

Hypnopedia

Name

Affiliation

Date

Hypnopedia

Hypnopedia is sleep-learning; thus, it attempts to pass information to a sleeping individual basically by playing a sound recording to them. The majority of people consider sleep as a crucial period for memory consolidation. It is a method mostly known as targeted memory reactivation. Hypnopedia teaches children in their sleep since children in the world state have no guardians or parents, they dwell in dormitories. Every night they hear repetitions of ideas that the states intend the kids to internalize. Due to listening to such messages repeatedly, they grow up conditioned and brainwashed into thinking that such internalized ideas are the truth. The grownup, too, believes that these are their own opinions and ideas. The adult also does not question the children where the ideas come from. Lenina, for instance, is continually thinking that the khaki colour the delta wear is beastly (Huxley, 2010, p. 29). Although she rejoices about the colour, she is not a delta. Such thoughts never trouble her; they seem as genuine opinions to her. Hypnopedia, in this case, emphasizes contentment. Conformity and consumerism with everyone's place in the caste system. Although dehumanizing, the method allows the social order to run easily, which is the most important value in this kind of world "we condition them to thrive on heat" (Huxley, 2010, p. 16). Apart from elementary class consciousness, the children are taught about primal sex. such a program makes them believe "everyone belongs to everyone else". Thus, the children take sexual activities as recreational acts without any important meaning since the residents are taught to think there are no true personal relationships.

For decades advertising has been at the centre point for buyers by distinct subjects piquing different audience's interest. Advertisers globally attempt to strengthen the unequivocal and implied messages to persuade consumers decisions. The fifteen basic appeals offer an in-depth analysis of how Fowles got his ideas about the different appeals. The article provides an

example and details on how each drawing is utilized and how advertisement can form deep-lying desires. Fowles also explain how individuals yearn for the appeals. The fifteen attractions include the need for sex, affiliation, nurture, guidance and aggress. They also need to achieve, dominate, escape and feel safe. Other appeals have physiological conditions, need to satisfy curiosity and need for aesthetic sensation. The need for affiliation shows things larger than life. In most cases, it links viewers with an appealing product. Such advertisements gratify the craving for connecting with a certain product. In most cases, the ad uses such an aspect negatively by arousing the fear of rejection. For instance, if people do not use the latest deodorants, they will have an odour since the sweat will keep their friends away (Fowles, 1982)



The majority of brands want their customers to associate their brand names with positivity, laughing and smiling. For instance, Coca-Cola's choosing happiness promotion in 2015 was a powerful example that encourages customers to share happy experience and memories (*Coca-Cola Great Britain*).



Fear is one of the best marketing tools to make people loyal to a specific brand, service or product. The fear makes consumers investigate the areas of concern keenly and showcase warns of dangers that consumers can lose something if they don't take measures. Such fear helps consumers to grow and avert bad behaviours such as drug abuse. For instance, the World Wildlife Fund uses fear in advertising the effects of global warming (*World Wildlife Fund*).



The use of anger in advertisement makes consumers annoyed about politics since it evokes negative association. However, firms use such emotion to stimulate the consumer to solve

important questions and reconsider their basic perspective. For instance, the Always' like a girl campaign utilizes a well-known offence to capture the attention and encourage girls and women to share their difficulties and stories they face while playing sport ("YouTube).



For centuries trust has been one of the basic triggers in emotional marketing. In addition, brands have shifted their attention to trust boards in their advertisements. Before the consumer repeatedly earns trust and purchases from a brand. For example, the law offices of John Rapillo promote trust through their ads (*Law Offices of John Rapillo*).



Using negative emotions such as sadness help the brand deliver a sense of compassion and empathy. Currently, most brands are aware of the effectiveness of utilizing emotional content to create public awareness of issues such as gender equality and violence; for example, love has come to an adoption story ("Love has come - An adoption story," 2015).

References

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