



Theoretical perspectives of advertising discourse in the digital environment

Rim Kebaili ^{1,*}, Haroun Menaceur ²

¹ Tébessa University ,Algeria (Algeria), rim.kebaili@univ-tebessa.dz

Laboratory of Research in Media and Society

² Tébessa University ,Algeria (Algeria), haroun.menaceur@univ-tebessa.dz

Laboratory of Humanities And Liturature Studies Tébessa University,Algeria

Received: 03 / 11 / 2024

Accepted: 16 / 01 / 2025

Published: 20 / 01 / 2025

Abstract:

This abstract explores the theoretical perspectives applied to the analysis of advertising discourse in the digital environment. It highlights the significance of semiotics, cultural studies, critical discourse analysis, reception theory, and ethical perspectives in understanding the complexities of advertising in the digital age. These perspectives shed light on how meanings are constructed, cultural values are conveyed, power dynamics are manifested, audience interpretations are shaped, and ethical considerations are addressed in digital advertising. By employing these theoretical frameworks, scholars and practitioners can gain insights into the impact and implications of advertising discourse in the digital landscape and foster responsible and effective advertising practices.

Keywords: *Advertising discourse, Critical discourse analysis, Cultural studies, Digital environment, Theoretical perspectives.*

* Corresponding author: Rim Kebaili.

I. INTRODUCTION

Advertising discourse in the digital environment is a vital tool for attracting audience attention and achieving marketing goals. The effectiveness of advertising discourse in the digital environment depends on the theoretical premises on which it is based, which are the principles and ideas that guide the design and implementation of digital advertising. This article aims to analyze the theoretical premises of advertising discourse in the digital environment and understand its impact on audience response and the success of digital advertising campaigns.

Advertising Speech in the Digital Environment: This section focuses on the definition of advertising discourse and its importance in the digital environment, in addition to explaining its role in digital marketing and achieving brand goals.

Theoretical perspectives of advertising discourse: This section deals with the main theoretical perspectives of advertising discourse in the digital environment. This includes interactivity as one of the main premises, where interactive tools such as interactive ads and interactive applications are used to attract the attention of users. Emphasis is also placed on the precise targeting offered by the digital environment, as well as on personalized experience and innovation in the design of digital advertising.

The influence of theoretical perspectives on audience response: This section examines the impact of theoretical perspectives on audience response to advertising discourse in the digital environment. The importance of theoretical perspectives in achieving positive advertising outcomes.

1. Advertising discourse in the digital environment:

Advertising discourse in the digital environment is a form of advertising and marketing that targets audiences via digital media and the Internet. Advertising discourse in the digital environment includes a variety of formats and media such as audio-visual advertising, interactive advertising, targeted advertising, paid content, social media marketing, email, and search engines.

The effectiveness of advertising discourse in the digital environment depends on several factors. One of them is precision targeting, where advertisers can target specific audience segments based on criteria such as age, gender, location, and interests. This allows for better results and improved conversion and response rates.

Additionally, advertising discourse in the digital environment is characterized by interactivity and engagement. Users can interact with ads and promoted content, such as clicking on links, participating in discussions, and leaving comments. This level of interactivity and engagement enhances the brand's connection with the audience and increases their awareness and engagement with the advertised product or service.

Moreover, the digital environment offers the possibility to measure and track the effectiveness of the advertising message. Advertisers can analyze data and accurately measure the performance of their campaigns, such as the number of views, clicks, and conversion rate. This information can be used to optimize marketing strategies and achieve the best return on investment.

Advertising discourse in the digital environment is a powerful and effective tool for marketing and advertising. The digital medium allows reaching a wide and diverse audience, and provides opportunities for interaction and engagement. Using precise targeting and data analysis,

advertisers can achieve better advertising results. For more on DSP, you can explore credible online sources and websites that specialize in digital marketing and digital advertising.

Advertising discourse in the digital environment refers to the use of advertising and marketing in the digital environment, including websites, social media, mobile apps, email, search engines, and other online channels.

The digital environment offers unique opportunities for businesses and brands to connect with audiences and potential customers. Advertising discourse in the digital environment can be diverse and innovative, through the use of images, video, interactive text, personalized content, and personalized experiences. (Barger, 2013).

Advertising discourse in the digital environment relies on targeting the right audience, analyzing data and information to understand customer interests and needs, and providing integrated and appropriate user experiences across various digital channels.

The digital environment is a dynamic and constantly evolving field, so advertising discourse in this context requires keeping up with technological changes and consumer trends, and optimizing marketing and advertising strategies to succeed in the digital environment.

