Chapter 37

A Model for Mind–Device Dialectic and the Future of Advertising in the Social Media Age

Recep Yilmaz
Ondokuz Mayis University, Turkey

Nurdan Oncel Taskiran
Ondokuz Mayis University, Turkey

ABSTRACT

Every advertisement text has a specific impact on the mind of receivers. Just like a water-mill or wind mill, human mind develops a specific systematic interaction against different advertisement texts. This section focuses on how information presented and carried by different texts are built on human mind. The basic aim is to reveal how advertisement texts operate human mind. In this sense, the authors try to understand the impact of analogue media on our minds through discussing the nature of science, the way human mind operates, and the structure of mass communication means. On top of that, the authors visualize this interaction on a model. This model would not only make it possible for us to understand our interaction with analogue media but also would give clues about digital media. With these clues, it would be possible to make predictions about changing advertising environment, and accordingly the way of making more effective strategies and future of advertising sector.

INTRODUCTION

Advertising is quite a dynamic sector. This field which has no problem about creative manpower and financial support is developing every day. This development also includes advertising media. Such that due to their radical transformations, media is candidate to transform the structure of human reality. transformation of human mind and indirect cultural structure can change advertisements, as well. By understanding advertising instruments and the way they present information and interaction with

humand mind, it is possible to make some predictions for the future. Therefore, this section focuses on how information presented and carried by different texts are built on human mind. Our basic aim is to reveal how advertisement texts operate on human mind. In this sense, we try to understand the impact of analogue media on our minds through discussing the nature of science, the way human mind operates and structure of mass communication means. We formed a model from the connections we made. This model would make it possible for us to understand our interactions with analogue media; Such a perception would also give clues about impacts of digital media on human mind. With these clues, it would be possible to make predictions about changing advertising environment, and accordingly the future of advertisement and the way of making more effective strategies for advertisers.

Our study is organized as follows: the first chapter of the study focuses on the structure and mechanism of human mind. Within the chapter, current theories on the issue are to be discussed. Theories presented will be formed and guided by insights from philosophy and psychology. This and the following chapters will provide a base for the discussion part of the study, which is in the third section. The second chapter of the study divides and establishes some characteristics of mass communication devices. We share an explanation which has been previously used in other publications and accepted by the academic community. The third chapter will pave the way to explain how this device makes the mind work in other chapters. In the fourth chapter of the study, a model is introduced. The model is created and presented on the basis of theoretical background claimed in the previous chapters. The fifth chapter examines the issue, how discourse is shaped by the structure of human-device interaction in the process of knowledge building. The connection among the impact of digital media, augmented reality and digital rhetoric is established in this chapter. In conclusion, some suggestions relating to external factors to be refrained for the sake of exactness of learning, how to create effective advertising strategies, and the future of advertising, are made.

KNOWLEDGE AND THE DIALECTICS OF THE HUMAN MIND

Πάντα ῥεῖ; (Panta rhei); [Everything flows] (Heraclitus)

Motion is at the core of dialectical thinking (Hilav, 2012). In the case of the human mind, the concept of knowledge is defined in different ways in philosophy, sociology and psychology. Philosophers agree in distinguishing between knowledge in the first of these senses, and belief (Vesey & Foulkes, 1990, pp. 163-165). Sociology of knowledge is explained as "the study of how styles of expression and the character of ideas or systems of thought are related to different social contexts" (Bullock, Stallybrass & Trombley, 1988, pp. 457-458). In psychology, the most prevalent definition of knowledge is "the verified belief; dogmas and doctrines about the physical and social system (of human, society and culture); thoughts, hierarchy of principles; common things; whether it is innate or the experience gained, for the mental plane. In this sense, knowledge is close to what is meant by memory because the memory is the place for storing information" (Budak, 2005, pp. 129-130). However, all these definitions fail to provide us a full description within the circular frame of our study. To deal with a subject like mental construction of knowledge also requires the structure of its mechanism which provides us mental embodiment, as well as its nature.

The first thing we should determine is to reveal the difference between the mind and the external world. According to the British philosopher Bertrand Russell, human being is just a thinking agent

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