



**Electronic advertising
In the modern communication environment**

Kemouche mourad*

Tipaza university center , Algeria, Kemouche.mourad@cu-tipaza.dz

Received: 24/04/2021

Accepted: 08/06/2021

Published: 20/8/2021

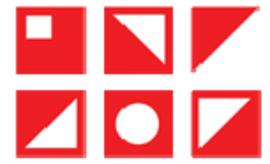
DOI. 10.53284/2120-008-002-009

Abstract:

In this article we will try to cast light on a topic related to financing new methods and the financial revenues that various institutions derive from the electronic advertising resource in the context of the modern communication environment, regarding what has become the importance and increasing uses of electronic advertising in due to the development of communication technology field, and whereas institutions working in information and virtualization domain , such as the "Facebook" Foundation, for example that led to reaping huge profits (more than 333 million dollars annually) to outperform the mothers of the international institutions working in the oil fields , war industries and others. Through this brief presentation, we look forward to presenting a cognitive and empirical treatment of electronic advertising phenomenon and its relationship with modern communication, therefore we formulate our article issue as follows: What role does electronic advertising play in socio-economic contexts thanks to the opportunities offered by modern communication?

Keywords: *electronic advertising, modern communication environment, internet, economy, institutions*

¹ * Corresponding author



1. INTRODUCTION

The phenomenon of advertising in human societies goes back to a long time, during which it developed and benefited from numerous huge technological advances, and it remained performing its tasks in various forms in every era, until it reached information and digital age , subsequently it has a high potential in transmitting sound, image and all other forms of communication, in an interactive and accurate manner.

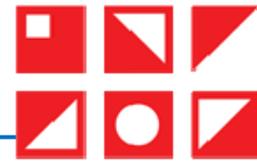
While internet opened has opened up a new field of existence and gave companies and merchants a greater opportunity to compete, spread and succeed , advertising world was enhanced by distinctive communication and promotional prospects with new tools and methods that the advertiser and consumer have not seen before , so that advertising activity modifies many of its previous applications, or completely changes them to adapt to the new communication environment.

Even if there are many names: electronic advertising - e-advertising - online advertising - or - banner advertising ,all of them reflect the transition to virtual and information methods that exploit the multimedia spaces and various social networks to provide promotional services in the form of messages to consumers and may include e-mail, communication sites, marketing sites, social media, and other forms.

By societies growth based on new information and communication technology, electronic advertising is nominating itself as a smart and effective alternative , besides providing fast and flexible services, it offers today several problems and crises solutions that are the most complex in socio-economic contexts , and in this context many economists assert that the electronic advertising revolution is only in its infancy, and that the hypothetical advertising market will know in the near future several booms and the economic equation today is built on Internet users number, considering that these users will become electronic customers for the various advertising materials flowing.

With the development of economic life today, which has become based on the information revolution and the financial fortunes it reaps (economic profitability); electronic advertising has contributed to its large extent ;so various financing modern methods and advertising financial revenues- generated by the several institutions belonging to the information sector- are outpacing the revenues of other institutions active in strategic sectors such as the military and petroleum industries.

This is what push us in time to discuss electronic advertising phenomenon according to a cognitive and empirical perspective, trying to clarify its relationship with the new



communication environment, and from there we formulate the problematic of our research as follows:

What role does electronic advertising play in socio-economic contexts thanks to the opportunities offered by modern communication?

From this standpoint, we will try to address the matter basing on the following points:

- The first axis: electronic advertising...the concept in multiple contexts
- The second axis: electronic advertising and the modern communication environment,

What opportunities?

- The third axis: electronic advertising markets in information societies "models and figures".

