

# STUDYING THE EFFECT OF UNCONVENTIONAL ADVERTISEMENT IN PROMOTING THE LEVEL OF PUBLIC CULTURE

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## ABSTRACT

*Advertisement is a kind of educational activity in the safest, most natural and most basic forms and it is conducted to publish the political, social and cultural knowledge and awareness and moral values and virtues. Advertisement is non-formal educational system in its most organized and effective forms that has significant similarities and differences with formal educational system. Advertising system confirms its specific teachings in the society depending on its specific social, cultural and political purposes. The impact, role and importance of advertisement in people's daily life are in a way that has greatly affected people's culture, and it plays a key role in the production of culture and the reproduction of culture in society. Also, advertisement is always aligned itself with cultures so that it might have an impact on culture, and of course, by analyzing the advertising message and its content, the interactive and conflictive borders of culture and advertisement have been explained in detail in this part to show the assimilation of advertising message with culture, the most important aspects of which is naturally satisfaction and persuasion. Here, Unconventional advertisement can be used to promote the level of public culture or vice versa. The acquaintance and use of unconventional advertisement as warning media, which has meaning and content, can have a beneficial effect on people's culture education for effective and high presence of this type of advertisement not only to promote the level of public culture, but also to increase the income of companies and institutions.*

**Keywords:** Advertisement, Unconventional Advertisement, Jacobsen, Postmodern, the Promotion of Culture, the Production of Culture

## INTRODUCTION:

There has always been a kind of relationship about the awareness of the existence and availability of goods and products from prehistoric times. So the advertisement is not a new issue related to recent years. In general, advertisement involves a variety of communications, and it is the main reason to end the advertising methods with previous methods. In other words, the prior tools and techniques do not have previous efficiency anymore. In the last 20 years, because of the plurality of television channels, technology of internet, mobile and messages and social networks, the audience habits have been plural and diverse and audience relationship with the media has been changed from passive mode to active mode. Meanwhile, with the daily increase of new commercial brands, advertisement has become the harassing hum both in the city and in the background of daily life of people. Another reason, that made modern advertisement has come to an end, is that market principles and trade bases have changed. Advertisement was and will never be without fulfilling and advertising due to its content nature, and whenever it arrives in a hard and impassable way to achieve its own purposes, it finds a new way for itself like a wild and current river. So, it is always looking for creative and innovative solutions to blow new blood to its seared arteries. One of these new and innovative methods is unconventional advertisement (Ambient). What caused the success of unconventional advertisement is due to its message impact on the audiences. It is a universal and environmental warning media with meaning and content that can create information and communication interaction and transmission with technology and so on between people at anytime and anywhere. But what causes such growth of a new media is not found. The subject of the message and its effectiveness should be looked to get the answer to this question. Roman Jacobsen considers that the most important purpose of language is to create the communication. He believes that the speaker sends a message to the audience, but the message is effective when it has a meaning, and it should be encrypted by the receiver and decrypted by the audience. The message is also transmitted through the physical channel. Here, another question that is also mentioned is which other factors are involved in the formation of unconventional advertisement? Before looking for answers of this question, one should understand this note that the campaigns, which are formed in all corners for unconventional advertisement, are performed by the cooperation of artists of different majors. These artists are the part of the art community and pioneer and creative towards art trends. The most recent discussion of today's society is postmodern. Postmodernism means an attack on modernism and the debilitation of its fundamental hypotheses about the role of art in culture and the role of the artist in relationship with his own art. This debilitative function is known as "deconstruction", a term that Jacques Derrida, the French philosopher is its founder. One of the concepts of postmodernist style is that it should include a combination of media, by which it eliminates the obsessive focus of modernism on media as message (painting about painting, photography about photography, etc.). For example, theater paintings or film images can be created, or images can be combined with written words. Advertisement is also not excluded from this, and because it has special function, inevitably along the way, it must always parallel itself with the trends to reach their ultimate purposes.

## RESEARCH QUESTIONS:

Why does advertisement with traditional methods have no efficiency?

