

The Integrated Relation between Advertising Content and Dramatic Performance Embodying the “Refugee Crisis”

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Abstract:

“The greatest nations are defined by how they treat their weakest inhabitants.”⁽¹⁾ ~Jorge Ramos.* quoted Brand experience is conceptualized as sensual awareness, insights and behavioral responses.⁽²⁾ Thinking clearly and rationally about the meanings of what we are seeing, hearing, sensing, observing, encountering, and how we express our ideas and inner self.⁽³⁾ As the Nature of human experience is constantly interpretive: whatever perception we have of the world is framed by our efforts to define, figure out and chronicle this experience; allowing us to experience a feeling of integration into a cohesive whole.⁽⁴⁾ Performance art is a practice born out of the necessity to find alternative means of releasing the human person from the chains attached by the idols of the state, religion, culture, tradition, consumerism, and capital in order to create a more truthful, true, liberal, and authentic community among people.⁽⁵⁾ A performance artist should constantly consider the connections between the demands of intellectual creativity and those of political norms and ethical principles while addressing political and social concerns, such as the Refugee Crisis.⁽⁶⁾ Something that people do consciously to produce experiences that alter their own and other people's perceptions. The sense of presence and participation that an artistic practice fosters in both the artist and the audience makes it immensely fulfilling - engaging, engrossing.⁽⁷⁾

Keywords:

Advertising, Visual content, Brand experience, Dramatic Performances, Human Identity, Refugee Crisis

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