1.1. The challenges of advertising discourse in the digital environment:

Businesses and brands face many challenges when it comes to advertising discourse in the digital environment. These challenges include the explosion of information available online, dealing with rapid technological changes, competing in the social media arena, and dealing with privacy and security issues. Businesses must be creative and innovative in their advertising strategies to effectively engage with audiences and consumers. (Belch, 2020).

- **Audience targeting:** The digital environment offers unique opportunities to target the right audience. Businesses can use data and audience analytics to understand the behavior, interests, and needs of consumers, and build targeted advertising strategies that effectively target the right audience.

- **Social media and engagement:** Social media platforms are an essential component of the digital environment. Businesses can build a strong social media presence and engage with users by creating engaging content, responding to comments and inquiries, and having dialog with consumers.

- **Integrated strategies:** Advertising discourse in the digital environment is part of an integrated marketing strategy. Companies must collaborate across digital channels to deliver a cohesive and integrated message to the audience. This includes coordinating advertising campaigns across the web, social media, email, and other digital channels.

- **Innovation and experimentation:** The digital environment enables companies to experiment with new advertising ideas and create innovative campaigns. New advertising techniques such as virtual reality, augmented reality, and innovative content marketing can be experimented with to capture audience attention and increase engagement.

- **Constant interaction:** The digital environment encourages constant interaction with the audience and consumers. Businesses can provide immediate and continuous customer support through live chat and quick responses to inquiries and complaints. Continuous interaction builds trust and enhances customer satisfaction.

- **Constant interaction:** The digital environment encourages constant interaction with the public and consumers. Businesses can provide immediate and continuous customer support through live chat and quick responses to inquiries and complaints. Continuous interaction builds trust and enhances customer satisfaction.

Advertising discourse in the digital environment offers great opportunities and diverse challenges for businesses and brands. Businesses must adapt to this changing environment and use innovative and integrated advertising strategies to effectively engage with audiences and succeed in the digital marketplace.

II. Theoretical perspectives on digital advertising discourse:

There are several theories related to digital advertising discourse. Some of the most prominent theories include:

1.1.1 Social influence theory:

This theory suggests that advertising discourse can influence consumer behavior, beliefs, and attitudes. According to this theory, digital advertising can influence the formation and change of consumer behavior through the use of various advertising techniques such as persuasion, emotional arousal, and fame. (Smith, 2016)

Social influence theory focuses on understanding how social factors influence the behavior of individuals. In the context of digital advertising, this theory is used to explain how online advertising affects the audience and their behavior.

Social influence theory analyzes the following factors:

- **Peers (social group):** Peers influence the behavior of individuals through recommendations and social influence. When a well-known or popular person promotes a product or service via digital ads, it can encourage individuals to interact with the ad and purchase the product.
- **Influencers:** Influencers play an important role in influencing audience behavior. This can be through their recommendations or sharing personal experiences regarding products or services. The audience may trust these personalities and be influenced by their insights and recommendations.
- **Public opinion:** The audience can be influenced by public opinion and trends in society. If there are positive trends towards a particular product or service in public opinion, individuals may be more willing to engage with digital ads related to that product or service.
- **Online socialization:** The internet and social media is a gateway to social influence on the behavior of individuals. By sharing ads, comments, and recommendations online, individuals can influence each other and encourage each other to interact with ads.

In general, social influence theory highlights the power of social factors in shaping individuals' behavior and decision-making. This theory can be used to understand the impact of digital advertising and how audiences interact with it in light of the social interactions and influences surrounding them (Barger, 2013).

1.1.2 Critical Communication Theory:

This theory focuses on analyzing advertising discourse by analyzing the symbols and messages used in advertisements. This theory aims to understand how advertisements are used to manipulate the meanings and possibilities associated with them, and how these symbols and messages affect consumers' interpretation and response (Zahay, 2017).

The critical communication theory of digital advertising focuses on analyzing critical and interpretive factors in digital advertising. This theory aims to understand how digital advertising is used to influence the audience and manipulate meanings and symbols to achieve advertising goals.

According to the critical communication theory, digital ads are analyzed based on the following elements:

Symbols and coded codes: Digital advertising is a platform for using symbols and coded meanings to communicate with the audience. Images, logos, colors, words, and other symbols are used to convey certain messages and create a certain image. Analyzing these codes helps in understanding the intended advertising message and the potential impact on the audience.

