

## Symbolic Interaction Theory in Designing Social Media Advertisements

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### **Abstract:**

Advertising is a form of communication between the advertiser and the recipient, through which the designer through its elements attracts and stimulates his reactions, by transferring meaningful advertising information and communicating with him through those meanings and symbols to instill them in their minds to achieve the promotional and purchasing purpose or direct him to positive behavior in the end. Symbolic interactionism is one of the basic social science theories, which is based on the use and orientation of symbols, and in its basis expresses meanings. Where the theory studies the meanings arising from the mutual interaction of individuals in the social environment with other individuals, and what symbols and meanings emerge from the interaction between people? Applying this theory in advertising, what are the meanings for these people and what they represent to them by linking them to cultural and societal aspects? With the development of the communication process also with the development of civilization and technology, forms of communication have developed and digital communication has become one of the most influential means for recipients, especially after the Corona pandemic, as social media platforms have facilitated the communication process, especially after the availability of various means of use used by users, and advertising on those platforms has become one of the most important advertising methods for any advertising campaign and increases the effectiveness of the marketing process. Social media platforms have begun to search for human behavior and psychology to build methods of communication with recipients, based on understanding their needs and how to reach their minds through advertising consciously and unconsciously to achieve the advertising goal. This research is concerned with clarifying the importance of using symbolic interactive theory in social media advertising, and its effective impact on the reactions and behavior of recipients and on increasing the effectiveness of the marketing process as a whole. This study falls under the descriptive approach through the description and analysis of some models of social media advertising, and through these analytical models it is clarified the importance of using symbolic interactive theory in the design of social media ads and the extent of its impact on the decisions of the recipients and in the marketing process.

**Research problem:** The research problem boils down to answering the following questions: - What is the importance of symbolic interaction theory in social media advertisements? - Is there a relationship between the use of symbolic interaction theory in social media advertisements on the recipients' actions and behavior? - Is there a relationship between the symbolic interaction theory in social media advertisements and increasing the effectiveness of the marketing process?

**Research objective:** The research aims to clarify the importance of using symbolic interaction theory in designing social media advertisements, and its impact on the recipient's behavior and on the marketing process.

**Research Significance:** The Significance of the research lies in shedding light on the importance of using symbolic interaction theory in social media advertisements and its role in conveying the advertising message in a more influential and effective way on the recipients and their behavior, thus influencing the marketing process.

**Research Methodology:** Descriptive method and analytical study.

**Results:** 1- Semantic symbolic language is produced when individuals exchange verbal and non-verbal symbols to convey their ideas through social media, and these symbols have a meaning that is generally understood and agreed upon by the recipients. 2- Symbols are considered a visual communication tool in social media advertisements that represent an element or idea, relying on the meanings stored in the minds of the recipients to link the product or service offered in the advertisement to the message and meaning. 3- Visual design factors in social media advertisements, such as images, symbols, color, writings, designs, and effects, affect how the advertising message is conveyed and interpreted by recipients, and thus the effectiveness of the advertisements, whether negatively or positively. 4- Advertising content on social media affects the attention of recipients and

thus their behavior. 5- The interactive symbolic theory in designing social media advertisements must be characterized by several characteristics such as (understanding - suitability - innovation - culture - communication). This is to deliver the advertising message in an effective and influential way, create and form an impact on the attitudes and behavior of the recipients, and increase the effectiveness of the marketing process.

### **Keywords :**

Sociology, symbolic interaction theory, social media

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