

## Rationality of the Recipient's Behavior between the confusion of Interest and Benefit in Advertising Ethics

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### Abstract:

The destructive effect of advertising on the cultural, social level is that the recipient is provoked and motivated to buy products and pressures him or adopts ideas that he does not need through advertising or that are not compatible with the nature of the culture of the society to which he belongs or the beliefs that he adopts, as these variables represent a complex mixture in aspects. (Social - Religious - Cultural - Psychological - Economic) It is difficult to separate its elements, and not to avoid everything that causes a value or standard imbalance for the consumer, Ethics refers to the systems and approaches of socially and professionally defined values, principles and standards through which their impact on the rationality of the recipient's behavior can be judged.

Today, advertising is not limited to displaying and promoting the product only, but rather includes a stronger foundation in promoting ideas, services, and verbal or non-verbal meanings, such as symbols and indirect suggestions that affect the psychological motives of the recipient, thus deepening and consolidating the negative culture, trends, and values in society. Its use is also Connotations directly or indirectly It determines the behaviors and actions of individuals, and this calls into question the ethics of advertising, and how to influence the cultural heritage with the aim of modernization and change to keep pace with development. It transmits new values by introducing strange elements and explicit and implicit symbols into the cultural and societal system, and it will influence the recipient in a way Subliminal.

Therefore, each society has its own culture that is distinct from other societies, and ethical standards that regulate and control it. Therefore, advertisers must know these mechanisms and standards and adhere to them, and take them into account during the design process, in order to achieve a balance between the advertiser's goals and the interest of society.

Advertising takes a positive direction, which is the direction that adheres to ethical controls, and seeks to ensure the survival, continuity, and profit of the organization through designing advertisements that display its service or products in a way that respects the cultural values of society, and adheres to the legal articles that stipulate ethical practices for advertising.

Hence, the research problem can be summarized in an attempt to answer the following question: How can we take into account the variables that govern advertising ethics as a process responsible for presenting advertising within a framework characterized by standards and controls, and trying not to be exposed to the false advertising effects of awareness that make the recipient's behavior between confusion and conflict in decision-making?

The research aims to design the advertisement within a framework characterized by innovation and creativity, taking into account standards and controls, and not psychologically arousing the recipient of the advertisement and deceiving him in the context of technical development, which will have a profound impact on the recipient's thought, and his non-resistance to the advertising flow of many ideas that destroy traditions, customs and societal ethics with the aim of benefiting ( Profit) for the advertising agency.

### Paper History:

Paper received September 5, 2024, Accepted November 16, 2024, Published on line March 1, 2025

### Keywords:

Rationality of behavior. Interest and benefit. Advertising ethics.

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**CITATION**

Eman Faramawy (2025), Rationality of the Recipient's Behavior between the confusion of Interest and Benefit in Advertising Ethics, International Design Journal, Vol. 15 No. 2, (March 2025) pp 33-41

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