What is ambient advertisement? What are its features?

Does unconventional advertisement have an impact on the revival of main purpose of advertisement?

Will unconventional advertisement be an effective method to promote the level of public culture?

## RESEARCH METHODOLOGY:

Since unconventional advertisement is in the area of liberal arts and has a relationship with the fields of sociology, psychology and marketing, it is considered as a multiple and complex matter. Required data in this research is in the writing form (using the ideas) and pictorial form (performed samples), and on the other hand, because the short life has passed from the birth of this type of advertisement (about two decades) and there is a few theoretical and practical information about this, the appropriate research methodology for this study is qualitative, analysis and non-interactive methods of research, and these types of research are also called analytical research. Descriptive and conceptual subjects are used in this type of research. In the analytic studies of concepts, the researcher may examine the essential or common meaning of a concept, or may try to find different meanings, or he investigates the appropriate use conditions of a concept. Accordingly, the most important theories are Jacobsen and Postmodern theories and the framework of the study is formed based on these theories.

## THE DEFINITION OF ADVERTISEMENT:

Different definitions of advertisement have mentioned in various contexts and books. For example, in Moin Encyclopedic Dictionary, the advertising has explained in this way: sending a message, news or matters to people, and imparting i.e. a subject is imported in public opinion and minds by releasing the news with different tools such as radio, television, newspapers, etc. (Moin, 1387). But there are common points in all definitions, that the advertisement includes impersonal communication and introduction of products or services through different carriers for payment receiving for profit and non-profit institutions for the audiences who are defined in the message (Soleimani Boshli; Rezai. 1393).

There has always been a kind of relationship about the awareness of the existence and availability of goods and products from prehistoric times. So the advertisement is not a new issue related to recent years, but the sale was not an easy matter due to higher production volumes after the Industrial Revolution. Because of the massive production, the differentiation between productive goods was negligible, and more products became standard and equal. Also, because of the long space between producer and consumer, the information of products and services was not readily available to consumers as in the past. So, the need for a new communication channel was felt. With the invention of the printing press, radio and television and other mass media, the advertisement has increased (Soleimani Boshli; Rezai. 1393).

Generally, Advertisement is how sell more goods (trade, cultural and social) to more customers. Because the advertisement purpose in nothing but sell more products to more people. Most people's first idea of advertisement is commercial ads. Some think that advertisement includes print ads of newspapers, journals or radio ads. Other considers big advertising billboards of public places or those which are stuck to the body of buses as advertisement. These definitions form only a small part of advertising world. But from the TV commercial ads which are the favorite of advertising industry to print and radio ads, product packaging, how to deal with employees, how employees deal with customers, annual reports, articles which are printed about company or organization, the programs which are sponsored by the company, even the way that is selected for the unexpected success or failure, and shortly everything that is done to transfer a thing of a brand to customers, eventually all of these things have affected on ideas and views of the audiences about company and product, and determine them to buy or not to buy a product (Zimen. 1391).

## SOME OF THE REASONS FOR LOW EFFICIENCY OF TRADITIONAL ADVERTISING METHODS:

In general, advertisement involves a variety of communications, and it is the main reason to end the advertising methods with previous methods. In other words, the prior tools and techniques do not have previous efficiency anymore and advertisement with the use of traditional methods is dead. In the last 20 years, because of the plurality of television channels, technology of internet, mobile and messages and social networks, the audience habits have been plural and diverse and audience relationship with the media has been changed from passive mode to active mode. Meanwhile, with the daily increase of new commercial brands, advertisement has become the harassing hum both in the city and in the background of daily life of people (Shah Bedagh Kha; Salehi. 1392).

