

Advertising Flow through Facebook and its Impact on Receiving Context

An Analytical Vision on the Dialectic of Impact and Reception

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Abstract:

This study aims to reveal the reality of the advertising flow through Facebook and the mechanisms to measure its impact on the context of receiving, by searching for the most important peculiarities of Facebook as an advertising pillar, as well as to identify the most important Patterns of Receiving electronic ads via Facebook. In order to achieve these objectives, we relied on the descriptive analytical method by describing the phenomenon of advertising flow through Facebook and its effect on the receiving process, and we concluded to anticipate the subsequent effects that these ads may have on User receive context.

At the end of this study, we concluded as results of the analysis that: advertising flow through Facebook has several forms that differ from traditional advertising, as well as there are two patterns of receiving ads via Facebook, and this would enhance or hinder the effect of advertising on recipients, while there are five methods that allow us to measure the receiving of advertisements through social networking sites.

key words: Advertising flow; Facebook; Impact; Reception; Receiving context.

Introduction

Media studies knew a huge leap in parallel with the emergence of the outputs of development in the field of communications, which led to the displacement of many concepts in media and communication sciences; As the attention shifted from the communicator and the message to the audience, by removing the concept of the negative, lazy audience and replacing it with active audience.

On the same path, the modern critical approaches were concerned with the content-recipient duality, so that the individual receiving, whether he was spectator, reader or listener, became a perceived as conscious with the ability to decode various codes. In other side, and according to technological development, the media scene has moved to another dimension, where the opportunity has been opened for the emergence of intermediate parties between

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the media outlet and the recipient to become, with time, the tripartite party representing its third party, the financier, imposed by the dynamic that characterized the market and resulted in a massive increase of production and its accumulation, making it impossible for commercial enterprises to market their products on a large scale without resorting to the media to publicize them.

Therefore, the need to send advertising as an inevitable and economic necessity to solve the problem of supply that exceeds demand, thus strengthening another competition between major companies to control the media and exploit all kinds the advertising pillars. With the increasing use of new media by the public, advertisements moved with it to surround it in that virtual space to convince him of what it presented, but this transition had many effects on the individual navigating through those spaces, mainly those linked to the storming of his receiving process. From this point of view, it was necessary to address the duality of electronic advertising via Facebook and the context of receiving, from an analytical point of view. We ask the following question: **How does the flow of electronic advertisements through Facebook affect the receiving context?**

1. Literature review; an analytical and critical reading of the concepts

1.1. Advertising flow

Flow or streaming means that method that allows data (especially video and audio) to be transmitted or received over the Internet as a continuous and stable stream, allowing playback to start while the rest of the data is still being received. (Dictionary Cambridge, Streaming, retrieved on 22/12/2019, Av.At :<https://bit.ly/2vif1q7>) This technology also allows downloading all video images at a very fast speed, allowing the recipient to view the first uploaded images from the advertisement without waiting for the completion of the download process, as the flow speeds up the fluidity of the images and the lightness of the page hosting the advertisement. (Carlier,2000,P.232)

By this, we mean in our study, that irrational explosion of electronic advertisements to the extent that the user cannot monitor or control them.

1.2 Electronic Advertising

Despite the different and variety of concepts of electronic advertising, the common denominator between them is the agreement on the existence of the electronic pillar

for this type of advertising which is spread thanks to the Internet through multiple electronic platforms. (El Charaoui, 2004,P.137) It is commercial information related to goods and services of an advertising nature which is placed at the disposal of the public through the website. It also aims to push site surfers to purchase these goods and services. (Abou El Kassim,2000,P.110)

In this form, we find that electronic advertising is content with a purely commodity dimension (whether a product or a service) and that commodity formula pushes individuals to buy and acquire what is offered to them.

The same idea of commodification is transmitted to the definition that follows, as the advertisement was considered, according to what some agencies and specialized scientific bodies defined: "It consists of advertisement inserts that may be in the form of advertisement tapes, sponsorships, trade links...etc.

