

The language of feeling in publicity

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Abstract

Today's advertising is not specific to television and radio broadcasting, and the Internet has a huge new role in this direction. Among these, Instagram software plays a major role in commercial advertising in Iran. In this article, from the point of view of linguistics and according to the theory. Erik Landowski explores the relationship between business ads and their audiences. Among these, we chose the data from the pictures and sentences of a famous Journal of Art on Instagram and put forward examples in four hypotheses. It is worth noting that the four states of the theory have overlaps that are also visible in the samples. Consequently, according to Landowski's theory, the relationship between the advertiser and the addressee in the function that the hypothesis was conceived and the audience was influenced by the effect of the ads. The sense and perception of sensation and proximity are influenced by the effect of text and graphic text of the ads. Hence, by linguistics analyzing, we conclude that the process of attracting audiences is going on beyond the text and images of advertising.

Key words: Discourse Analysis, Semiotics, Eric Landowski, publicity, Instagram

۱. Introduction

For the owners of capital and merchants and companies and large and small businesses, the introduction of their services and products to the market is of great importance. These days, we are seeing that advertising in the space of the Instagram in Iran has increased significantly, and pages with more flavors are making massive promotions. Some pages are very professional in this regard and draw graphic posts and proper sentences attract the audience and then advertise their products. The data from this article has been collected from sentences written in graphic illustrations of Instagram pages, advertisements of the

small and large businesses. In each of the four hypotheses of Landowski's theory, five are proposed that link the connection in the form these posts were witnessed. In this way, the influence and the relationship between the propaganda and the audience can be seen according to Landowski's theory.

۲. Literature survey

The quadratic modes of interaction in the theory of complex games are based on Londowski's theory. The domains of the field also have many applications, including management, economic, political and social, in the field of social relations of power. These quadruple states in the interaction between the micro and macro levels of social relations are between individuals to relations between societies, or even individuals with the community. (Babak Moein, Paknezhad Rasekhi. ۲۰۰۵).

With anthropological thoughts on virtual reality in Empire, signs are in fact, with a virtual anthropology, which itself is the result of representing or reconstructing an external reality in an imaginary system. Inevitably, the empire and its signs should survive in the mind of the author, because of the semiotic understanding of cultural phenomena, whether it's in spite of the phenomena of worldview and the problem of semiotics, is even a matter of finding leisure. That's why Bart is aware of this reflection and announces it beforehand. Announces that the Japanese, who describes it and finds itself in the small world, is not far and far away. This land lives and develops more than anything else in its mind, where it finds and uses the parallel possibilities of living and understanding, although its sight is always distant. (Bart, Rollan, Empire Signs. ۲۰۰۳).

The emojis and the text of a tweet are mined separately and then aggregated to generate the polarity of the opinion conveyed in the tweet. This procedure works on a data store which contains the Unicode data of the emojis and the associated weights/polarities. The tweets contents are searched for these emojis and the emoji polarities are given. A relation between the text polarity and emoji polarity is found to detect cases of sarcasm in some tweets. (Valmeekam, Karthik, Dheeraj, Nair, Anuradha. ۲۰۱۸).

When Miller found extensive variation in the interpretation of some standalone emoji, it seemed natural that this variation would diminish, at least, if one considered the text that often accompanies emoji. However, analyzing the results of a survey with over two thousand participants, they found little to no support for this hypothesis. In fact, the preponderance of evidence suggests that text can increase emoji ambiguity as much as it can decrease it. (Miller et al, ۲۰۱۶).

Some experts indicate that the studied stickers promote consumptive life style and reproduce a kind of specular society which is was originally suggested by Guy De Bore in ۱۹۶۰'s. Based on an analysis of a sample of ten stickers repeatedly

circulated among Viber instant messaging network a group of predominately white, young, and lavish people in situations like shopping and travelling are passing time. As we understood the most important message of these stickers is excessive enjoyment. (Alireza Dehghan, Najibe Mohebbi, Mahya barekat, ۲۰۰۶).

