visual relationship building, as it is impossible to construct an advertising image without considering the aesthetic and cultural themes produced by human practice. Today, advertising discourse forms a powerful influence that shapes our values, tastes, and choices, especially as language, music, color, rhythm, and imagery work together to engage the imagination of the audience and persuade them to purchase the product

Table showing the different means of advertising (advantages and disadvantages of advertising)²

Medium	Strengths (Advantages)	Weaknesses (Disadvantages)
Television	Ability to ensure wide coverage.	High cost.
	Intensive use of color and excitement techniques.	Continuous repetition of the message may cause boredom.

¹ Saleh Khalil Abu Asba: *Communication and Media in Contemporary Societies*, 4th ed., Jordan, Majd Lawi Publishing and Distribution House, 2004

² Bashir Abbas Al-Alaq, Ali Muhammad Rababa'a, *Promotion and Commercial Advertising*, Al-Yazouri Scientific House, Amman, 2007, p. 280

Advertising

Pedagogical publication intended for Media and Communication Sciences

	Entertaining due to diverse programming.	Producing television advertisements requires special skills and talents, which may not always be available.
Radio	Relatively low cost.	No visual representation for radio advertisements.
	Costly repetition of the message.	Non-selective, unlike direct mail.
	Wide reach and portability.	Difficulty retrieving the advertisement when necessary.
Magazines	Easy to select specific segments.	Difficulty in showcasing and embodying the product.
	Ability to provide detailed information.	Lack of persuasive and motivational dialogue.
	Easy geographical targeting.	Relative inability to repeat the message.
Newspapers	Geographic selection of the area.	Short lifespan of the advertising message.
	Low costs.	Lack of high production and editing techniques.
	Wide coverage.	Weak motion and absence of sound.
Mail	Selective, making it easy to measure results	Limited reach due to the sent lists.

Advertising

Pedagogical publication intended for Media and Communication Sciences

	Low cost, direct, and personal.	Inaccuracy of lists in many cases.
Direct	detailed	
Internet	High-tech, ideal, and selective.	Currently high cost.
		Limited reach at present.

Lecture 11

Marketing and Commercial Promotion

The marketing concept is one of the most important contemporary concepts due to its significance in the development of organizations and the achievement of their goals.

- **Definition of Marketing**

The marketing concept has undergone several definitions over time due to the evolution of marketing activities. It is important to note that there are differences among economists, organizational scientists, and management experts regarding the concept of marketing, reflecting their varying intellectual orientations and academic specialties. Therefore, we will explore several definitions and attempt to formulate a comprehensive definition.

The term originates from English and consists of two components: "Market," meaning the market, and "ing," which means within or inside. It is also

Advertising

Pedagogical publication intended for Media and Communication Sciences

derived from the Latin word "Mercari," meaning shop, as well as from the Latin term "Mercatus," meaning market.

The American Marketing Association defined it in 1948 as: "Marketing is the practice of business activities that direct the flow of goods and services from the producer to the consumer or user."

Professor (McCarthy) defined marketing as: "The implementation of activities by the organization that directs the flow of goods and services from the producer to the final consumer or industrial buyer to satisfy customer needs and achieve the organization's goals."

Professor (Haword) described it as: "Marketing involves understanding the needs and desires of consumers in light of the organization's capabilities, then defining these needs to develop products that meet them and delivering all this back to the consumer. The role of marketing management is to plan and control the marketing process to achieve a specific goal."

Professor (Rozenberg) defined it as: "Marketing is a process of aligning objectives and capabilities through which a producer can offer a marketing mix that corresponds to the needs of consumers within the confines of society."

The American Marketing Association in 1985 defined marketing as: "The process of planning, executing, creating, pricing, promoting, and distributing ideas, goods, and services necessary for the completion of exchange processes that satisfy individual needs and achieve organizational objectives."

Philip Kotler defined it as: "Marketing is the economic and social activity aimed at satisfying the needs of individuals and groups through exchange processes."

The American Marketing Association provided its latest definition of marketing in 2007, stating: "Marketing is an activity, a set of institutions, and

processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

From these definitions, it is evident that there are common elements that are indispensable in defining marketing, where the fundamental principle of marketing activity is to start from consumer desires to achieve organizational goals.