2 - Electronic advertising ... the concept in multiple contexts

Today, electronic advertising is presented in several contexts generally related to the commercial, social and technological aspects and information economy dimensions , and according to the literature of commercial and marketing communication electronic advertising is defined as a direct conversational communication directed to the consumer in the framework of a joint relationship that the producer has previously sought to develop, so It is a commercial and marketing method that brings two parties together the seller and the buyer, but the advertising medium here is in the form of dialogue rather than a means of claim, then the advertising process in its electronic form is sometimes known as relational or direct advertising,(Sally, McMillan, 2004, p2) which takes place through technological and communicative media combined on the Internet, and in forms including:

- Electronic mail or what is known as informational letters or newsletters
- Advertisement sites and spaces for advertisers
- Since electronic advertising passes through the medium of the Internet - online advertising - this means that it is an electronic combination that combines text, voice, and image media in a fixed or moving form taking a specific form in line with the orientations and needs of individuals, and it is usually a paid activity aimed at



convincing the recipient - the electronic customer - the content of the idea (Hervet, 2012, p4).

The Canadian -hervet guillaume- believes that electronic advertising is a hybrid idea and an inevitable result of a marriage after modern technology that result informational interaction, development in communication field , marketing , advertising literature, and the resulting aspects of individualism i.e. the allocation of advertising material which means each individual or everyone has his own advertising material that is built according to certain considerations.

The researcher "Yoo" suggests important forms of electronic advertising, which are:

Banner format: or what is known to some as a flags advertise , whis is a paid advertisement that contains a variety of influences” attentional captures” That grabs the user's attention (interactive pictures, sound, Tones ..) Its contents are intrusive within other contents and sites, and this type covers 24% of the remaining electronic advertising patterns on the Internet.

Format Jumpor surprise advertising: It is based on a group of pressures exerted by the advertiser on the Internet user, or the advertiser imposes forced exposure on the recipient at a time when the latter does not show any tendencies or interest, and considers it as an undesirable group of contents "Spam"

Format website: this type is usually affiliated with the websites of certain organizations, which promote their brand that their websites contents (these institutions) are consistent with the contents of the advertising materials provided (yoo, 2005, p163).

- 3- Electronic advertising and the modern communication environment, what opportunities

Theoretically, the advertising process as an act or a scientific term overlaps with the phenomenon of communication in general, and is even considered part of it, and this affiliation and overlap is considered an inevitable and an old axiom that cannot be retracted or questioned, and in view of the technological rhetoric witnessed by

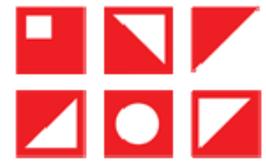


communication and information worlds, (Robert miller, 2020, p52), it has become evident how much the electronic advertising has been affected and influenced by it as a form of communication above all in the modern communication environment , and in the following, we will try to justify what was previously said, trying to show the impact of media technology new environment on changing the functions and performance of the advertising act.

- **3.1- Electronic advertising: from institutional service to social service**

It is noteworthy that advertising is an endeavor to provide goods , service or certain idea for which the product or advertiser has always sought, in the past and present, However, modern treatments and various solutions methods presented by new communication technology have contributed greatly to overcoming temporal and spatial obstacles (the limited advertising in a specific place or period), and central and costly ones (that is, by certain institutions monopolizing for the advertising space, which is a very expensive process) and these obstacles that were troubling institutions, employers and trade former times, no longer exist in our participatory environment, so advertising today has become in direct contact with the broad popular base thanks to social communication and networking sites, or what is known as social media (May,2009, p3) , in addition to other services provided by the Internet such as e-mail, commercial websites and others , and this positively affected the development of consumer growth for various advertising materials, and hence the products and commodities(

The idea of social electronic advertising stems from modern communication media interest in the human demography, as it is an old idea that the media throughout history sought to achieve, and access to a social media base - demographic social media's base, and the paradox raised by social electronic advertising is that while it is aimed at a wide global audience, its contents vary according to the specificities and social constructs – concedering the modern advertising environment for place and individuals privacy - and Mark Zuckerberg (Facebook founder and director) had stated that the era of mass advertising directed at the general public has become part of the past and that it has become directed at specific groups, bands and Specific forums – Social segments- all the way to direct individual advertising, and this is what Hervet guillaume went to - when



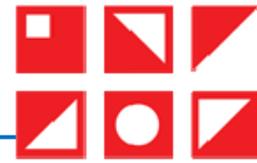
talking about privacy in electronic advertising, or what he considered to be individualism principle in the electronic advertising process , (Hervet, 2012, p12) and the advertising material allocation to each individual amid the general rule provided by the social media. Thus, the concept of advertising has expanded with the breadth of its audience, and has increased in specialization.