Tweets are adopted for its simplicity and limited processing with only hundred and forty characters. The outcome obtained by applying the designed methodology provided satisfactory results of ۸۳% accuracy which is more than the average accuracy (۷۵%) of standard machine learning classification process. Therefore, it is possible to guess the behavior of the users through sharing the different forms of emoticons at various instances. This classification of users' content would reflect the dominant emotions possessed by them. Their finding helps in understanding the basic nature of an individual in social networks. Having identified the basic nature of an individual through emoticons, it is very easy to personalize the user's social network page to filter disinterested and disgusting content at any time. (Anthoniraj Amalanathan, S. Margret Anouncia ۲۰۱۵)

Some experts propose an approach for boosting Twitter sentiment classification using different sentiment dimensions as meta-level features. We combine aspects such as opinion strength, emotion and polarity indicators, generated by existing sentiment analysis methods and resources. Our research shows that the combination of sentiment dimensions provides significant improvement in Twitter sentiment classification tasks such as polarity and subjectivity. (Bravo Marquez, F., Mendoza, M., Poblete, B., ۲۰۱۳)

Some researchers focus and presents an algorithm for twitter feeds classification based on a hybrid approach. The proposed method includes various pre-processing steps before feeding the text to the classifier. Experimental results show that the proposed technique overcomes the previous limitations and achieves higher accuracy when compared to similar techniques. (Khan, F.H., Bashir, S., Qamar, U., ۲۰۱۱).

Also some discusses its construction, evaluates the automatic resource creation process, and presents a use case where EmojiNet disambiguates emoji usage in tweets. (Wijeratne, Sanjaya, Lakshika Balasuriya, Amit Sheth, and Derek Doran. ۲۰۱۲).

The results of the other indicate that emoticons' contributions were outweighed by verbal content, but a negativity effect appeared such that any negative message aspect—verbal or graphic—shifts message interpretation in the direction of the negative element. (Walther, Joseph B., and Kyle P. D'Addario. ۲۰۰۱).

Relying on Gudykunst's cultural variability in communication (CVC) framework and culture-specific facial expressions of emotion, park et al. examined how people's use of emoticons varies cross-culturally. (Park, Jaram, Young Min Baek, and Meeyoung Cha. ۲۰۱۱).

۳. Procedure

In this article, we are going to focus on Eric Landowski's theory of data classifying through Instagram posts on a well-known art journal. The analysis then proceeds according to the theory. And the impact that the ad has on the Instagram audience is evident. It is worth noting that the four dimensions of the theory overlap in some cases and give us an overview of theoretical analysis in addition to the four decisions. In all four cases the theory is selected from five sentences of images and is presented for each section according to the theoretical discussion. Then, according to the relevant theoretical discussion, the sentences are examined. The theoretical sections overlap, as illustrated in the examples. Then inside the brackets we mentioned the page or the place where the ads were tagged.

۱-۳: Theory

Eric Landowski is a French semiologist, sociologist, a former editor of the journal *Revue internationale de Sémiotique juridique* (Journal of the Semiotics of Law) and director of the Center for Social Semiotics Research in Brazil's São Paulo. He introduced a model to propose the interactions between the subject (individual) and the object (the other or the world) and the ratio processes each analyzed with the process of producing meaning and also the return relationship of each one with another system.

۲-۳: Data and analysis

۱-۲-۳: Action-centered system

In this action, the subject dominates the object and, with the idea of ownership, plans to change the object in line with its goals, this change is accompanied by a kind of planning and to the object's orbit by the subject, in the course of a regular process, an object such as a machine. The program is designed to specify predetermined tasks. This type of approach creates a kind of mechanical and robot relationship between subject and object, which is not only predictable behavior of the object, but also the subject experiences a kind of pure security regarding the results of this type of interaction, the results that achieve the most consistency. He will have his predetermined goals. This action at the social level of the heart will lead to the establishment of hard and intolerable laws or, in human terms, "Landowski", "social requirements in communication" (Moein ۱۳۹۴, ۱۰۹).

Examples:

۱. People are attracted to your self-confidence, invest on your own (advertising for self-knowledge page on Instagram).

In this sentence subject uses the verb "invest" to agitate and dominates the object.