Thus, marketing can be defined as "a set of activities that enable the marketer to discover and anticipate customer desires and needs, fulfilling them in the form of products, services, or ideas in a way that fosters and enhances customer loyalty and achieves organizational objectives."

- **Evolution of the Marketing Concept**

Although marketing activities have existed since ancient times, they have changed and evolved over the years. This change is attributed to developments in societies, including technological advancements, market openings, increased competition, and the continuous shifts in consumer tastes and desires. Therefore, we will discuss the evolution of marketing thought within organizations, which has gone through four major stages: the production concept, the selling concept, the marketing concept, and the societal marketing concept.

1. Production Concept Stage

Until the 1920s, organizations that experienced the Industrial Revolution operated under the production-oriented mindset, where production issues were the primary concern for management. The focus was on production capabilities to meet market needs. According to this approach, organizations should limit their production and distribution to products that are produced most efficiently. This

philosophical belief was based on the well-known economic principle that "supply creates its own demand."

2. Selling Concept Stage

The selling concept is a commonly used perspective by many organizations regarding their markets. This concept implies that anything can be sold, regardless of whether consumers want it or not. In this case, the emphasis is placed on the promotion function in general and personal selling in particular to sell the company's products. Thus, the measure of success in this context is the increase in sales over time.

3. Marketing Concept Stage

After World War II, in the early 1950s, organizations shifted from the selling concept to the marketing concept. The modern marketing approach emphasizes consumer involvement in decision-making, positioning the consumer as the focal point. Consequently, the marketing concept is based on three fundamental pillars:

- Focusing on consumer needs and desires before and after production.
- Integrating organizational efforts to serve these needs and desires.
- Achieving long-term profitability.

4. Societal Marketing Concept Stage

According to this concept, an additional element is added to the distinguishing features of the marketing concept, which is the consideration of the organization's social responsibility when making decisions in general and marketing decisions in particular. Sometimes, organizations may need to respond to specific needs and desires of particular groups that may conflict with the organization's interests. This has led to an expansion and modification of the marketing concept, resulting in the emergence of the societal marketing concept.

This approach integrates all organizational activities to meet the needs of society as a whole. Such an approach aims to achieve long-term objectives by creating a balance between consumer needs and the needs of society at large.

- **Marketing Mix**

The marketing mix is the fundamental cornerstone, or more accurately, it represents the practical manifestation of the overall marketing strategy drawn up by an organization's senior management.

Regardless of the various definitions provided for the marketing mix and differing viewpoints, the most widely used definition in marketing literature is that presented by Jerome McCarthy, who proposed categorizing the elements of the marketing mix into four categories known as the "4 Ps": Product, Price, Place, and Promotion.

1. Product

The product is a set of benefits that consumers receive to satisfy their needs. It can also be defined as "a collection of characteristics that fulfill needs, which consumers obtain through exchange processes that involve both tangible and intangible benefits." Kotler emphasizes that the product should be viewed as comprising three essential components:

- **Core Product:** The collection of intangible benefits that the consumer believes they are receiving.
- **Actual Product:** The physical attributes and tangible dimensions that facilitate the exchange of the core product.
- **Augmented Product:** This includes the accompanying services associated with the product, as well as psychological aspects that enhance the overall value perceived by the consumer in relation to what they have paid, such as brand reputation, warranty, duration,

product composition, maintenance, etc. The product can be an idea, a tangible good, or a service.

2. Price

Price is considered one of the most crucial strategic decisions impacting a company's success. The importance of pricing decisions extends beyond their influence on the marketing mix as one of its elements; their effects also encompass the overall performance of the company. Price can be defined as the amount that consumers pay to the seller for a good or service, reflecting the monetary value that the seller sets and that the buyer is willing to accept in exchange for the product. It is also considered the art of translating the value of a product at a specific time into a monetary value.

Some of the critical pricing decisions include:

- Determining the base price of the product.
- Setting discounts for distributors.
- Establishing service and warranty prices for the product.

3. Place (Distribution)

Distribution refers to delivering goods from the producer to the consumer in the location they desire, at the time they want, and through the easiest and quickest methods, thereby achieving spatial, temporal, and possession utility. This distribution process is carried out via distribution channels, which comprise organizations or individuals who facilitate the transfer of product ownership during the flow from producers to final consumers.

