

## PERSUASION IN ADVERTISING COMMUNICATION

## PERSUASIUNEA ÎN COMUNICAREA PUBLICITARĂ

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**Abstract:**

*By means of persuasive signals sent to its target audience, a company aims at preserving, changing or forming certain attitudes and behavior patterns with respect to the company and the products and services it offers. Persuasion aims at modifying the customers' buying and consumption behavior. Certain elements of advertising may seem ordinary, insignificant, but they determine major changes in the behavior of persons in a certain social situation. Subliminal messages containing words, images, labels, slogans, signs, regulations, etc. are factors of great influence, conducting their reactions and behavior without them realizing it. Persuasive communication successfully fulfills its mission, exploiting the discoveries in the field of behavioral psychology.*

**Key words:** advertising, communication, marketing