The Effectiveness of Evocative Words for Self-Expression in Advertising Message and Its Role in Supporting Societal Behavior

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Abstract:
A human is a biological being with his own mood and societal relationships at the individual and societal levels as he is always searching to express himself and his role in life and permanent development for the future through the material and moral elements of the institution which are affected by internal or external influences and affect the internal motivation that pushes societal behavior in a certain direction and with the launch of the self-awareness of citizenship in self-expression which contributes to the recipient’s participation and achieving the goal of the advertising message which is closely linked to the role of evocative words in achieving the principles of citizenship as they are attractive directions for the advertising message in the individual’s right to freely express his opinions and beliefs associated with the advertised product by linking the advertising message with the behaviors attitudes and emotions of the recipient which contributes to developing the human future in society and promoting positive societal behavior and achieving persuasion. The research problem can be summarized: How effective of evocative words in promoting the principles of citizenship by linking the advertising message with positive societal behavior? The importance of the research is due to: Studying the methods of supporting evocative words as one of the methods of creating conscious self-awareness of citizenship in achieving the goal of the advertising message of self-expression which pushes the recipient’s attitudes in a positive direction that contributes to supporting societal behavior. The research aims to: Identify the effectiveness of evocative words in supporting the advertising message that contributes to a positive impact on societal behavior and achieving persuasion. The research assumes that: Studying the effectiveness of evocative words as one of the methods for creating conscious self-awareness of citizenship in achieving the goal of the advertising message of self-expression will have an effective role in pushing the recipient’s attitudes in a positive direction that contributes to supporting societal behavior. The research follows the descriptive analytical approach in the theoretical framework supported by the survey method to measure the effectiveness of evocative words as one of the methods for creating conscious self-awareness of citizenship which aims to achieve the highest levels of human needs is self-expression through linking the advertising message to the evocative words that the recipient thinks of as a basic to the principles of citizenship that contribute to achieving the goal of the advertising message in pushing societal behavior in a positive direction by conducting (an electronic questionnaire) and identifying a random sample of males and females from the middle and upper classes in Egyptian society and determining the reason for choosing the research sample considering that this category is one of the social groups that always searching for self-expression and its role in community life and constant development for the future. The Research Objective limits: formulating evocative words in self-expression to achieve the goal of the advertising message. Time limits: Advertising models from 2011 to 2023. The main results are that: Evocative words contribute to achieving the principles of citizenship through the individual’s right to express himself, his role in life, and permanent development for the future linked to the advertised product. Evocative words control the advertising message through word and feeling and achieving community communication, and setting up a joint community responsibility that contributes to self-realization. The process of influencing evocative words in the psychology of the recipient and the internal motivation that pushes societal behavior in directions commensurate with societal changes through positive reinforcement of the principles of citizenship that contribute to changing the recipient’s perception of the advertising message. The use of evocative words in formulating the advertising message to express methods of human communication contributes to positively influencing societal behavior depending on the nature of societal changes and influencing the recipient's state of mind to achieve persuasion.

Keywords:
Evocative Words - Citizenship - Self-expression - Societal behavior

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