They are either paid or unpaid within on-line pillars" (Lendrevie ,Arnaud and Riou.,2004 ,P. 294) , meaning that the advertisement according to this definition is a service offered through electronic platforms and this definition is not required that the service be paid, rather, it may be unpaid, i.e. free. This was confirmed by researcher Lionel Bochorberg (Bochorberg,2001,P.164)in his description of electronic advertising, where the advertisement is defined as: "every means of communication directed to enable any supposed consumer, to form an opinion about the desired and expected results from the use of the proposed goods or services via the Internet."

Through this definition, we find that the researcher Lionel gave authority to the recipient; He has an opinion about the goods offered around him and does not receive it automatically without awareness or thought.

1.3 Facebook

The social feature of Facebook has made it an important platform for anyone who wants to deliver an idea or promote goods, and this is what contributed to the appearance of social advertising, or as Facebook founder Mark Zuckerberg considered it as being less commercial because of its dependence on the spoken promise and social relationships between users, and there is nothing that can affect a person more than one trusted friend's recommendation.

The origin of the word is from the English language, and the word Facebook dates back to the years 1980-1985; it was intended for that guide approved by American universities, which is issued at the end of each academic year and includes pictures of

students, their activities and their achievements during the university year. (Facebook definition, retrieved on 12/10/2018 , <https://bit.ly/2viiwNh>)

It was initially launched as a simulation of social sites that appeared in the nineties for social acquaintance, but the acquaintance in it was initially limited to Harvard University in the United States, and soon this network expanded to include other universities, then expanded to the world. With the growing use of Facebook and social networking sites in the commercial field, the knowledge economy is boosted at the expense of the economy of goods and services as a result of reliance on advanced technology and its applications and the increased demand for information and knowledge (El Souidi,2013,P.78) , it has become dependent on content provided by users such as opinions, personal blogs, photographs and others.

1.4 Receiving

Reception is among the new concepts that entered the space of science to be characterized by serious theorizing under the framework of the theory of reception or receiving that restores interest in the recipient and the text.

Researchers have distinguished between two terms in which the theory's name is determined according to the intellectual backgrounds of the system in which the process of receiving is practiced; it is the reception in the capitalist system that recognizes the freedom of the individual in the process of receiving, but the response is accompanied by coercive systems as it controls the grip on the reader, making him directed by this compulsion for a long time. (Holub,P.144)

In media studies, this term has been associated with the subject, i.e. the recipient who means the person or group of people who make up the audience of recipients who receive messages from the sender. This reception includes a set of elements that the source must take into consideration, such as the individual's needs and social motivations, as well as the surrounding environment which can affect the extent to which he receives those messages. (Mosbah,2005,P.27)

The approach or the receiving model means those sub-approaches that shifted the focus of the study from the content of the message and its relationship to the impact that may occur on the behaviour of the audience, an attempt to answer the question that was mentioned in Lasswell's model (what do the media do in the audience?) to focus on the fate of the message after it was received by the strong, effective and active selective audience, which was rehabilitated as a result of changing the research strategy to (What does the audience do with the media?)

Stewart Hall's reception theory confirms that media texts are encrypted and removed. The producer encrypts messages and values in their media that are decrypted by the public. However, different audiences will decode the media in different ways and perhaps not in the way the producer originally intended. Stuart Hall states that audience members adopt one of the following three positions when they separate the text:

- Dominant, or Preferred Reading
- Oppositional Reading

Negotiated Reading (Reception theory, retrieved on: 22/06/2021 from <https://revisionworld.com/a2-level-level-revision/media-studies-level-revision/reception-theory>)

2. The most important forms of advertising flow through Facebook

Facebook becomes one of the most important pillar for ads of today era, because of its characteristics that allow it to develop and publish advertising in a global and expanded manner, and advertising contributes greatly to the continuity and survival of the Facebook site at the forefront of sites and also allows users to access the site for free, and advertisements cover the cost of huge expenses that Facebook incurs annually in order to continue to work.