Key distribution decisions include:

- Determining the distribution policy as either direct or indirect.
- Establishing the degree of distribution used.

- Creating programs that ensure cooperation with intermediaries and foster relationships with them.
- Making transportation and storage decisions.

4. Promotion

Promotion encompasses a range of activities undertaken by marketing to enhance the organization's ability to sell and distribute its products and services, compete with other firms in the market, and secure a larger market share. The primary function of promotional activities is to inform consumers about the product (goods or services) in terms of its features, functions, positioning, availability in the market, and the selling price. However, promotional activities do not stop there; they also aim to persuade consumers to acquire the product and remind them of its existence in the market.

Achieving the organization's objectives depends on a combination of policies known as the marketing mix, which includes the product, its price, distribution, and promotion. However, it is important to note that establishing a new policy for the marketing mix can only be achieved through careful selection of the target markets and appropriate strategies tailored to those markets.

- **Trade Promotion**

1. Concept of Promotion and Its Objectives

Promotion is one of the elements of the marketing mix, which is divided into several sections, including planning, direct sales, marketing, advertising, and public relations. The term "promotion" refers specifically to the promotional plan or strategy.

The promotional plan is designed to market a product effectively by increasing the company's sales and creating competitive opportunities within the market. It also aims to raise consumer awareness about the necessity of purchasing the product. The plan includes defining the budget allocated for advertising, the

branding used, and the quality of the product. Additionally, it assesses the company's market position—whether it is a new company or an established and trusted source among customers, which can significantly ease the marketing process. In contrast, a new company may require a greater emphasis on advertising and promotion.

2. Objectives of Promotion

There are several objectives that the promotional mix relies on, which include the following:

- **Providing Comprehensive Information:** It is essential to inform customers about all the details related to the product, including its price, significance, usage, benefits, and the key features that distinguish it from other products. Companies often focus on increasing the visibility of their goods and products, which may involve utilizing a retail system, as seen with major retailers and corporations.
- **Attracting a Large Number of Customers:** Promotion relies on both direct and indirect selling methods to draw in a significant number of customers. Companies target customers and motivate them to make purchases through various strategies.
- **Increasing Demand for Company Sales:** Increasing sales often involves implementing pricing strategies, such as offering significant discounts to boost sales and incentivize customers to buy more. This can be achieved through promotions like "buy one, get one free" or "purchase two and receive the third at no cost," which encourages many customers to take advantage of the offers. Additionally, two individuals might share the benefits of the promotion, such as splitting shipping costs.

There are also some general objectives that you should be aware of, which include the following:

- **Informing the Customer:** Keeping the customer informed about all the information related to the product and the type of service provided to them.
- **Quality Awareness:** Informing the consumer about the quality of available services and goods, as well as their locations in the market.
- **Effective Promotion:** Promoting the product effectively and efficiently, making it appealing to everyone and prompting quick purchases.
- **Main Goal of Promotion:** The primary objective of promotion is to communicate with consumers, encouraging them to purchase the product.
- **Brand Awareness:** Focusing on the brand of the product is essential.
- **Importance of Quality:** Emphasizing the quality of the product and brand is crucial, as it determines whether the product is good or not. Consumers tend to avoid products that lack known origins and are of poor quality.
- **Attracting Customers:** Attracting customers and motivating them to buy the product.
- **Incentives for Purchase:** Encouraging customers to buy the product through price reductions and promotional offers, such as "buy one, get one free" or "buy one at half price," which attract many customers.

Stages and Steps of Promotion

Promotion relies on several stages and steps, which consist of four main phases, as follows:

1. **Product or Item:** Promotion depends on understanding the type of product and providing a detailed explanation of it to effectively promote it. Is this product a food item, clothing, cosmetics, or something else?
2. **Product Pricing:** This involves determining the actual value of the product and how to market it. If discounts are offered, will they affect the sales and profits of the product?

3. **Sales Location:** Where the product will be sold—will it be sold online via the internet or through a specific store?
4. **Promotion and Marketing of the Product:** This involves how to promote and market the product, whether through online methods or other approaches.
5. **Brand or Trademark:** People tend to prefer purchasing branded products due to their quality. Therefore, you can consider lowering prices, and you will likely see significant profits.