- 3.2- Electronic advertising and the modern communication environment: functions and interrelationships

Nowadays, electronic advertising operates in an interconnected social and communicative context, taking advantage of the new media possibilities of various applications and multimedia, and what provide Internet in terms of communicational and communicative spaces can be considered in the end the vessel in which social electronic advertising grows and develops, and on the other hand communication modern means flourish thanks to the financial revenues provided by electronic advertising, and while the relationship between the media and advertising is eternal, its essence has changed with functions and communication and advertising forms change , and in the following we will try to dissect the relationship between electronic advertising on the one hand and the environment of modern communication on the other hand, with a special focus on the points of new communication environment influence on advertising.

- 3.3- Social media and user data ; the electronic advertising wealth:

Social media has excelled in providing personal and field data to form accurate descriptive rules for broad audiences, and the profile data may includesuch as: name, surname, age, gender, location, and profile datasuch as: a group of friends and relatives, and cultural datasuch as: ways of living, religion, and interaction data that expresses the range of ideas and interests that community members raise in virtual communication spaces, For example, "Facebook" Foundation is conducting an organized survey of the ideas exchanged by its audience, which has exceeded 50 million subscribers, that eventually goes beyond the hosting stage by classifying the global electronic community into pieces and social media groups- social media segments- that have common characteristics - homogeneous groups - as if they are between 35-49 years



old,(Remziye Terkan , 2014, p08) fulfilling the same roles and having the same needs, and they usually tend to exchange opinions and advice about the things they use in daily life , and the electronic advertising benefits directly from these characteristics that are provided to it by modern communication institutions, with its penetration into social contexts, where it sends advertising messages adapted to individuals conditions and the nature of their lives.

- **3.4- Contents and social relations from the media to electronic advertising:**

social life contents and essence -that takes place in the various forms of communication modern means - covers an extremely important advertising material, thus it (the contents) convey the individuals' thinking and behavior patterns, as well as their social interactions and dealing methods with various human developments and issues, and we do not exaggerate if we say that modern media outlets provide technical and information services, as they seek to arrange their users contents in the designs form that serve commercial and publicity goals,(Andrew, 2013, p3) by answering the following questions:

Context: How is the site organized, and how does it present the content to users? considering the respect for individuals tastes and feelings, the aesthetics of the text and the image (look and fell) , (Andrew, 2013, p5) as well as bearing in mind site or content functionalities and performance.

- Contents: What are the contents transmitted by the site ?
- -It offers a mixture of information, products and services;
- -Contents for promotional messages;
- A mixture of content in multimedia
- Community: How does the site's content achieve total or even partial consensus for individuals? This can be determined by measuring the recipient's interaction with the site's contents , the number of messages that represent individuals echoing or instant



messaging, as well as negative individuals perception who visited the site and viewed various contents, but finally they didn't interact.

Communication: How to communicate with users? What are the employed communication means? Either it is a multi-service media, or a hybrid media that combines digital and interactive broadcasting.

We can imagine the information flows size produced by social media sites compared to the size of their audience, as “Myspase“ alone includes 59,492,362 people,(mohammed, 2007,p7) and these contents impact later on the electronic advertising industry.

- 4- Electronic Advertising Markets in Information Societies "Models and Figures"

Information and knowledge phenomenon is growing in contemporary societies to encompass the economic aspects, as the term knowledge economy has become popular thanks to the information revolution as an inexhaustible resource, and the competition of economic institutions nowadays for the resource of information, and the ability to produce knowledge and Data processing, represents nothing but a step towards deliverance from energetic substances attachment

In the nineties of the twentieth century, world information spending became 15%, while it only represented 03% or 04% 30 years ago, and in 1993 researcher James Beinger estimated that the information sector represented 29% of USA national product , 31% of the workforce, and in 1994 European spending on programs and services related to information technology increased by 09%, reaching \$ 74 billion.

