

## Studying the importance of Esoteric science in Advertising design

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### Summary

The esoteric is one of the most important sciences that are deep in the human psyche and try to interpret it and to know its relationship and influence in external behavior, so that human life becomes more sophisticated. Here we meet the advertising and the esoteric. The advertising adopted the psychological sciences which studied human behavior and ways of influencing it. His life is especially the things that are not happy, so the process of understanding the esoteric and application in the advertisement helps the designer to raise the taste of the public and increase awareness, it adds value to the lives of people, the design is complete only by esoteric, the relationship between the mind and the conscience to be the product is the way that the designer takes towards creative design and creativity.

The research concerned this point because of the lack of specialized references in the esoteric and its relation of advertising, and the lack of knowledge of many of the designers of the existence of the science of human development and awareness, it was necessary to identify the problem of research in the study of this science, and there is an integration between him and the advertising, Concepts of esoteric, and cares about how to use it as a science to study the human psyche to reach the inner self controlling the reactions and behavior of the consumer, and study his philosophy in developing this awareness through the advertising, and know himself that will raise his spirit to enjoy a better life, and emphasize the integration of esoteric and the advertising, in the development of human beings and acquaintances, which improves the standard of living.

**Key words:** Esoteric-Self development -awareness.

### Introduction:

The study of the impact of advertising on the consumer and determining the factors specific to this effect of the most important issues that concern the advertisers, as the consumer is the main focus of the advertising, which is to succeed in understanding the human psyche and then motivated to buy the advertised product, and does not have a mobile person socially within this the community is a ready-made guide that provides him with sufficient information on how the advertising is going. The understanding of the esoteric and its application in the advertising is so important that the ads in this case are directed towards it. The announcement and the esoteric help raise the taste of the community. Increase awareness and improve his life.

### Reasons for selecting search:

1. In spite of the development of human sciences is still in the depths of the human areas are not aware of the individual, and that many of the behaviors and reactions of the person's actions controlled by the gut.
2. Studying the science of "esoteric", which deals with the depths and depths of the human soul and tries to understand and interpret it and know its relationship and influence in our external behavior.

3. Lack of specialized references in the science of esoteric and its relation to the design of advertising.
4. It is necessary for psychology to play a fundamental role in understanding this high level of human consciousness. However, in Arabic, there are few serious contributions in this field by specialists in psychology. And no psychological analyzes scientifically sound and intellectual in many of the writings of artistic criticism of different monetary curricula.
5. Many designers do not know about the existence of the science of human development and awareness through the knowledge of the same buzzer known as (esoteric science).

**Research problem: The problem of research is to answer the following questions:**

1. What is esoteric science?
2. What is the relationship between esoteric science and advertising design? And how can the designer benefit from it to understand the nature and psychology of the consumer, which helps him to address his designs and ideas?
3. How can the designer of the ad recognize the internal consumer world that he still does not know through the "esoteric" science?
4. Is there an integration between the art of advertising and esoteric science or not?
5. What is the consumer's ability to develop and change?

**Importance of research:**

1. Studying the relationship between the art of advertising and esoteric science.
2. Understanding the esoteric may help in finding a way to add new solutions through advertising that helps raise the public's taste, increase awareness and improve the way it is used for new commodities. This leads the public to increase work to raise income to meet these new requirements, ultimately improving living standards.
3. The process of understanding the esoteric and applied in the advertising is very important to become ads in this case is the real direction of the consumer towards achieving its developmental goals.

**Research Objectives: The objectives of the research are:**

1. Study the philosophy of esoteric science in the development of consumer awareness through advertising, and to identify himself to reach the self-control of the reactions and behaviors of the consumer, which will raise his soul to enjoy a beautiful and stable life.
2. Emphasize the integration of the science of esoteric and the art of advertising, in human development and knowledge, to find solutions to its problems, which helps to raise the taste of the public and increase awareness and improve the means of use of goods, thus improving the standard of living.

**Research Hypothesis:**

1. The goal of the science of Esoteric High is to educate and develop the consumer, despite the development of human sciences are still in the depths of human areas are not aware of the individual, which is responsible for many of the behavior of the external human, and reactions in different situations and then his behavior.