(E- Marketer, 2012, Total Worldwide Social Network Ad Revenues Continue Strong Growth, retrieved on 16/12/2019, Av.At : <https://bit.ly/2UUruen>).

In advertising through Facebook, it is not required that the individual be an expert in designing ads, but he can create and run advertising campaigns using the self-service tools provided by Facebook and track their performance through easy-to-understand reports.

In addition, Facebook includes the largest segment of the audience, as more than two billion users use Facebook per month, so no matter how different and diverse the audience that the advertiser seeks to reach, he will definitely find it through the Facebook platform, especially if we know that about 1.6 billion people in the world communicate with a small business on Facebook, and this is according to the latest statistic made by Facebook.

Facebook, through the Facebook/Commerce platform, provides anyone who wants to design an advertisement through it a list of the most important determinants of any successful advertising campaign, and the latter includes:

- Choosing the target
- Determining the right audience
- Determining where the advertiser wants his ad to appear
- Setting the advertising campaign budget
- Choosing the format of the billboard, whether it is in the form of a video, image or even writing, but the latter is in compatible proportions, as the more the linguistic message in the advertisement, the lower its quality and the marginalization of its presentation by the site.
- Submitting an application via the website
- Measuring and managing the performance of the advertisement as a last step. Once the advertisement is run, the advertiser can track the performance of his advertisement campaign and determine which copies of the advertisement are more effective than the other, so that he can make the required changes and modifications.(Facebook for business, Create an Ad-Target future customers and fans .retrieved on: 22/11/2019 from <https://ar-ar.facebook.com/business/ads>)

And in order for the advertising industry to continue and be renewed through the site, the latter allowed several types of ads that work quickly and periodically, and this is what we can call the advertising flow, and we can distinguish several types of this flow in the virtual space through Facebook, the most important of which are as follows:

2.1 Banner

It is also called the advertising tape, or the standard or the placard, and with its different names, its definitions also differed, as it is defined as that triangle or rectangle that consists of an image or a logo that invites the browser to click on it to access a specific site or commercial page,(Laagab,2001,P.157) and it is after an agreement between the advertiser and the owner of the site that displays it within an agreement ranging from 3 months to a year at most.

2.2. Break advertisement

This type of advertisement is very similar to the television commercial breaks that appear between a program and another; at the time when the Internet user seeks to access a specific page of the site and is waiting for this page to be displayed, the break advertisement appears during that short period of time.

This type of advertisement is known as “an advertisement that occupies for a few seconds the entire window.

This advertisement is located between either contents, events or exhibits to which the recipient is exposed and browsed over the Internet, and the word Interstitial means falling within the gaps “Interstices” or an interval space and thus its mission separating or cutting, thus called interval advertisings.(Fendouchi,2011,PP.150-151)

2.3. Commercial links

Also called promotional or sponsored links, these links are displayed on the same page of search results that are based on keywords in the search engine, where, for example, the search engine Google sells keywords such as "car" with promotion of links towards institutions or brands that paid to be at the forefront of the search results, so the user finds it as connexions or as links within his search results on the word car, provided that it includes at the bottom an indication that it is an advertisement.(Lendrevie ,Arnaud and Riou, P. 296)

2.4. Synchronization of events and special operations

The advertising message is presented here in a different form from the advertising tape, where it is inserted in an innovative image within the publisher’s website, but not through the forms that we have previously been through before, such as tape, sponsorship, or even partnership, but rather as we find in films where the site is the place of disposal of the advertiser's product.

2.5. Published report

It is an advertising form similar to the editorial report that is published through newspapers, and it allows the brand to request the completion of a press article written by the editors of the advertising support, in a way that suits the direction of the advertiser and his audience. This type of ads allows Internet users to be exposed to an advertising message of a traditional form by simply clicking.

