

Trends in Play Theories in advertising as a Source of Inspiration for Publications and their Supplements

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Abstract:

An advertising message represents visual content crafted in an original and persuasive manner that reaches the target audience through various advertising media, aiming to achieve marketing or social objectives. Contemporary societies face increasing challenges due to family disintegration, which highlights the most prominent social capacities that negatively impact psychological disorders among family members. On the other hand, the phenomenon of play has occupied an important place in the thinking of a number of scholars and researchers throughout the ages. We find that the theories of play philosophy have been applied to various groups of scholars and researchers, highlighting the importance of play and its methods used in design and implementation through physical pleasure, humor, and fun, and its role in enhancing the effectiveness of advertising messages. From this perspective, this research aims to provide a new vision inspired by game theory trends as a creative source for promoting and enhancing advertising messages and employing them on printed clothing and accessories, including those that contribute to providing interactive ideas for the purpose of disseminating messages that do not encourage family cohesion. This study explores how the interactive and symbolic elements found in text messages can be translated from gaming environments into visual products that contribute to raising awareness of the problem of family disintegration and promoting the rebuilding of family ties through interaction. The importance of the research lies in the agreement between the integration of gaming theories and their use to combat the influence of advertising messages by directing design thinking in advertising to the importance of play, personal enjoyment, and humor in the design of advertising messages. This study explores how the interactive and elemental elements in laser advertisements can be translated from gaming environments into visual products that contribute to raising awareness of the problem of manipulation of family relationships and promote the rebuilding of family ties through divorce. This is achieved through the use of research that cannot be conducted within the cognitive heritage of gaming theories with a precise methodology and appropriate means. The research follows an analytical and experimental approach, which provides the opportunity to reach confirmed scientific results, the most important of which is directing design thinking in advertising to the importance of play, mental enjoyment, and humor. This allows for the achievement of confirmed scientific results, providing an innovative approach to confronting the phenomenon of disintegration through its use through unconventional advertising media such as clothing. Print and nutritional supplements.

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