

Interaction Between Advertising - Hedonism

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Abstract:-Today, international brands, ads, a mechanism that directs the values of the masses sees the function. With globalization of international brands, ads only consumed, but also distinguishes the values and lives, go through life with. A case of consumption promises, together with differing life, along with the modern phenomenon of individual happiness and ready. Enjoyment of life, existence, or to meet the requirements, not the means to consume to get ready. In this context, the search for pleasure, consumption needs to be happy. With the promise of June, thus addressing the subconscious and the inner motives have been very successful in drawing attention to advertising messages.

Key words: *Advertisement, sexual associations, to analyse, semiology, hedonism.*

I. INTRODUCTION

Hedonism is defined as, consumption in consumption and entertainment philosophy. Consumerism, which includes a number of unique values for making the individuals to consume more; recognizes adopting new pleasures, the discovery of new worlds, and the acquisition of new delights as a right that each individual possesses, however, at the same time, a task that individual have to carry out for him/herself. In modern consumption, this right and duty is constantly reminded to the consumer him/herself. A wide range of consumer products from books to magazines, from movies to holiday packages, and from cars to televisions, creates the feeling of possession while attracting the attention of the consumer. Therefore, consumption, including consumers living in Third World countries, has become an inevitable phenomenon for the consumers even if they do not have the sufficient resources. The lives of the consumers are organized around fantasies and dreaming about consuming. In this context, consumers are defined as the hedonists, who are interested in having the delight, individualistic and generally trying to achieve their own objectives while ignoring the others.

II. HEDONISM

The foundations of philosophical hedonism are based on the views of Epicurus (Epicouros, Greek philosopher, 341-270 BC). Epicurus suggests making use of the delights in a modest way for the happiness of the people; namely being attached to natural and compulsive pleasures, tolerating the natural and not compulsive ones, and avoiding the unnatural and non-compulsive delights. In fact, Epicurus has argued that the righteous pleasure can only be obtained by those who are ready to deny the present pleasure for the sake of wisdom, moderation, foresight, and a steady and calm fulfillment. Despite this fact, this discipline, which aims to lead the human being to wisdom and a simple life, is interpreted as "understanding of ethics that suggests not thinking of anything else but pleasure" by the antagonists of Epicurus, and this opinion is attributed to him. Even though the traditional hedonism is characterized by pleasing the feelings and emotions-such as eating, drinking, sexuality; the contemporary hedonism being shaped has indigenized the satisfaction created by the stimulants that can be established on the dreams and fantasies by being alienated from the physical satisfaction of the pleasure. The hedonic structure of modern consumption is based on the eighteenth century Europe, which is the beginning of the romantic period. While hedonism is expressed as seeking the pleasure; hedonist or hedonic consumption can be interpreted as taking pleasure from the delight aspect of consumption. The branches of science that analyze consumption and consumer show that the modern consumer is not merely rationally behaving individuals. (Odabaşı, 84) Because, while the emotional structure of a person affects the acquisition, monitoring, shopping process and consumption behavior; going out for shopping in a stressed situation is also a considerably common behavior. And, unplanned acquisitions are more prevalent in temporary moods." (Odabaşı, 1996, 158)

III. ADVERTISEMENTS AND ADVERTISING

Advertisements, in the sense we know, is a phenomenon that emerged with industrialization and is specific to modern industrialized societies. The advertisement, which provides communication between the producer and the consumer, and thus aims the purchase of any product or service by the consumers, appears to be the most important factor in marketing activities.

And Ekelund and Saurman have defined the advertisement as: "The process of providing the messages or information regarding any aspect of the goods, services or humanactivities".Some other definitions of the concept of advertisement are as follows:"Advertisement is an announcement; which is prepared: to convince people to voluntarily behave in a certain way, to direct them to a certain thought, to try to attract their attention to a product, service, idea or organization, to give information about it, change their views and attitudes or adopt a certain view or attitude towards it; presented by purchasing time or space in the communication media or distributed by being copied in various ways; and which is clear that it was produced on the basis of a fee (or, in other words, the identity of the person or organization providing the financial support is clear)."

