Analysis of the Causes of the Formation of Anti-Advertising in the Visual Media (Case study: Cultural Propaganda)

Abstract

Today, visual media plays an important role in depicting the cultural atmosphere of societies. In the ups and downs of the birth of cultures, anti-cultural propaganda is formed. The question that can be raised here is what factors and components play a role in transforming the discourse of a cultural propaganda into an anti-propaganda? In addition, through what mechanism does this change take place? Also, what, in principle, are the distinguishing components in the nature of an anti-propaganda? In order to achieve the desired goal, this study examines the role of visual, written elements and common or different components in designing an advertisement such as story, image, text and also the role of other elements such as slogan or text, time, place, space and other elements. Hence, this paper by studying the mentioned fundamentals seeks to analyze the form and structure of such phenomenon. The present study follows a library method and social research as well as the historiographical approach with descriptive and analytical methods. The results of this study indicate that the effective criteria for creating errors in understanding the advertising message lead to linguistic, functional and mental fallacies in cultural advertising. Whereas it is assumed that the transmission of concepts in a promotional work in the visual media is left to the components of text and image; moreover, the studies of this study also show that if the amount in the selection of these elements is inattentive to the culture and attitude of the society and does not pay attention to other factors such as the time of screening and the type of media selected, the advertising effect will not be acknowledged by the audience and will grow into an anti-advertiser.

Research aims:

1. Examining the structure of cultural propaganda and how anti-propaganda is formed based on the specific and structured discourse of an institution or organization.

٢. Investigating the effective factors and components in turning the discourse of a cultural propaganda into an anti-propaganda.

Research questions:

١. What reasons, factors and components play a role in turning the discourse of a cultural propaganda into an anti-propaganda?

٢. What mechanisms are used to convert culture to counter-culture?

Keywords: anti-advertising, cultural advertising, visual media.

Introduction

In the field of culture and art, various definitions have been proposed, most of which refer to the independence and self-sufficiency of art. In other words, when the question "What is art?" is proposed, most of the answers point to transcendent and human values. What Tolstoy considers to be the "standard of goodness of art on the basis of morality" has formed an aspect for art in this field, which Tolstoy believes as a means of transmitting good thoughts. Nonetheless in the meantime, deviations have inevitably occurred and have been imposed on the audience by abusing art, politics, aesthetics and other things. Sometimes the rejection of the audience leads to the dismissal of the message. Every individual or group have always sought to be superior to others; via the use of force, trickery and bribery, or through politics. But then again today, due to the diversity and breadth of mass media, being superior to competitors is not an easy task and requires a proper strategy, tools and strategy. Therefore, propaganda has come to fore and has paved the way for the dissemination of thoughts and ideas. Today we live in a world full of visual and audio messages as we are constantly receiving messages from a specific person, groups or institutions at any time; they are purposeful messages that are formed from the discourses that govern society.

In the field of advertising, there is a person as a preacher who must present the concepts and goals dictated by the customer to the audience in a balanced and appealing format. This beautiful presentation in commercial advertising will increase sales and in cultural advertising will help to attract more like-minded people and also create a cultural structure for the next generation. Now the advertiser may inadvertently err in this direction and use an image or word in his advertisement

that has a proper meaning in a geographical area; In addition, if the same advertisement with the same features is placed in another place, the audience will have an inappropriate perception of it. There are other factors, each of which can make it problematic for the audience to understand the message and force them to misread the commercial ad; In this case, it can be said that propaganda has destroyed itself and turned against itself. Lack of attention to various conditions such as screen time, selected media, images used in the design by the designer and other factors play an important role in not affecting the advertisement and its efficiency. Since there are currently no defined criteria for this, it is necessary to first explain the characteristics of a good advertisement; for eventually achieving effects that could have prevented the conversion of propaganda against it. For this reason, propagandists and media owners should be fully aware of the hidden factors at the heart of their communication message and its visual representation and ought to advertise based on the announced pattern, the result of which should be based on a purpose. It is in this case that the advertisement remains in the mind of the audience with a positive prolonged effect.

A review of the research background indicates that the title of the present study is not an independent work in the field of writing, but the following is an introduction to some of the items that can help the present research conceptually. Askari (۲۰۱۵) in a dissertation entitled "Study of Strategies to Change the Attitude of the Audience in Socio-Cultural Propaganda" written by Mehrad Asgari, author of theories of changing attitudes, persuasion and analysis of successful cultural and social propaganda campaigns, seeks strategies to change the attitude of culture in varying the attitude of the audience effective in cultural and social propaganda, however, the work does not mention the subject of the present study, which seeks to understand and infer features that make an advertisement after publication among its audience. Consequently, the effort is made to find the factors to turn advertising into anti-advertising, to provide solutions to prevent this to the propagandists and creators of advertising messages. The main question of the research is what are the factors and reasons that turn a "cultural propaganda" into an "anti-propaganda"?

The current research is an attempt to understand and deduce the cases that cause an advertisement to become a work against itself (or the owner of the message) after being published among its audience. Therefore, the effort is made to find the factors that turn advertising into anti-advertising, to provide solutions to prevent this, to the propagandists and creators of advertising messages. Advertising has been used in a variety of media for a very long time, in many different forms and

dimensions. Hence, in creating and transmitting a message in an advertisement, the most important task is the responsibility of the graphic designer to be able to convey a "specific message" to a "specific audience" and this approach is effective in making the message.

Conclusion

In the past, due to the impossibility of public reading, advertisements were mostly in the form of images that were used on the heads of shops as signs, badges or advertisements and other items to introduce the services of the entity. It is certain that no advertisement without the help of other factors can make a product and message to remain in the minds of the audience. The purpose of the advertisement is to show complete details to the consumer. As a result, there is a need to have a lot of useful information available from the consumer (who is the target audience of the ad). It is necessary to understand where the consumers of a product live. Even understanding why and examining how they live can help promote advertising more accurately since by understanding the characteristics and thoughts of the audience, it is better to consider a plan for them that will have a great impact. Nowadays, it is inevitable to seek help from advertising to do anything. At every moment, advertising companies are looking for a new and unique way to influence their words in the audience community. Based on the above and the difference in reading levels by the audience, it can be summarized that if the audience perceives an advertisement as actual instead of perceiving the advertisement as a message that attracts attention and will feel unpleasant about it since with the revelation of the propaganda trick, doubt and disbelief are aroused in him. According to the data model, the effectiveness of cultural advertising is affected by the dimensions of the source (amount), message, audience, media and environment. Different levels of effectiveness of cultural propaganda include attention and understanding, awareness, change of attitude, internalization, caring behavior, satisfaction behavior and participatory behavior. The fact that money is a factor in the advertising process is one of the aspects affecting the audience. In this regard, the amount of anti-advertising is formed if in the path of creating the advertising process or the communication path of advertising with the audience inadvertently creates barriers that the audience is not encouraged to see and understand the message and repel it since the audience is mistaken about the subject of advertising and misunderstands advertising. In general, the factors that turn advertising into anti-advertising can be categorized into more general headings such as lack of understanding of the subject, lack of understanding of the meaning of the slogan of advertising,

lack of proper visualization and illustration. Therefore, anti-propaganda factors can be summarized in four groups, which are mental anti-propaganda, linguistic anti-propaganda, thematic anti-propaganda and functional anti-propaganda.

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