۲. Art represents the external personality of our soul.(advertising for a movie academy)

In the second case, the sentence spoken by the subject is said to be a definite expression without doubt. So the audience is therefore affected by this discourse.

۳. If you have a wish, you must protect it. (advertising for a Law institute)

In this sentence subject uses the verb "must" to agitate and dominates the object to follow a Law institute.

۴. If you do not enjoy what you do, you will never progress.(advertising for a Field selection consultant)

"Never" shows the negative comment firmly to agitate the object not to do something except following the consultant.

۵. Be around those that talks about visions, and ideas, not other people.(advertising for learning English in café)

"Be" in a café to learn English, using the verb "be" in imperative form to persuade the object.

In all of the above, the subject tries to promote the desired location using post-Instagram graphics and a sentence that uses both provocative and provocative words.

۲-۲-۳: The mechanism of a system based on actuality

In this system of subject, one considers another as an object, but not a motive subject with internal ideals. Therefore, in order to achieve its predetermined goals, it is necessary first to know the other so that it can be convinced by its tricks to act or act for its own benefit. (Moein ۱۳۹۴، ۱۰۸).

The important point in this action is that Conscious and dynamic convincing methods are adopted and they may have some mistakes. Also, if the other is immaterial - like the nature-the method of planning the benefits of it will be more sensitive and more dynamic than the intelligent circuit system; in this action, given the field of action given by the subject to the other behaviors cannot be predicted to be as predictable, and the subject will experience a small percentage of risk and risk to achieve their goals.

Joseph Cortez introduces four tricks for convincing action, which include: Temptation, Threat, Seduction and Incitement. (Moein, ۱۳۹۴, ۱۱۰-۱۱۱).

Examples:

۱. Make a decision that makes you happy you just live once. (advertising for a Law institute)
The art magazine stimulates the followers by showing a warm sentence by the word "happy" and the decision that make it during our short life.
۲. When I buy a new dress after a long time my life expectancy goes up and stick to the ceiling. (advertising for an online shop)
Through its intimate atmosphere, Art Magazine tries to get the audience to buy clothes.
۳. You can't go back and change the beginning, but you can start where you are and change the ending. (advertising for learning a language).
The verb "can" and "change" stimulate the followers to follow the page which is tagged.
۴. Be the one you wanted you can have all those things that is in your dream. (advertising for M.A and P.H.D adviser)
"Want" and "dream" encourage the followers to do so.
۵. Happiness means sleeping in that room where you grew up. (advertising for home designer)
"Happiness" is the sense to encourage people to do something. As if we see this element encourage people to join the home designer page.

In all these cases, the subject tries to convince the object to come closer to his / her sense and mood by using verbs or names such as dreaming, loving, wanting. The ad is then displayed in front of the audience eyes with very strong graphics, with the sentence wrote on it. In this section, as the theory explains, the subject may lose the object and there is a risk of it.

۳-۲-۳: Matching system

In this system, the interaction between the subject and the object is of a state, in such a way that another subject, or the world, is treated like a strategy, as a subject in terms of this fundamental difference this time not for a predetermined purpose and One way, for the sake of interacting with one another in an environment of equal interpenetration, can be conditioned, in which the subject not only does not assume the owner of another, but considers himself to be of value to the other and the two sides act with each other, The action that relies on the ability to sense, the ability to power it - the ability of sensory perception. Therefore, in an irreducible

manner in this interaction, the problem of meaning arises as the presence which causes the formation of the system there is another meaning that is based on the face and face of the face of the senses, the immediate and impersonal actors of the actors, actors, face to face with each other. (Moein, ۱۳۹۲, ۱۲۷)

Obviously, for the sensory perception flow between the subject and the other one, one must also consider the other one as tense, the subject's subject has the ability to sense, in a non-existent way, the results of this interpersonal interaction can be foreseen. From this, some kind of insecurity and danger will be experienced in sensory perception.

The matching process is a kind of instantaneous and instant awakening, such as when the head of a recurring life and everyday casualties suddenly seals the eyes into a beautiful and monstrous horizon of the sunset that appears only for moments from the clouds in the horizon. It is at that moment that we experience and adapt to each other, gloriously and wonderfully, which, in the words of Bart, is similar to Satyr's concept, the reality is "Awakening Experience Against". (Bart ۱۳۹۲, ۱۱۴).

