


Chapter 1

The Relationship Between Algophobia and Hedonism: Semiotic Analysis of the Effect of Happy Slogan on Consumption

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ABSTRACT

By portraying pain as weakness and marketing permanent well-being, it is seen that society's pain tolerance decreases. In addition, with the normalization of permanent well-being, a pleasure-oriented society of positivity is tried to be built. The negative emotions of the society created are suppressed in various ways. Consumption is at the forefront of these. Consumption is a tool used by modern society to escape from pain and access pleasure. Over time, it has been observed that the lack of pleasure has been tried to mean the existence of pain. The happy slogan used in the commercials emphasizes that the mass will achieve pleasure during consumption and the society associates consumption with happiness. The audience, who buys in order to reach pleasure, fails to achieve the happiness they expect at the moment of purchase and starts to plan their next purchase behavior. This situation was analyzed with semiotic analysis through the slogans used in Turkish brands Ülker and Eti.

DOI: 10.4018/979-8-3373-6965-5.ch001

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