

## The Effectiveness of the Implicit Subliminal Messages in Awareness Advertising

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### **Abstract:**

Advertising has become a well-established phenomenon in the social trajectory by its widespread throughout societies all over the world. It is "part of a new global culture that ignores borders. The advertising is "the art of the modern world in all media, both electronic and print." The symbolic semantics in the formulation of subliminal messages contributes to raising the awareness of the recipient towards issues of social dimension, as the encoding of the subconscious messages in awareness advertisements and their decoding by the recipient represents the semantic meaning of the subconscious message that the advertising creates using a visual structure of symbols that affects the subconscious perception of the recipient, as His subconscious is stimulated through the symbolic connotations of subconscious messages that contribute to the formation of a positive behavior in the recipient and can change his attitudes The research follows the descriptive approach, with the analysis of some models for advertising campaigns to raise awareness of a number of societal issues in a number of foreign countries, then conduct a number of Applied experiences commensurate with the culture of the recipient in Egypt. **Statement of the problem:** The research problem can be formulated in the following questions: How can the use of subliminal messages be used in designing awareness advertising? How can subliminal messages change the recipient's attitudes and behavior and influence him? How can symbolic connotations contribute to shaping the subconscious messages in awareness advertising?" **Significance:** The importance of the research lies in The importance of subliminal messages in awareness advertising and their impact on shaping the behavior of the recipient and The coding of subliminal messages in awareness advertising contributes to creating positive impressions of the recipient towards "community issues". **Objectives:** The research aims to Shed light on the importance of employing subliminal messages in awareness advertising. The subconscious influence of the implicit symbolic connotations of unconscious messages in shaping the behaviour of the recipient. **Methodology:** The research follows the descriptive approach through the theoretical framework, with the analysis of several advertising models, in which the effectiveness of employing subliminal messages in awareness advertising, and then conducting several applied experiments. **Results:** The use of subconscious messages in awareness advertising has an impact on shaping the behavior of the recipient, and the subconscious response to the advertising message. Awareness of the role of subliminal messages and their ability to influence the unconscious awareness of the recipient works to draw his attention to the semantics included in the awareness advertising. The use of symbolic signs in formulating subliminal messages in awareness advertising makes it have a greater impact on the recipient

### **Keywords :**

**Subliminal Messages- subliminal stimulation -Awareness Advertising, Subliminal Advertising**

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