

Parapsychology and Visual Thinking Skills in Advertising

Eman Mohamed Ali Faramawy

Lecturer at Graphic Department, The high Institute of Applied arts, 6th October City
efaramawy82@gmail.com

Abstract:

When we try to talk about the historical beginnings of parapsychology, we must differentiate between parapsychological phenomena as phenomena that have existed since ancient times, with the beginnings of ancient man, and between parapsychology as a science that researches on specific, known, and well-known foundations. That is, we must differentiate between the natural phenomenon and the science that studies it, since parapsychology as a science It is considered one of the most modern contemporary sciences, while its phenomena are among the oldest. Ancient man used parapsychological abilities in his dealings with nature and with humans. Man had the ability to sense danger telepathically and before he identified the source of the danger. He used telepathy as a means of informing others of what he wanted and what he was suffering from. This was the beginning of the development of the various sciences associated with the human psyche. which were able to developing visual thinking skills and working methods and inventing new ways to interpret strange and supernatural phenomena, and devising a work methodology and implementation mechanisms by developing innovative methods and approaches that help people explain the psychological development of the recipient of the advertisement. People are still working hard to uncover the facts of these phenomena, devise their laws, and integrate them with data from other sciences in an attempt to understand and develop visual thinking skills through parapsychology. There is no doubt that the beginnings of parapsychology were based on the use of primitive methods such as recording dreams and ideas related to the intuition of symbols. But the criticism and presentation of allegations made parapsychologists look for new evidence, and the impact of the influx of engineers and physicists who used scientific methods made parapsychological research take a purely scientific path. The scientific assumptions that link the work of the human mind and the electronic mind have led to the use of the latest technological means in this research. Parapsychologists say that these phenomena appear when the human psyche is in special circumstances through the vocabulary of differences that appear in the confused and tense psychological events as a result of an event. There is no doubt that the interest in parapsychological research today has taken a prominent place in the overall scientific interest. It has become clear to scientists that parapsychological research can provide many results of psychoanalysis and that the link between this has become an indispensable necessity. Parapsychology today is called (the science of science) or the science of The future, after it has become clear that it is extremely important in many fields, rather than being merely an experimental study of some unfamiliar phenomena. Thus, today, parapsychology requires sufficient knowledge of the laws of physics, sports, psychology, metapsychology, physiology, etc., where parapsychology, like any other science, can take a useful and useful, even essential, place instead of just being fun.

The qualities of strangeness, mystery, unexplained, and not subject to the classical data of scientific knowledge and its principles are the best use that brings together the perceptions and cognitive contents of this science. It is a science that studies phenomena that are strange, unusual, and sometimes unreasonable, and tries to find a scientific and intellectual explanation for them through prediction and visual connotations of the ambiguity of many of these events and actions.

Hence, the research problem can be summarized in an attempt to answer the following question:

How can parapsychology and thinking skills be employed in advertising through the qualities of

strangeness and ambiguity, increased attention, interaction and challenge to try to understand the visual connotations as opposed to the idea of departing from the ordinary?

The research aims to invent new ways to explain strange and supernatural phenomena when dealing with design ideas, and to devise a work methodology and implementation mechanisms by developing innovative methods and methodology that help people explain the psychological development of the recipient of the advertisement, in an attempt to understand and develop visual thinking skills through parapsychology.

The research follows the inductive approach to collect information and data about practices, parapsychology, and the qualities of strangeness and ambiguity (visually unfamiliar elements) that bring together the cognitive perceptions of this science and employ them in the field of advertising. Then the research follows the applied approach of models designed.

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There is no doubt that the interest in parapsychological research today has taken a prominent place in the overall scientific interest. It has become clear to scientists that parapsychological research can provide many results of psychoanalysis and that the link between this has become an indispensable necessity. Parapsychology today is called (the science of science) or the science of The future, after it has become clear that it is extremely important in many fields, rather than being merely an experimental study of some unfamiliar phenomena. Thus, today, parapsychology requires sufficient knowledge of the laws of physics, sports, psychology, metapsychology, physiology, etc., where parapsychology, like any other science, can take a useful and useful, even essential, place instead of just being fun.

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