In response to the aforementioned, numerous researchers and economists argue that electronic advertising market is constantly evolving, as USA Internet advertising revenues in 2012exceeded those that operate according to cable and satellite television, and USA Internet advertising revenues amounted to 36 billion dollars, (Gulnara Z. Karimova, 2011, p07)an increase of 15.2% compared to the year 2011, when the advertising revenues were about 31 billion dollars. In the second quarter of the current year USA advertising market revenues exceeded 13.3 billion dollars, an increase of 5%



compared to 2013 first quarter . This reflects the terrible development in the advertising market, which is experiencing fierce competition in the USA, especially between "Google", "Microsoft" and "Apple" institutions. Where "Google" organization achieved an annual income (2012) of 42.5 billion US dollars in electronic advertising resource of international markets (PricewaterhouseCoopers, 2013,p123), while its rival, Microsoft achieved an annual income (2011) in the international markets from the electronic advertising resource of 17.3 billion US dollars. Microsoft, for instance, could obtain the right to place "social" type advertising messages on a specific site, whose financial value reached 240 million dollars in 2011(Google Investor Relations, 2013,p31.(

In the midst of economic and information conflict intensification , several studies indicated a significant decline in classic advertising incomes mainly in television, and the damage to newspapers was much greater while the radio maintained somewhat promotional income stability due to its presence flexibility anywhere.

So that these means avoid difficult situations facing the Internet challenges; they adopted new communication styles based on immediacy and brevity, interactivity and sharing; It also created websites for itself in the network, through which to transmit its materials and programs to the recipient.

Enter the article abstract here in the same format (font, size, distance between lines). Considers the main conclusions and deductions of the previous section that answer the question in the introduction, followed by the proposals made through the field study, The abstract of the article includes the theoretical and practical limits of the research (self-criticism: reflect author future research intentions.

5- Conclusion:

In this article, we discussed electronic advertising topic, and the contexts in which the latter is active, trying to focus on the modern communication environment and the solutions or proposals it projected. Advertising would only progress and develop financial revolutions, and others ;informational and technological, and It has become positive that the electronic media and advertising environment meet in goals and means,

Electronic advertisingIn the modern communication environment



and divide in contents and appearances , therefore modern communication sells information and the various social contents to electronic advertising, and the latter pays the bill for the provided service by the modern communication.



6. Bibliography List :

- Andrew Yang, Dan J. Kim, and Vishal Dhalwanin, (2013) Social Networking as a New Trend in e-Marketing, Houston, Texas.
- Chikezie Emmanuel Uzuegbunam, Chinwe Elizabeth Uzochukwu, (2016), Perspectives in the Social Sciences Social Sciences, School of General Studies, Nnamdi Azikiwe University, Abuja
- Dubai Press Club, Arab Media Outlook (2009-2013), Dubai, in : www.fas.org/irp/eprint/arabmedia.pdf.
- Financial Tables,(2013), Google Investor Relations.Archived from the original on 13. Retrieved 2013
- Gulnara Z. Karimova, (may 2011), Journal of Media and Communication Studies, , North Cyprus, Turkey.
- hervet guillaume, (2012) attention et evitement des bannières publicitaires sur internet : quelles conséquences?, (doctorat en sciences de l'administration, université laval québec).
- IAB internet advertising revenue report (2013) full year results". PricewaterhouseCoopers, Internet Advertising Bureau. Retrieved 12.
- Interactive Advertising Bureau, (May 2009).Social Advertising Best Practices
- Mohammed Meziane, (06 décembre 2007), pour une société algérienne de l'information, le quotidien d'Oran,n.3946.
- Remziye Terkan , (2014) International Review of Management and Marketing, Vol. 4, No. 3, turkey.
- Robert miller, (2020), Social Media Marketing, Paperback edition, usa
- Sally J. McMillan, (2004) Internet Advertising: One Face or Many, Internet Advertising: Theory and Research (2nd edition), David W. Schumann & Esther Thorson, University of Tennessee Knoxville, n.26



- Yoo, C. Y. (2005) Preattentive processing of Web Advertising. (Thèse de doctorat, University of Texas, Austin).