2. The science of esoteric is a science integrated with the art of advertising, advertising helps to raise the taste of the public and increase awareness and improve the use of new goods, and works to increase the aspirations to drive many people to increase the work to raise the level of income to provide these new requirements, which ultimately improve the standard of living.

### **Research Methodology:**

The extrapolation approach, which depends on study and extrapolation.

#### **1 - What Esoteric Science?**

"Internal science is the science of what happens inwardly, in the sense that it is not seen outside of nature but where the spirit of the person turns when its internal entity moves towards the soul.

#### **2. Esoteric and self-knowledge: The world as idea and will**

Self development means "growth or development" psychologically, that is, self-liberation from childishness, defense and reaction that prevent a person from living a fully conscious life. Personal development is a journey towards psychological perfection. Purchasing is greatly influenced by each individual's view of himself, as follows: The real Self, Ideal Self, Looking glass Self, Self Image.

#### **3- Esoteric Relationship with the Advertising Affecting Consumer Behavior:**

Biological and psychological events do not affect human behavior in isolation, but individuals receive inputs from the environment as part of the overall context of life, human emotions (joy, sadness, anxiety, indecision, shyness, frequency, tension, etc.). Intrinsic interactions that weaken the entity or strengthen the weight of human consciousness, and reflect the results on the personality, interactions and reactions, based on the "fear", it stems from the mental body idea, interacted and the conclusion of its content, which is soon translated into different reactions and emotions In the aftermath of emotions, the effect is on the etheric aura For the physical body, in the sense that fear is an intellectual origin, my emotions are interaction, my psychic effect..so on. Shame is also a kind of fear is the fear of embarrassment, hesitation fear of failure while egoism fear of the rule of others, fear of fear of superiority of others, cruelty fear of control of others, stubbornness fear of defeat, intellectual closure Fear of all new, laxness and lack of firmness is a fear of confrontation, gray positions fear of clarity and may result in some confrontations.

In order to be able to design an ad that addresses these problems, we must refer to the science of Esoteric, which explained the human purpose of existence, and reveals the human consciousness which reached the advanced stages of nonlinear inner development, showing that the human soul is composed of thought, feelings and etheric aura, Which is experienced by the human in his life only interaction of these dimensions with each other, and with the outer perimeter of the human, courage and courage will not cure a certain phobia and will not address the fear of something, but awareness of the causes and treatment is what removes such as advertisements to treat the causes of tooth pain resulting of decay or pain of Sensitive teeth- teeth Figure (1),The awareness of the causes of the problem through which we can reach the solution, the courage will not dispel concern that weighs the consciousness of people, but the thought capable of surrounding the causes of this concern and work to remove it is a medicine for this fear, then Esoteric knowledge of the problem and the announcement of the solution (by providing the product).



Figure (1) Advertising of the treatment of dental pain with Sensodyne paste

#### 4- Esoteric and human behavior and their impact on the decisions of design Advertising:

The theories and models that dealt with the behavior of the consumer have been varied to identify the factors that lead to this behavior. The most important theories that have been subjected to consumer behavior are the "behavioral theory" which confirms that consumer behavior is based on the psychological structure, Internal factors such as motivation, learning, attitudes, cognition and personality. These factors are as follows: Motives, perception, Trends, Learning:

1) **intellectual learning** that includes mental activities such as thinking, remembering and problem solving, such as ads of shampoo shampoos is here trying to solve the problem of embarrassment caused by the cortex using the shampoo provided by the Advertising - Figure (2).



Figure (2) The elimination of the forest causes of the crust to inform the consumer of the need to use the shampoo (Head and shoulders)

2) **Adaptive Learning** Effective adaptation is defined as a process in which systematic sequential behavior occurs, leading to the possibility of this behavior occurring again (ads of perfumes, deodorants, and medicaments) - Figure (3).



Figure (3) BOSS Perfume Advertising expresses learning by adaptation (effective effect).

3) **Learning with traditional adaptation:** Traditional adaptation is an innate form of learning that affects the behavior of all types of objects, and includes an effective presence that results in the extraction of a kind of reflex response (Hunger as a reaction (Figure 4).