Power and superiority: This theory suggests that digital ads often use authority and superiority to persuade and influence the audience. Influencers, experts, and celebrities are used to lend credibility to the ads and convince the audience of the quality of the advertised product or service.

Reorienting culture: Digital advertising is sometimes used to reorient culture and redefine social values and beliefs. Digital advertising can form new opinions and perceptions of society and seek to change existing attitudes and beliefs.

Consumption and identity: Digital advertising is a tool for shaping consumer identity and influencing consumer behavior. Advertisements are used to satisfy needs and desires and promote belonging to a particular group through the use of certain products or services.

1.1.3 Cultural transmission theory:

This theory suggests that advertising discourse in the digital environment transmits and spreads values, beliefs, and cultures. Digital advertising influences the formation of consumer cultures and its impact on consumer behavior and purchasing trends (Chaffey, 2019).

Digital Engagement Theory: This theory focuses on the interaction and engagement of users with digital advertising. It suggests that digital engagement influences the impact and effectiveness of ads, and that users who feel engaged and actively interact with ads are more responsive and responsive to them.

Cultural transmission theory in digital advertising focuses on how values, beliefs, and culture are transmitted through digital advertising. This theory is a tool for understanding how digital advertising can change and shape culture and collective beliefs.

Elements of the theory of cultural transmission in digital advertising include the following:

Familiarization with culture: Digital advertising aims to familiarize the audience with the values, beliefs, and culture. Ads can be used to highlight and reinforce certain values or to introduce a new culture and modernize existing values.

Symbols and coded codes: Digital ads use symbols and coded codes to convey cultural messages. Images, colors, logos, words, and other symbols can be used to convey certain cultural messages and project a certain image to the target community.

Influencing attitudes and beliefs: Digital advertising sometimes aims to change existing attitudes and beliefs in society. By presenting a new vision or updating existing ideas, digital advertising can influence the cultural beliefs and convictions of the audience (Ducoffe, 2016).

Strengthening cultural identity: Digital advertising can reinforce the cultural identity of individuals and groups. By associating the advertised product or service with certain values and culture, ads can foster belonging and encourage empathy and positive interaction.

Social transformation: Digital advertising sometimes seeks to achieve social change by promoting important social causes. Ads can be used to spread awareness and encourage participation in issues such as human rights, equality, and sustainability.

The cultural transmission theory of digital advertising helps in understanding how advertising is used to transmit values and beliefs and shape culture. This theory can be used to analyze the cultural elements and social impacts of digital ads and determine how ads can promote cultural change and achieve desired goals.

The digital engagement theory of digital advertising focuses on understanding users' interaction and engagement with digital advertising. This theory seeks to analyze the level of engagement and interaction that occurs between a user and an advertisement, and identify the factors that influence the increase in user engagement and interaction with digital ads.

Elements of digital engagement theory in digital advertising include the following: (De Pelsmacker, 2017)

User experience: Digital engagement is about the user experience and the extent to which the ad meets their needs and expectations. If the ad offers a pleasant and useful experience to the user, it is likely to have higher engagement and greater participation.

Engaging content: Engaging and interesting content is one of the key factors in increasing digital engagement. The ad should be inspirational, creative, and target users' interests to capture their attention and encourage engagement.

Means of interaction: Digital engagement includes the ability to interact and engage with the ad. Optimal means of engagement in digital advertising can include clicks, comments, social media shares, participation in polls, contests, and more.

Social networks: Social networks play an important role in boosting digital engagement. When an ad is shared via social media and circulated by users, it can have greater reach and impact.

Measuring engagement: The level of engagement and interaction between users and digital ads should be measured to determine the effectiveness of the ad and optimize it. Metrics such as click-through rate (CTR), engagement rate, and Average Time Spent (ATS) can be used to measure engagement.

Using digital engagement theory in digital advertising, how users are attracted, engaged, and interacted with digital ads is analyzed, so ad design and marketing strategies can be optimized to increase the effectiveness of the ad and achieve the desired goals.

Influential Communication Theory: This theory focuses on the relationship between the sender and receiver in advertising discourse. It suggests that successful advertising discourse should have an impact on consumers, and that effective communication and strong communication between the sender and receiver can contribute to achieving this impact. (Ryan, 2016)

1.2. Economic theory:

Online advertising discourse can be explained from an economic point of view. According to this interpretation, digital advertising is a way to generate profits and increase sales for companies and brands. Advertising discourse is used to attract the attention of consumers and persuade them to buy the advertised products and services. The success of advertising depends on the ability of advertisements to create a desire and need in consumers and motivate them to buy.

