Chapter 1

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

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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 human mind, it is possible to make some predictions for the future. Therefore, this

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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 inter-
actions 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 advertis-
ing, 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 Ber-
trand Russell, human being is just a thinking agent
trying to interpret external reality in the light of his
mental capability (Problems of Philosophy, 2008,