

Sociology of the event between the image and the word in advertising design and its role in enhancing the brand

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Abstract:

Advertising is a form of communication between the advertiser and the recipient, through which the designer attracts and stimulates the recipient's reactions by conveying meaningful advertising information to them. Communication with the recipient occurs through these meanings and symbols, embedding them in their mind to achieve the promotional and purchasing purpose or to guide them towards a positive behavior in the end. The relationship between sociology and advertising is interlinked, showing how social and cultural contexts influence the design of advertisements and vice versa. Advertising is an effective means of conveying messages, as it shapes perceptions of the brand in the recipient's mind, making an understanding of sociology vital in the field of advertising. Event sociology is one of the visual formulation methods based on interaction and the relationship between advertising and society. Currently, advertising relies on modern design methods that go beyond traditional visual formulations, linking to the sociological dimension of current events in crafting its persuasive messages within the advertising community. This research aims to clarify the importance of sociology and the basic elements of advertising (visual and verbal synonyms), and the significance of using the event sociology approach in advertising design, which helps deliver the advertising message to the recipient in an attention-grabbing manner, whether through its elements of words only, images only, or their integration in the design, thus impacting the marketing process and enhancing the brand for them.

Research Problem: The research problem is summarized in answering the following questions: What is the relationship between event sociology and the basic elements of advertising (visual and verbal synonyms)? How can visual synonyms be employed in advertising design to enhance the brand for the recipient? How can the brand be enhanced using event sociology?

Research Objective: The research aims to clarify the relationship between event sociology and the design of visual synonyms in advertising, to elucidate the methods of formulating these diverse synonyms in advertising, and how to employ these synonyms based on the event sociology approach to enhance the brand for the recipients.

Research Hypothesis: The research assumes a correlational relationship between sociology and the design of visual synonyms in advertising, and that using the event sociology approach in the visual formulation of advertising helps deliver the advertising message to the recipient in an attention-grabbing manner, thereby increasing their impact and response speed, thus enhancing the brand for them.

Research Methodology: The research follows a descriptive methodology by collecting information related to the research topic, followed by conducting an analytical study through analyzing some advertising models.

Research Results: There is a correlational relationship between sociology and the design of visual synonyms in advertising, whether verbal or non-verbal or both together. The methods of visual formulation in advertising vary between (words – images or both together), and the event sociology approach is one of those methods that help deliver the advertising message to the recipient in an attention-grabbing manner due to its reliance on cultural, social, or political events considered trends by the advertising community. Employing visual synonyms based on event sociology in advertising design increases the impact on the recipient and the speed of their response to the advertisement, thus enhancing the advertised brand for them.

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