2. Sociological theory:

Online advertising discourse can be explained from a sociological perspective. According to this interpretation, digital advertising is part of the consumer culture that forms part of our identity and influences the behavior, needs, and desires of individuals. Advertising discourse reflects and contributes to shaping societal values and beliefs. Advertising discourse influences the consumption pattern and personal choices of individuals and their ability to achieve personal and social satisfaction.

3. Psychological theory:

Online advertising discourse can be interpreted from a psychological perspective. According to this interpretation, digital advertising targets the psychological and emotional aspects of consumers. Tactics such as seduction, emotional arousal, and creating an emotional connection with the brand are used to attract the attention and synthesize consumers with the advertised products and services. Advertising discourse aims to activate the desires, feelings, and needs of consumers and motivate them to buy. (Fill, 2016)

4. The influence of theoretical premises on audience response:

Using theoretical perspectives, advertisers can analyze audience response to advertising discourse in the digital environment and improve advertising design and marketing strategies. Theoretical perspectives can also be used to understand the impact of cultural and social factors on audience response and adapt digital advertising taking into account technological advances and changes in the digital environment, there are some challenges that may affect audience response to advertising discourse in the digital environment. These challenges include:

- **Increased advertising noise:** As the number of digital ads available increases, the audience is faced with a lot of ad noise. It can be difficult for the audience to filter and identify important and relevant ads among the many ads out there. This means that advertisers need effective strategies to capture the audience's attention and engage with them.

- **Changing consumption habits:** With changes in the digital environment, consumption habits have also changed. Advertising content is now accessed through a variety of devices and platforms, and this means that advertisers need to target digital ads in ways that fit those new consumption habits.
- **Audience tolerance:** Audiences may become more tolerant and less responsive to digital ads due to ad saturation. Advertisers must design innovative, original, and engaging ads to capture the audience's attention and motivate them to interact.
- **Ad filtering:** Audiences use many tools and techniques to filter and block ads. They may use ad blockers or ignore ads altogether. This means that advertisers need innovative advertising strategies to overcome these filters and reach the target audience (Hoffman, 2018).

With a good understanding of the theoretical premises and the challenges related to the digital environment, advertisers can develop effective advertising strategies that effectively target the audience and enhance their response to the advertising discourse:

digital advertising is negatively affected by advertising friction or advertising clutter. When audiences are exposed to a large number of ads, it is difficult for them to fully recognize, focus, and engage with the ads. Thus, ad friction can reduce audience response to digital ads.

In general, ad clutter can lead to distracting and confusing advertising messages and reduce the ability of ads to reach the target audience effectively. Ad congestion may increase the level of ad noise and distract from marketing efforts.

Factors that play a role in ad clutter include the number of ads present, the variety of ads, the frequency with which ads appear, the similarity between ads, and the speed at which ads are displayed.

It is important for advertisers and marketers to consider the theory of ad friction when designing digital advertising campaigns, and to optimize the audience experience through good planning, choosing the right time and place to display ads, and providing targeted and engaging messages and content that stand out among other ads.

There are several strategies advertisers can follow to overcome ad friction and maximize the effectiveness of their digital ads. Here are some important strategies:

- **Targeting the audience:** Advertisers should identify and understand their target audience and their needs and interests. By targeting the right audience, advertisers can minimize ad friction by serving ads to people who are more responsive and interested.
- **Innovation and creativity in design:** Advertisers can use creative and innovative design for digital ads to attract attention and engagement from the audience. Using animation, multimedia, and interactive elements can make ads stand out among the ad clutter and motivate viewers to engage with them.
- **Timing and distribution of ads:** It is important that ads are distributed at the right times and places to effectively reach the target audience. Audience data and behavioral analytics can be used to determine the best times and channels to serve ads and ensure ads are in the right contexts.
- **Provide value and utility:** Digital ads should include content that is valuable and useful to the target audience. Advertisers can provide useful information, guidance, and

promotions about their products or services to the audience, thereby building trust and interest and minimizing advertising friction.

- **Test and optimize:** It's important for advertisers to monitor and measure the performance of their digital ads and analyze the data to understand audience response and identify factors that influence ad friction. Based on this data, ads can be optimized and strategies can be adjusted to increase the effectiveness of campaigns.

Using these strategies, an advertiser can be mindful that the theory of ad friction is not a static theory, and appropriate strategies may vary under different advertising market conditions and circumstances. Advertisers should also collaborate with marketing teams and experiment and test different strategies to find out what works best for their target audience and the type of advertising they provide (Kaplan, 2010).