IV. THE PHENOMENON OF CONSUMPTION, ADVERTISEMENT AND HEDONISM

The search for the pleasure, which directs the people to consumption, has become a new principle of a "good life". This principle, which overlaps with the necessity of modern consumer society, bases itself on the idea that it is possible to obtain pleasure from material acquisitions. In a common way, a distinction is made between needs and luxuries, taking the consumer goods into account. (Sekora, 1977: 3). According to this segregation, consumers reach to a level of satisfaction by fulfilling their needs, while they are pleased by the luxury. C. Campbell (Campbell, 1995: 8) points out that these are actually two models of human action that are opposed to each other. The individual has the pleasure and becomes happy to the extent that he/she consumes and reaches the products and places that he desires and wishes for. (Odabaşı, 1999: 145)Searching for the pleasure and fulfilling the requirements are not the same things. While satisfying the requirements is associated with elimination of some kind of imbalance; the pleasure seeking aims an arousal experience that can take place at a different dimension. Pleasure is linked to individual's capacity to assess the stimuli. For example, an individual can have delight in thinking about certain kinds of food, while fulfilling can only be achieved by eating the food.Consumption provides pleasure to the customers beyond the satisfaction of the requirements. Unlike happiness, this pleasure is shorter and temporary. For this reason, consumers are willing to consume continuously in search of new pleasures, and they carry out concrete consumption actions as long as they can. The enjoyment of having a newer car, a new fashionable dress or a second residence can also be evaluated in this context. (Yanıklar, 2006: 89)Regarding the partnership between food and sexuality, gastronomic thinkers have stated that their thought recipes are based on taste and eroticism (Pasini, 2001: 129). The concept of pleasure brings discrepancies together with it. On one side, it continuously invites the individual to have more and more, and it captures more frenzy in love, eating more food, and more of everything. In this context, one or more senses can be involved in having emotional or gastronomic pleasure. There are important and common features in the emergence of nutritional pleasure on the one hand and erotic pleasure on the other.In addition to being emphasized tacitly in the advertisement, hedonism is often expressed with visual content and promises. As the modern advertising is developed, the advertisers have started using the sexuality, which is one of the strongest humane stimulation, for increasing the visibility and the sales of the companies (Oktay, 1995:84). Despite the fact that most of the sexual content in the advertisement is visual, the sexy language and words play an important role in conveying the sexuality in the advertisement. The rhetoric of a retailer who were selling unpolished wood furniture calling them as the "Naked Furniture" may be an example." (Reichart, 2004: 11)

From the early 1900s on, the advertisers, who discovered that the subconscious motives of the people could be guided, began to produce advertisements targeting the pleasure that actuates the stimulus by including secret messages, together with the experts working in the field of psychology. When a consumer wants to buy a product, the one in the advertisements should be appearing in his mind. At this point, some advertisement producers also use the ways of affecting the minds faster and more effectively by examining the properties of the human brain. In this context, it is attempted to direct the stimulus and the motives, which are effective in costumers' subconscious decision making, through hedonism. No matter what the age or class is the consumer within the consumption culture, it is indicated and that all the individuals have the ability to express themselves and defined that: "... This world is the world of the men and women, who chase the newest and the latest in their relationships and experiences, who are able to take risks to explore all the possibilities of the life, who are aware of the fact that there's only one life to live and they should put a lot of effort to enjoy, experience and express that life" (Featherstone, 1996:141).

"Magnum Double" Ice Cream Advertisement:



Figure 1

The model putting a red dress on, which evokes eroticism, at the center of the advertising message, is emphasized by the Mediterranean female character. The advertisement refers to the sexuality by the female model's act of eating the product of Magnum. The object-object relationship of the Magnum ice cream that is in the hand of the female model can be explained with the relationship of ice cream-male sexual organ. The Magnum Double Freezing object-object relationship in the hands of the female model can also be explained by the freezing-male sexual organ. The sexual pleasure is integrated into the act of eating ice cream. The products' being in double size has the property of emphasizing the small-large opposition. The slogan of "there is pleasure, and there is more" refers to hedonism. In other advertising messages of Magnum, the woman moves the ice cream towards her mouth with a great desire and the male model used in the advertisement veritably presents the ice cream to her by holding it towards her. The occasion of the woman's eating the ice cream, which is presented by the man, with pleasure, supports the object-object relationship. The female model is used in the center of all the indicators and the discourses were established according to her. With the statement "there is pleasure, and there is more", the intensity of the product of Magnum double is identified with the intensity of the pleasure. The Magnum brand has positioned itself with the costumers; who want more, won't settle for the less, live the life for pleasure, enjoy the life, chase the latest throughout their lives, who are self expressionists, and hedonists.

V. CONCLUSION

The pleasure is located at the center of consumerism today; and the consumption, promises modern individual the happiness together with the pleasure. The modern individual thinks that he/she will meet his/her requirements of pleasure and happiness at the same time, when he/she consumes. Consumerism, which suggests the pleasure is a realistic and accessible meaning of everyday life, always brings the pleasures consisting of commodities to the foreground. Pleasure in the life means consuming to get pleasure, not to exist or to fulfill the requirements. Within this context, the search for pleasure requires consumption to be happy. And, the hedonism concept has been widely used in advertising messages, and the target audience has been directed to the consumption with the promise of happiness. The phenomenon of pleasure has been presented to the targeted audience as enjoying the life and asking for more. Desires no longer bring in satisfaction, now desires bring in pleasure.

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