2.6. The push technology

The technology used in this type of advertisements allows the information to be pushed towards the recipient in an automatic way without asking for it. Rather, it is sufficient for him to register himself within the required interest and specify his desires to regularly

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receive information about the selected topics, and in parallel with the information the same user receives advertising messages through this channel.

This method is characterized by the possibility of matching the content of the offer with a target audience known to the requests previously, and the push is an innovative method for publishing, provided that it is committed to maintaining a balance between the informational content requested by the user and the advertising volume that he receives. (Hussherr et al.1999,P.100)

2.7. Ads accompanying videos

Due to the large spread of video clips across social networking sites, especially through Facebook, the latter has been exploited to make profits through it, as Facebook users watch daily about eight billion videos, which is more than what users of YouTube, which is specialized in publishing videos, watch. This prompted the site's designers to create a special platform similar to the YouTube platform, symbolized by a triangle at the bottom of the user's page. This has reinforced the advertisers' reliance on Facebook as a multimedia advertising support by sending advertisements directed to users and employing them in a smart manner, in accordance with their desires and needs, based on what the privacy database provides for each user.(Moustafa,2017,P.35)

3. Facebook peculiarities as an advertising pillar

Electronic advertising is almost similar with traditional advertising, in terms of characteristics, but its dependence on digital technology contributed to its distinctiveness from traditional advertising with the advantages of the technological support and new advertising means, so the latter imbued it with its advantages, on the one hand, and on the other hand, Jeremy Shtern (Shtern, Jeremy. Strategic Communication and Audience Communication in Advertising-Supported Social Network, retrieved on 15/10/2018, <https://bit.ly/2Syehp8>) explained through a study he conducted on advertising, that social networks are effective and successful advertising means that achieve product persuasion and benefit advertisers primarily, and that companies' reliance on social networking sites such as Facebook in advertising their products brings them many advantages, the most important of which are as follows:

- Shortening time, effort and money to reach the target audience
- Ease of reaching the target audience and collecting information about it

- Allows the formation of personal relationships with the company's clients.

In addition to the above features, there are other characteristics that we mention as follows:

3.1 Anti-mass or individualism

By anti-mass, we mean that the communicative message can be directed to one individual or to a specific group, and it means the accuracy and the degree of superior control, so that the message reaches directly from its producer to its target consumer in the process. It should be noted here that this feature does not contradict the fact that electronic advertising reaches or covers a large public base or reaches a large public of receivers.

However, the general meaning of anti-mass or individualism is summed up in the ride of development witnessed by technological transformations, as the term “mass communication” remained in circulation for a long time and its manifestations pervaded the daily practices of media institutions, so their messages were united and their programs were formed according to trends (Mosaad,1999,P.34)

Even so, the information revolution transformed these practices towards another direction characterized by individualism, where the individual enjoys a great deal of freedom to choose what corresponds to his preferences, so the means has become more personal for communication and information exchange quickly and effectively. (El Ghalibi & El Askari,2006,P.240)

3.2 Interactivity

Researcher Eric Dacheux defines interactivity as: “the means that enables users to contribute in changing the form and content of the communicative environment, and this is in real time.” (Dacheux,1998, P.102)

That is to say, this feature or characteristic allows the user to interact with the advertising text, and the communicators in this process are called participants and this term appeared, along with other terms that simulate the interaction imposed by the virtual space of Facebook, "such as the two-way practice of exchange, control ... etc. "

Thus, this feature is launched in the case where the participants in the advertising communicative process have an influence on roles and the ability to exchange them, as the sender and receiver send at the same time.

This interaction may be between the medium and the recipient, giving him more attention and expanding in the range of his options and allowing him to interact with them.