Another reason, that made modern advertisement has come to an end, is that market principles and trade bases have changed. For example, some new and old principles of advertisement are mentioned as: 1- The old principles: give people the budget to spend wisely; the new principles: set a budget for the programs. 2- The old principles: knowledge is a gift. Let the people to gain it; the new principles: knowledge is irrelevant, and communicate as you can. 3- The old principles: grow from within; the education is not necessary; the new principles: teach endlessly, and inject new blood into the body of your system. 4. The old principles: expand your business to success; the new principles: Maximize your existing assets. 5. The old principles: collect a lot of findings; the new principle: collect the related findings. 6. The old principles: marketing is costs, the new principles: marketing is capital (Zimen. 1391).

Almost in all periods and all cultures, humans have been interested to understand how to influence themselves over the other and vice versa. Aristotle was the first person who ordained comprehensive theory for satisfaction and advertisement: source (ethos), message (logos) and audience feeling (pathos). Aristotle had recommendations to future messenger for every aspect. For example, he has recommended showing his preacher a good and reliable person, and in codifying the seductive message, the preachers should make a reason that suggests a logical sequence, and use historical and hypothetical live examples for points. The message should be adjusted according to the audience beliefs, and understanding the audience feelings has considered as an essential point. The persuasive message is satisfaction when it is accepted and learned by receiver (Pratkanis; Aaronson.1389). Advertisement was and will never be without fulfilling and advertising due

to its content nature, and whenever it arrives in a hard and impassable way to achieve its own purposes, it finds a new way for itself like a wild and current river. So, it is always looking for creative and innovative solutions to blow new blood to its seared arteries. One of these new and innovative methods is unconventional advertisement (Ambient).

### **THE DEFINITION OF UNCONVENTIONAL ADVERTISEMENT:**

But what is unconventional advertisement? What are its functions and features? The term of unconventional media was first published in England in 1996s, and later it was founded as a standard term on advertisement. The use of this term is for advertisement and service that is used out of the internal and external environments, but not traditionally. What made this keyword success and recognize as the best acceptable media was due to the impact of its messages on the audience. In more general view, the definition of unconventional advertisement can be mentioned in this way: It is a universal and environmental warning media with meaning and content that can create information and communication interaction and transmission with technology and so on between people at anytime and anywhere. In fact, the technology of communication and measurement led to create small and big colonies in the form of warning networks that resembles the body of a building, and it could produce and transmit warning information in the form of a valuable data context using intelligence and creativity. This process creates a new type of media as unconventional media with the meaning and content. For the first time, financial fund of credit supply of Europe Union used the technologies of information and communications to create the challenge and motivate in particular population ages to increase the quality of life of elderly people and increase the sense of people's responsibility for them. Such advertisements are considered as the opportunities for citizens, because these warning messages makes the significant and conceptual information that conveyed to citizens continue as pattern model on their quality of life (Bogdan, 2012).

The concept of unconventional media is related to the form of media, content and technology used in it. Unconventional media remarkably attracts the audience's attention to the marketing. Indeed, who thinks about advertisement in unusual places like the walls of toilets, the lids of disposable food dishes, or the handles of petrol stations? Some of the big advertising companies do not get the unconventional advertisement in the world seriously, and instead, they significantly spend a huge capital to prepare and substitute advertising vehicles. The prediction of Merchandise Industry in UK was \$ 64 million for the unconventional media in 1999, but the rapid growth of the media and its superiority to 5 Media of TV, press, poster, cinema and radio was so great that it is now recognized as an industry (Horton & Shanker. 1999).

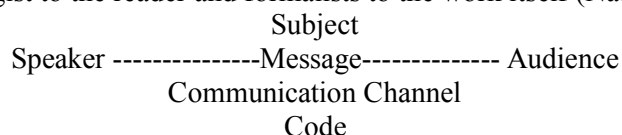
Visual arts have experienced many changes in form and content. The developments in the last decade of the twentieth century has been seen the deeper and more fundamental than before. New developments in the field of advertisement and environmental advertisement have led to create new media and methods that have set new horizons for advertisers and its audience. In the new methods, the technology and audience-oriented thinking are used to create new ideas. The parts of ideation, design and implementation of an advertising campaign, regardless of the marketing department, are the responsibility of the design artists. Following the audience boredom and failure of traditional advertising methods, the finding of new communication forms leads to change the method in the advertisement, in other words, instead of imposing the message to audiences, he is encouraged to discover the meaning of message. Distinctive record of messages in the customer's mind involves longer persistence and impact of a message in the mind of the audience, and expands the advertising effectiveness. For instance, in guerrilla marketing, the focus is on three principles.