Lecture 12

Advertising Agencies and Their Development

- **Advertising Agency**

An advertising agency is a specialized establishment that serves the advertising activities of advertisers. It takes on the responsibility of planning and executing advertising campaigns or purchasing advertising space from publishing houses, relying on various advertising media.

1. Functions of Advertising Agencies

Advertising agencies perform a range of functions that vary from one agency to another based on the agency's size, the number of clients, its financial

and human resources, and its relationships with specialized advertising media. However, most advertising agencies typically carry out the following functions:¹

1. **Research:** The importance of research within the functions of advertising agencies has increased, especially in the past decade. Both the agency and the client continually need facts and data. Many agencies conduct both desk and field research to gather relevant information.
2. **Sales Promotion:** Advertising agencies often work with advertisers and agents in planning the sales of retail traders. Various promotional tools and equipment are available to enhance the effectiveness of advertising campaigns. Advertising is an integral part of the promotional mix; therefore, advertising agencies always aim to serve their clients through optimal investment in the elements of the promotional mix. Some advertising agencies even include a specific department for sales promotion in their organizational structure.
3. **Preparing Advertising Messages:** The advertising message department is usually the largest and most active section in most advertising agencies. This department is responsible for planning, writing, and editing advertising messages, and it coordinates with the production and art departments regarding the advertising message.
4. **Preparing and Designing Advertising Artwork:** The art department adds artistic and aesthetic touches to the advertising message by incorporating images, illustrations, or backgrounds to attract attention and engage viewers when displayed in various advertising media.
5. **Producing Advertisements:** This is usually handled by specialized entities that have ties to a group of printers, artists, and directors skilled in advertising production.

¹ Bashir Abbas Al-Alaq, Ali Muhammad Rababa'a, previously mentioned reference, p. 202

6. Marketing: The advertising agency should market itself as a business entity seeking profit. It is always looking for new clients while also focusing on retaining its current clients.

2. Types of Advertising Agencies

Although most advertising agencies are generally small in size, they capture a significant share of revenue and profits. Below, we highlight the main types of advertising agencies:¹

1. **Large Advertising Agencies:** This type of agency employs no fewer than 150 specialists in marketing, advertising, and creative and production aspects. Large advertising agencies are characterized by the following features:
 - They enjoy a high degree of independence from advertisers.
 - They are typically large in scale.
 - They offer comprehensive services.
 - They employ top talents.
 - They deal with major institutions.
2. **Specialized Advertising Agencies:** These agencies can be divided into two main categories:
 - **Support and Specialized Service Agencies:** These agencies contribute to the advertising industry partially. For example, there are agencies that provide technical supplies for advertising, while others focus solely on conducting advertising research. Some agencies do not create advertisements but rather take on the tasks of broadcasting, publishing, and promoting advertisements across various media.

¹ Bashir Abbas Al-Alaq, Ali Muhammad Rababa'a, the same previous reference, pp. 205-207

- **Agencies Creating Specialized Advertisements:** These agencies specialize in serving clients within a specific industry. For instance, some agencies work exclusively with the automotive industry, providing comprehensive services tailored to that sector.
3. **Medium-sized and Small Advertising Agencies:** This type of agency may be specialized or offer comprehensive services but operates on a smaller scale compared to large agencies.

Lecture 13

Basic Steps in Advertising Campaigns

There are essential steps that should be followed to ensure the effectiveness of an advertising campaign. These steps are as follows:¹

1. **Evaluate the Advertising Opportunity:** Before starting the planning process for the advertising campaign, the advertiser must determine

¹ Samir Al-Abdali, Qahtan Al-Abdali, Promotion and Advertising, Zahran Publishing and Distribution House, Amman, 2010, pp. 93-95.

whether advertising will play a role in a specific marketing situation. There are five conditions that govern the advertising opportunity, which are:

- **Existence of Promising Initial Demand:** There should be a promising demand for the product.
- **Good Potential for Differentiation:** The product should be distinguishable from others by various features, providing the advertiser with an opportunity to influence consumers.
- **Presence of Hidden Advantages:** If consumers are aware of the features and benefits of the product, advertising may not yield good results. There must be key hidden advantages.
- **Strong Emotional Purchase Motivations:** The advertisement should resonate with and address strong emotional purchase motivations in consumers.
- **Availability of Necessary Funds:** If the organization cannot bear the costs of advertising, the likelihood of success will be low.