This interaction may extend to the recipient's participation in media and advertising policies, causing what is called double interaction, and this interaction also results in dialogue with the client, which is rare to obtain in the traditional means. The advertiser provides the customer with the information he wants to reach about the advertised product or service, but this may have a negative result if the company does not improve its use efficiently. Interactivity means immediate dialogue in order to approach the personal contact that exists in the real world, even if the company does not improve immediate, quick and convincing response to the customer, the latter may turn into competing goods or take a bad mental picture of the services provided. (El Ghalibi & El Askari,2006,P.241)

3.3. Kinetics

Communication means were not isolated from the developments that took place in various fields, so they moved with time towards micro technology, which gave them new features that allowed them to facilitate their carrying and transfer. Taking into account that these means are considered as advertising pillars, electronic advertising in turn has become available on those mobile and small devices that are easy to carry, such as mobile phones and laptops.(Ali,2001,P.71)

This digital technology made it possible to view electronic advertisements anywhere and at any time, and not only on home fixed computer screens; Rather, it became available in various portable multimedia, and this is after advertisers and electronic advertising designers developed software for displaying electronic advertisements to be compatible with mobile phone and tablet screens.

3.4 Cosmic

It means the possibility of reaching very large numbers of individuals who represent a huge market for the advertised goods and products, and this characteristic may pose a challenge to the producing companies to develop their products in order to remain in the forefront with the intensification of competition in reaching the recipients to the same degree.

In addition to the above-mentioned characteristics, there are other characteristics that we can summarize as follows:

- Providing services in a variety of ways and easily, and the advertiser can correct and modify his advertisement quickly and flexibly, a characteristic that is missing from traditional means.
- The possibility of using the image element and the written text, and even animation or video, and all presentation methods available via the Internet and Facebook in particular, provided that the advertiser knows how to use them at the right time and with the right audience.
- The possibility of providing a huge amount of information to potential customers as well as to permanent customers through the page mail feature. (El Ghalibi & El Askari, 2006, p. 241) Through the Messenger application, it also provides the customer with a set of samples of messages that he may want to send to the advertiser, such as: “How much is the price? - Where is the item sold? - Is this item available?”

4. Patterns of receiving advertising via Facebook

Researchers found through several studies a relationship between advertising and its influential persuasive solicitations and the pattern of receiving; and Sergio Picazo, Villa and Shih Chou (Picazo, Sergio, Vila & Shih Chou, Factors that Influence the Acceptance of Social-Networking Advertising, retrieved on 20/11/2018 <https://bit.ly/3892Jz7>) found that there is a correlation between exposure and acceptance of Facebook users to the advertisement and the possibility to interact with it by reading its content and may persist in their behaviour to click on it.

While Kim Yoojong and some researchers revealed that there are factors that can influence and push for recipients to click on advertising links that obstruct their browsing through Facebook, as there is a relationship between the intensity of Facebook use and clicking on the advertisement to extend even to subscribe to the pages of the products. (Yoojung, Kim, Mihyun, Dong Hoo, Reeves and Ho Moon, To Click or Not To Click?: The Factors Influencing Clicking of Ads on Facebook, retrieved on 17/11/2018, <https://bit.ly/2uv6Gzn>)

Kim and Robin 1997 divided the patterns of public reception of advertising content, which they called the communicative activity, where they distinguished two types of them:

- The first is called the activity that supports the communicative effects, and it is represented in different methods and activities of receiving, such as selectivity,

attention and immersion, which are positively related to the motives related to the benefit or what is called the Instrumental motives, which refer to the uses directed to satisfy specific and different needs of the recipient such as obtaining information, learning and social interaction which in turn is also positively related to the effects of the communicative content on members of the public. (Fouzi,2006,P.63)

- The second is called the obstructive activity of communicative influences and may appear in several forms such as avoidance, diversion of attention and doubt, and the latter is linked to Ritualized Motives, which are negatively related to this activity. These motives indicate a great link to the medium, such as the habit of watching and escaping, regardless of the content, relaxation and spending time, familiarity with the means, relaxation, and escape from problems. These motives are negatively related to the effects of communicative content on the audience. (Haridakis,Paul,Hanson,Gary,2009,PP.319-322)