Figure (4) Advertising expresses traditional adaptation.

**Trends:** The ideas and beliefs that the individual believes in, and takes a standard to evaluate things and determine the behavior and ways to respond to what is transformed into the environment, and include the components of trends according to models developed by psychologists in order to understand the relationship between the trend and consumer behavior, Tri Component Attitude Model), which has three main components: 1) Cognitive component: It is

the concepts of the person on a subject, this component depends on the way the individual recognizes a particular emotion and personal evaluation of him, it includes his beliefs and information about the subject matter of the direction whether these beliefs are true or false,(car ads) - Figure No. (5).



Figure (5) Mercedes car announcement the title of luxury and sophistication

**2)Affective component:** It is the feelings of the individual towards something in terms of good qualities or bad, (such as ads discounts), Figure (6).



Figure (6) Sponsored ads of Baby Paine cream with a cream to prevent inflammation

**3) Conative Component:** It is the feelings of the individual to the behavioral response to a particular thing, and this component concerns the desire of the individual to do a specific action or to behave in a certain way towards the thing that builds the direction towards him, such as ads Fair & Skin, or teeth whitening (Figure 7).



Figure (7) Crest tooth whitening announcement

### What is the consumer's ability to develop and change?

It is not possible to control emotional awareness except through mental awareness. Mental awareness can only be controlled through causal awareness; the main challenge facing most designers is that the mind controls the emotions and desires of the body This is not to ignore emotions or to kill them completely; it means controlling them, rather than controlling us; an integrated and balanced personality is the natural consequence of breaking patterns of behavior and spontaneous reactions of the person.

Awareness is developed by shifting attention away from activity within the body (senses, emotions and negative thoughts) towards the soul, a very difficult and time-consuming process of development. This can only be achieved by refusing attention to the lowest ulterior motives, negative emotions, emotions; This lowers the effect of these feelings and replaces them with other feelings that are higher and more positive.

The viability of development and change depends on several factors:

- 1 - nature of trends and their characteristics: according to degree of homogeneity of trends, and the extent of the correlation of consumer trends with some values, and degree of firmness of trends.
2. Consumer personality.
3. The nature of the situation in which the change occurs.

### **Results:**

1. Understanding the esoteric may help in finding a way to add new solutions through advertising that helps raise the public's taste, increase awareness and improve the way it is used for new commodities, thus driving the public to increase work to raise income to meet these new requirements, ultimately improving living standards.
- 2 - The process of understanding the esoteric and application in the Advertising is very important to become advertisements are directed towards the consumer towards the achievement of its developmental goals.
- 3- The relationship of the esoteric science to the design of the advertisement is an integrative relationship that can benefit the designer in handling his designs and advertising ideas.
- 4 - The goal of esoteric is to educate and develop the consumer, which makes it meet with the Advertising and homogenize and integrate with him, investigators together develop and educate the consumer.
5. The behavioral history of the individual plays a major role in the subject and style of expression. It is essential that psychology has an essential role in understanding this high state of human consciousness.
- 6 - The process of changing and developing individuals' attitudes is not easy, it takes a long time to study the personality of the consumer and its values and beliefs and personality and the nature of the situation in which the change occurs.

### **Recommendations:**

- 1- The necessity of expanding the study of the science of esoteric and propagating the psychological culture in this field of human knowledge and its relationship with the advertising in particular, which has a great role in educating the consumer and developing his humanism.
- 2 - the need to study new and innovative sciences specialized in the development of human consciousness and application in the field of design and advertising.
- 3 - The need for lectures in the Faculty of Applied Arts and Information and all specialized colleges in the areas of marketing and advertising, dealing with the explanation of the science of esoteric and any science that develops human consciousness.
- 4 - The need for psychology to play a key role in the understanding of high cases of human consciousness, but we find in the Arabic language, very little contributions in this area by specialists in psychology, and we do not find a clear methodology of the specialists in the criticism of artistic art, nor are psychological analyzes scientifically sound and intellectual in many of the writings of artistic criticism of different monetary approaches, which must be considered.