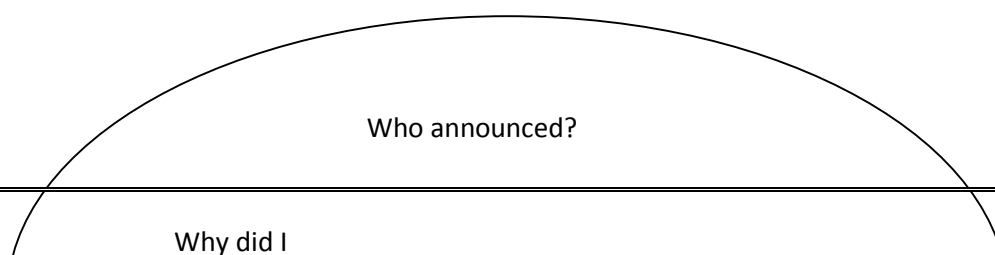
Market Analysis:

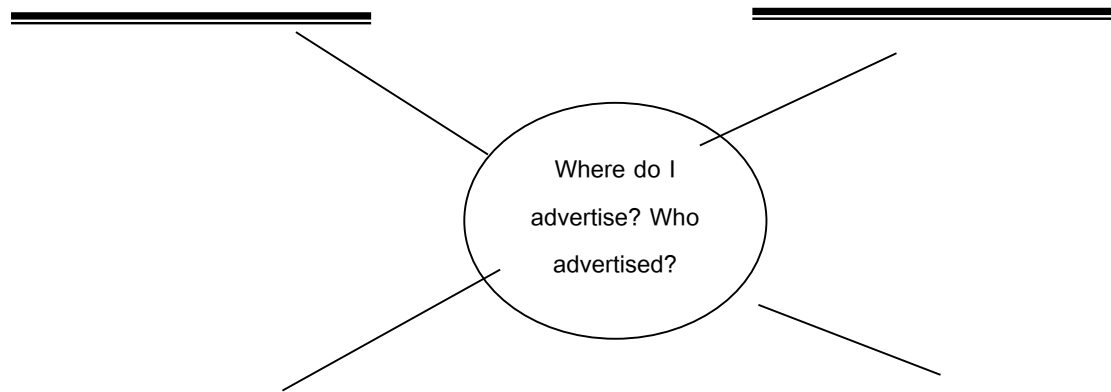
This step helps answer two main questions:

- A. Where are we now?
- B. Why are we here?

Defining the target market for the product is a crucial decision in this step. Once the consumers in that market are identified, the process of planning the advertising campaign begins, aiming to reach and influence them to achieve the desired goals. Creative advertising is always questioning, and we will illustrate these inquiries in the creative advertising mental circle as follows:

Figure 01: The Creative Advertising Mental Circle.





1. Setting Advertising Objectives: This step is one of the first in developing the advertising program. Advertising objectives should follow previous decisions regarding the target market, the competitive position of the organization in the market, and the marketing mix. It is not enough for the advertiser to set general goals for the advertising campaign; they must be clear, precise, and direct at every stage of the campaign. This means establishing sub-goals related to each part of the campaign, as well as setting medium-term, short-term, and long-term objectives, while being careful not to confuse these goals.

2. Establishing an Advertising Budget: The next stage involves determining the necessary advertising allocations to achieve these goals. This means creating a detailed and objective budget that is sufficient to carry out the activities included in the advertising campaign program. The advertising budget should be viewed as a plan to finance future advertising operations and must be reviewed periodically in light of changes in the marketing environment.¹

¹ Samir Al-Abdeli, Qahtaan Al-Abdeli, Promotion and Advertising, p. 140

3. **Developing Advertising Strategy:** After setting and agreeing on the objectives, the next step is to develop appropriate strategies to achieve these goals.

Strategic issues arise in two main areas of advertising:

- Choosing advertising media
- Crafting advertising messages (ads).

4. **Coordinating with Other Promotion and Marketing Systems:** For advertising to achieve its outlined goals and be effective, it needs support from distribution channels. The responsibility for this collaboration falls on the advertiser. To ensure the success of the advertising program, activities such as production, delivery, and monitoring should form an integral part of the advertising plan. The success of advertising depends on its interaction with the distribution and marketing systems within the organization. Therefore, the advertising campaign must be coordinated with marketing changes, meaning the marketing mix.