In order to clarify the picture for more understanding, we tried to approximate the meaning through a detailed presentation of the types of reception or communicative activity about the ads offered by Facebook into two main patterns that we mention as follows:

The first pattern: receiving subsidized advertising effects

This pattern may include both selectivity - attention and immersion in advertising messages, which inevitably leads to the receiving audience being affected by the advertising messages that it receives selectively, as members of the receiving audience are affected by the content they receive in an intentional way, that is to say, they search for it deliberately and in a selective manner (Denis and Svein,1984, pp.532-541) and thus show high interest and attention to that content as they take time with it, and all of these processes can support the communicative effects of advertising through Facebook, and if the idea of advertising contradicts what was previously stated of the attention of individuals to it, it does not have an effective impact on the recipient, and attention is affected by several factors, including: the characteristics of the advertising message - the characteristics of the recipient and the motives of exposure to the advertisement. (Schoemaker et al.1989,PP.78-103)

The second pattern: Obstructing reception of the impact of advertising on the individual

The recipient individual may be exposed to some variables and factors that would prevent him from being affected by the advertisements that he may encounter or receive through Facebook, such as:

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reference groups, the recipient's pre-conceived opinions about the idea of advertising, the degree of interest in advertising messages.

The patterns of receiving conducive to obstructing the effects of advertising may take several forms, including:

Doubt, diversion of attention and avoidance; as doubt expresses the internal state formed by the individual as a result of his lack of confidence in the content of the advertisement, which leads him to search more to reinforce that doubt or to break it and confirm the opposite, and this behaviour is the essence of the receiving process as it proves that the individual who receives those advertisement messages is active and not passive in the communicative process, while diverting attention is through individuals doing activities besides receiving the advertisement, so that receiving becomes in the second place, which reduces interest in the advertisement and its contents, and this may be by talking with others.

- By avoiding, we mean that communicative behaviour that the recipient performs when he does not show interest and does not care about the published advertising content, as it does not satisfy his needs or does not interest him, so he is less likely to be affected by the advertisements that he does not pay attention to. (Fouzi,2006,P.161)

5. Methods of measuring the reception of advertisements through social networking sites

Several media studies targeted the respondents' levels of reception. In this regard, many measures were given to control the reception variable, which varies from one individual to another. The following is a review of the most important of them:

5.1 Exposure Rate Scale

It should be noted here that exposure differs from receiving in the sense that exposure means any situation in which direct contact occurs between the individual and news events or stories, while receiving, in addition to the above, requires attention, understanding and remembering news and information. In this measure, researchers rely on writing self-reports on rates of exposure to different communication means. It is the most widely used method to identify the extent to which an individual receives certain information, based on the idea that the most exposed individuals are the most accommodating of the media contents.

However, this measure has several criticisms, which we summarize in the following points:

Difficulty in determining levels of exposure to the media. Individuals may find it difficult to remember low-profile behaviours such as looking at a magazine while at a doctor, browsing newspapers, or watching television while sitting with family. And their answers here may be vague based on guesswork and exaggeration.

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Adopting this method is more useful for measuring exposure and not receiving, as sometimes the level of attention is equal, but we find a difference in the rate of information acquisition and the matter may be due to the level of intelligence and motivation or the level of education.

5.2 Personal Communication Scale

It means by asking the respondents about the rate of their conversation with people they know about the topics under study for example, and this is an indication of the possibility of their learning and comprehension of this information. Despite the lack of personal communication channels in details compared to the media, the respondents consider them more fulfilling their needs and therefore more useful in observing certain types of issues or topics. And what is blamed for these channels is their great diversity, which makes it difficult to measure the rate of exposure to information through personal contact.(Thou El Fakkar Zaghib,2004,P.133)

5.3 Socio-demographic Traits Scale

The most important of which is the education level measure, given that individuals who are more educated or higher in education are more able to learn and that they have been brought up to follow public affairs in society and are likely to occupy higher functional and social positions that require them to understand current events and this is confirmed by Knowledge Gaps because the higher educated have the ability to absorb new information faster than the lower educated.