Information Processing Theory: This theory suggests that individuals engage with digital ads through information processing. Individuals process, analyze, and interpret information about ads to make a decision to respond. The extent to which the audience responds is influenced by factors such as the quality of the ad, its appeal, and its relevance to their needs and desires. Information Processing Theory explains that people engage with digital ads through information processing. According to this theory, ads are received and processed through cognitive processes such as attention, perception, interpretation, and recall. Factors such as the quality, attractiveness, and relevance of the ad to the audience's needs and desires influence how they respond to the ad.

For example, if an ad has engaging and interesting content, provides useful information, and is relevant to the individual's personal needs, the individual is more likely to process the ad more deeply and attentively. In addition, if the ad is well-designed and uses appealing and appropriate visual elements, it may increase the audience's response and recall of the ad.

Information processing theory is an important theory in the study of audience response to digital advertising and explains how individuals process advertising information and how this affects their decisions to respond to advertisements.

Individuals (the "audience") use several cognitive processes to process digital ads. Here are some of the key cognitive processes that individuals share:

- **Attention:** Individuals direct their attention towards the digital ads displayed. There may be competition between different ads for the audience's attention.
- **Perception:** This process involves receiving visual and auditory information related to the ad and converting it into comprehensible and understandable cues for comprehension.
- **Interpretation:** Individuals interpret and analyze the information absorbed from the advertisement to understand the meaning, significance, and message conveyed. This may involve using prior knowledge and personal experiences to interpret.
- **Memory:** Processed information is stored in either short memory or long memory. Memory can play an important role in retrieving and remembering information later.
- **Decision making:** The decision to respond to an advertisement is based on the individual's evaluation and interpretation of the processed information. The quality, credibility, and appeal of the ad may influence the decision to respond.

These cognitive processes work together to process advertising information and turn it into a response and response by the audience. It should be noted that these processes are influenced by

factors such as age, experience, prior knowledge, and the individual's personal culture (Rowley, 2016)

III. Conclusion:

Theoretical perspectives contribute to the understanding of advertising phenomena and behavior in the context of digital media, as they provide a conceptual framework through which to analyze and interpret different elements of digital advertising discourse, such as advertising strategy and target audience influence. Thanks to these theories, digital advertising strategy can be guided and decisions can be made based on strong theoretical concepts, as they provide the necessary guidelines for designing and implementing successful online advertising campaigns, identifying the target audience, selecting the right digital channels, and implementing communication strategies. In addition, theories contribute to analyzing and understanding the target audience for digital advertising by providing appropriate concepts and tools, which helps in understanding audience behavior, response, needs, wants and expectations, and this knowledge can be used to guide communication strategies and customize advertising messages to more effectively reach the target audience. Finally, theories help in analyzing and evaluating the results of digital advertising campaigns, as they provide the foundations needed to analyze data, measure advertising performance, and evaluate the success of campaigns, and this knowledge can be used to identify areas that can be improved and optimize future advertising strategies. By using theories to explain digital advertising discourse, advertisers can gain a deeper and more analytical understanding of the digital advertising process, achieve better performance, and achieve desired goals.

– **Referrals and references:**

- Barger, V. A., & Labrecque, L. I. (2013). An investigation of factors influencing consumer attitudes toward social media marketing. *Journal of Interactive Marketing*, 27(4), 294-308.
- Belch, G. E., & Belch, M. A. (2020). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill Education.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice*. Pearson.
- De Pelsmacker, P., Geuens, M., & Van Den Bergh, J. (2017). *Marketing Communications: A European Perspective*. Pearson.
- Ducoffe, R. H. (2016). *Advertising in the 21st Century: Perspectives on Integrated Marketing Communication*. Routledge.
- Fill, C., & Turnbull, S. (2016). *Marketing Communications: Brands, Experiences and Participation*. Pearson.
- Hoffman, D. L., & Novak, T. P. (2018). *Advertising in the Digital Age: The Power of Analytics and Customer Centricity*. MIT Press.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68.
- Rowley, J. (2016). *Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools, and Measurement*. Kogan Page.
- Ryan, D. (2016). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. Kogan Page.
- Smith, P. R., & Zook, Z. (2016). *Marketing Communications: Integrating Offline and Online with Social Media*. Kogan Page.
- Zahay, D., & Roberts, M. L. (2017). *Internet Marketing: Integrating Online and Offline Strategies*. Cengage Learning.