5. **Evaluating Advertising Campaign Results:** The evaluation process for advertising results consists of two main stages. The first stage occurs before implementing the advertising campaign on a large scale and is referred to as the pre-evaluation or pre-selection phase. In this stage, elements of the advertising campaign are tested in a limited market to adjust these elements based on the results. The second phase occurs after the advertising campaign has been implemented widely and is called the post-evaluation or post-selection phase. This aims to identify errors and shortcomings that accompanied the advertising campaign so they can be eliminated in the future.

Lecture 14

Designing an Advertising Campaign

The process of designing advertising goes through several important stages:¹

¹ Bashir Abbas Al-Alaq, Ali Muhammad Rababaa, previously mentioned reference, pp. 319-327.

1. **Defining the Idea:** In this step, the core idea around which the advertising message will be designed and directed to the audience is identified. This is based on the information and data provided by the marketing research department, taking into account the type and characteristics of the advertising medium used. Based on this information, the advertising designer can formulate an initial idea aimed at capturing the audience's attention, stimulating their buying motives, and encouraging them to respond to the open advertising message. The initial idea may be sketched or written, outlining the content and purpose of the advertisement.
2. **Structuring the Advertisement:** This step clarifies how to distribute the different elements that make up the advertisement across the allocated advertising space or time. It serves the same purpose as models, allowing the designer to reach a better depiction of the advertisement by selecting various layouts for the advertising elements until arriving at the best distribution that ensures optimal advertising effectiveness.
3. **Identifying the Elements of the Advertisement:** An advertisement consists of a set of elements, each with a specific function that works in harmony and integration with the others. These elements include:
 - **Headline Definition:** The headline is a crucial element of the advertisement. The success or failure of the advertisement depends on the clarity and effectiveness of the headline, as it attracts the reader, listener, or viewer to the advertisement and helps focus attention on the key ideas presented. Therefore, it is essential to define the main headline for the advertisement. There are various types of headlines that can be used, differing based on the objectives or results intended to be achieved.
 - **Use of Images and Illustrations in Advertising:** Images and illustrations can be decisive for the success of some advertisements.

Designers use these visuals to depict certain situations and describe others. They serve as decorative elements, adding transparency and impressionability, fulfilling several objectives through the functions they provide in advertising.

C. Use of Colors in Advertising: Colors possess the property of attracting attention, making them key factors in advertising success. The color palette includes primary and secondary colors, and the choice of colors depends on several factors, including the nature of the product, the target audience, the nature of the advertising medium, and the advertising message. Generally, using colors in advertising achieves various marketing and advertising goals.

D. Advertising Message: The purpose of the advertising message is to maintain the consumer's interest that was piqued by the headline and make them more eager to learn the details of the advertisement. The message typically consists of a brief introduction, followed by the main content, which includes sufficient detailed information aimed at persuading and influencing the psychological and intellectual aspects of the reader, listener, or viewer.

E. Price: Including the product price in the advertisement can be necessary in some cases and unnecessary in others, depending on the type of advertisement. Price is one of the most critical considerations when choosing between available alternatives in the purchasing decision.

F. Brand Name or Trademark: It is essential for the advertisement to include the product's brand name, which should be simple, easy to understand, and memorable. The brand name should also closely align with the product's specifications. The brand name aids in recognizing the

At the end of the 19th century, advertising affected various economic activities, including the pharmaceutical industries. The technique of personalized packaging (l'EMBALLAGE PERSONNALISE) emerged, and after World War I, advertising advanced due to scientific and technological discoveries, such as electricity, which allowed for a new form of advertising through audio mail. This prosperity continued until the onset of the economic crisis, with the period from 1914 to 1929 often referred to as the golden age of newspaper advertising in the United States, due to the massive increase in ad revenues and the significant profits generated.

During this phase, radio emerged as a successful new advertising medium, thanks to the ease of designing advertising messages and its reliance on the vitality of sound. This was further enhanced by the introduction of television into the advertising landscape. On October 1, 1968, just seconds before the 8 o'clock news, the French public was surprised to see the first television advertisement on French Channel One, which lasted 15 seconds and introduced the audience to an advertising format they had never encountered before.

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