Examples:

۱. If I go to shop without my friend I was a bankrupt till now. (advertising for a shopping center)
"my friend" Try to establish a close relationship.
۲. I'm sorry for you I'm the younger sister and it's my duty to use your dresses and shawl. (advertising for shop)
The subject speaks of the common events between the sisters in an Iranian family and, with a humorous sentence, revives the sense of intimacy and nostalgia of the followers.
۳. Many people at least once in their life wish to have a flower shop. (advertising of House flowers and plants)
The same dream with the beautiful mood of flower shop encourage people to follow the page.
۴. The best color is the color that is nice to you. which color is it? (advertising for Persian handmade and tassels)
Asking for audience feedback and interact with them.
۵. A good friend register you in the gym to be thin but an excellent friend buys pizza to you to be thin. (advertising for Sports Nutrition complex)
Try to establish a close relationship with followers with a humorous sentence.
In all these cases, the subject attempts to stimulate mutual intimacy with the object through words such as "friend", "good friend", "sense of humor", "color", "flower" and then to promote the object's place. The comment deals with the attractive graphics of his post.

۴-۱-۴: Accident-based system

The atmosphere governing this system is chaos; the relation of the subject with the other or the world of the kind of no reaction.

In an interaction, in the interaction, the subject has a kind of desire or will in establishing a two-way relationships, which may be the prudent circuit or by approaching another with its goals, or even without an objective, predetermined motivation only on the basis for having dynamic interactions leads to a gradual adaptation to the other, but in the collision system, we do not only face the reaction of the subject to the external stimuli (the other or the world), since the subject has no motive or plan in dealing with the world Or special purpose, and the characteristics of this collision are determined only by the mechanism of chance and accident. In a crash system, the subject is only wandering around the world; if a sudden object with a magnificence and majesty that instantaneously emanates from the clouds in the midst of the daily life of the daily routine of life, to spark a subject of meaning for those who have It is possible to create a sense, the passive non-passive system of the crash system will only be accompanied by a difference, since there is essentially no interconnected interaction, even if for an E, so in an accident-based system based on a description of the characteristics It was, basically, not semantic interaction.

Examples:

۱. In terms of the popularity of the family, the older sister is lasagna, the second sister is macaroni. The last one is noodle in soup. Especially if the oldest one is the first grandchild in family.(Award winning post for advertising travel agency)
Describing girls in the Iranian family and arousing the sense of Iranian girls not necessarily present in all families and completely random subjects may affect the object.
۲. I miss the freezing of my hands and the redness of my nose. (Award winning post for advertising a perfume shop)
The subject of the sensation of winter and the mood is trying to stimulate and attract part of the audience to advertise a perfume shop.
۳. Happiness means the one that does not hide any things and you feel peace with him/her. The other things are nothing. (Award winning post for advertising a beauty salon)
Creating intimacy with a calm that gives the audience a good feeling
۴. Merciful men keep the world safe. For the sake of our safety, do not regret them.(Award winning post for advertising a market)
General sentences without over-emphasis or stimulation
۵. Those who likes loneliness and they are not nosy are so attractive. (Award winning post for advertising a gallery)

Talk about the privacy and common sense of the new generation in the face of Iranian social tradition that probably attracts a range of audiences.

In the fourth case, Landowski states that the subject is interacting with an object that may convince him or not. In all, five examples cited. The subject has general sentences without much emphasis or stimulation, and merely attempts to attract a range of audiences in a state of common sense. The interesting thing is that all of these are for Instagram competitions that in themselves are tempting and attractive.

Conclusion

As the data categorization of a popular Instagram art magazine shows. The data are consistent with Lundowski's theory, and in some places overlap with the dimensions of the theory we see in the examples. It has the target audience or the same object. The group uses strong graphics and influential discourse that is consistent with Iranian culture and customs, and the high number of page followers indicates the success of this group and similar groups. This process is also seen not only in this popular artistic page, but also in many other pages that have this approach and can be categorized and analyzed.

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