5.4 Scale of prior knowledge of public affairs

This scale is based on the idea of individuals who are more in contact with public affairs and are familiar with them, their knowledge increases more because they have a larger store of information and knowledge structures that enable them to organize this information which help them acquire new ones.

This in turn divides the knowledge gaps across the different educational levels, the initial repertoire of general information that an individual acquires through formal education is supported by continuous and effective education through the mass media. .(Thou El Fakkar Zaghib,2004,PP.134-135)

6. Prospects for receiving electronic advertising and its effects on the public

The public's exposure to electronic advertisements through social networking sites may lead to many negative or positive effects, and the recipient individual has a communicative behaviour that we explained in detail in a previous element of this article, especially in the part related to the patterns of receiving advertisements, and based on these patterns, we have a variety of effects of advertising content on the behaviour of recipient individuals. We can distinguish two types of them, which we list as follows:

6.1 In terms of the type of effect

- ***Influence related to trends:*** the media may encounter obstacles with regard to changing or modifying the attitudes of individuals - given that advertising content in particular seeks to change or modify the attitudes of individuals towards the goods or services that are published through Facebook - if the latter do not correspond to the trends of individuals; It is related to the state of balance that is within the individual, as it corresponds to the contents that support his tendencies, and here mediating factors may intervene to support that direction and stand in front of achieving a change of direction by the act of advertising, while that resistance may disappear in the event that those advertising contents be in agreement with the knowledge of individuals and thus knowledge balance is achieved and becomes more interested in advertising content. (Abd El Hamid, 2004, PP. 252-253)
- ***Effect related to the emotional aspect of the recipient:*** It appears through the emotional responses to the inducements carried by advertisements, which would persuade and work to influence the psychological and emotional aspect of individuals. (Fouzi, 2006, P. 55)
- ***Effect on the knowledge of the recipient:*** It is related to all the changes that may occur to the knowledge of individuals as a result of their exposure to advertisements. (Abd El Hamid, 2004, PP. 302-303)
- ***Effect related to changing behaviour:*** It is the last stage of the impact and the most difficult of all, and it is in the form of activation or inactivity; i.e., the recipient, after exposure to the advertising content, may become active and perform an action or behaviour related to either purchasing or interacting with the content, or may tend to be inactive, which is the opposite of activity and avoids doing anything after exposure. (Makkawy, Said, 2003, P. 329)

6.2 In terms of the time being affected by advertising content

Short-term effect: It is the result of direct exposure to advertising content and this effect does not last for a long time, but rather for a period which disappears with the end of the factors that helped to be affected by it, and this type of effects can also be measured and observed.

Long-term effect: It results from continuous and repeated exposure to advertising content, which prompts the individual to remember it in the long term, and its effects do not appear immediately, but appear later and continue for a long time. (Makkawy, Said, 2003, P. 408)

CONCLUSION

As a conclusion to what was presented in the analysis, we can say that we can not list all the factors that would affect the process of receiving as a result of exposure to electronic ads on Facebook; This is due to its diversity and abundance, as the recipient finds himself trapped in every aspect, even if he chooses privacy settings related to refusing to display any advertising material on his page, but he may be intercepted by advertisements even in the videos he watches, stealing his attention to that content and voluntarily go to the advertiser's page to explore and satisfy curiosity which he may suffer from following that advertising content, especially if we recognize that the advertising industry has evolved from what it was in the past and the advertiser has become fully aware of the specifics of the recipient and his simplest details, which enable him to choose the appropriate advertising messages and adopt the appropriate inducements to address his conscience and his desires and realize his needs.

This was not easy until the owners of the Facebook site agreed with the advertisers, which allowed them to access all the information of the users and the freedom to follow their movements, their clicks and records of their daily activities, which facilitated the process of penetrating the privacy of the recipient in his virtual space, which was believed to be immune to any intrusions that might affect his privacy.

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