Therefore, guerrilla marketing is a suitable axis for unconventional advertisement campaigns, which aim to attract the attention of a large number of receivers to advertising message with relatively low costs by stimulating the surprise and publication effects. Surprise is the result of the difference between expectation and perception, which causes stimulation of an emotional response, and the audience proceeds to process the advertising message quickly. Implementing advertisement is in uncommon places and with the use of the media and unusual methods of advertisement. This type of advertisement is done directly in social environment of the target society. The term of Ambient in advertisement was used for the first time by British advertising agency "Concord", specialist in open space and the external environment. The use of uncommon places, such as the floor, the handles of petrol stations and the doors of toilets, caused the definition of new campaigns not to fit in the available categories likes open advertisement, radio, and television and so on. For this reason, the need to use of new term such as unconventional (Ambient) was created. Unconventional advertisement, except for open advertising subset i.e. the advertisement in open space, put the emphasis on public and naturally urban space. But today, the term of outside of the house, which is a more general term but with the broader meaning is used more. This is because it has many differences with traditional forms of advertisement within the home, such as

television advertisement. At the same time, concepts of outside of the house or open spaces implicitly suggest that the audience is passerby and passive being whose curiosity must be aroused by impressive and visual messages. A note lies in unconventional advertisement; that what is considered Ambient one day may not be due to the audience's familiarity with other environment of Ambient, so Ambient designers constantly have to think about unconventional media and new forms as well, because Ambient target is to approach the audience and to create the communication with the audience more directly (Shah Bedagh Kha; Salehi. 1392).

But what causes the growth of such a new emerging media? To get the answer to this question, the subject of the message and its effectiveness should be looked at.

Roman Jacobson, linguist and critic of structuralism and formalism school, knows that the most important target of language is to communicate. Then he suggests the theory of language roles. A message conveys in any communication, now if the orientation of the message is towards the message itself, it interprets the literary role or poetic role, but he considers that the message literary function is to know the linguistic aspect of the message. In the following, Jacobson suggests the theory of poetry language. Poetry language is a kind of language that speaks about a special meaning and experimental structure, and its form is inseparable from its meaning. The ideas of Jacobson are rooted in the discussion of Husserl and Saussure. Actually, the method of poetic language investigation is the method of linguistic studies, and the phonetic, lexical, syntactic and weight subjects will be discussed in the poetry. (Bahman miri et al .1389). The aim to analyze the main communication elements of the language is the message, the sender and receiver. Jacobson believes that the speaker sends a message to the audience, but the message is effective when it has meaning, and it must be encrypted by the receiver and decrypted by the audience. The message is also conveyed through the physical channel. He considers that the six constituent elements of the communication process such as the speaker, the audience, communication channel, code, message and subject are the determinant of the language roles. Among the message elements, the sender and the receiver have often been the aim of theorists, for example the Romantics pay special attention to the author and Phenomenologist to the reader and formalists to the work itself (Nabi loo, 1387).



According to Jacobson theory, a message is conveyed in any communication. He states the Sextet roles for this communication.

1. The emotional role: the message orientation is toward the speaker. This language role creates the effect of a particular feeling of audience, whether the speaker has this feeling or pretends to have it.
2. The incentive role: In this role, the message orientation is toward the audience.
3. The referential role: the message orientation is toward the message subject.
4. The meta-linguistic role: whenever the speaker or the audience or both of them feel that it is necessary to insure about the shared code that is used, in this case the message orientation is toward the code. The role of language is used in descriptive cultures.
5. The empathy role: the message orientation is toward the communication channel, i.e. the purpose of some messages is to communicate, causes the relationship to continue, or interrupts the communication.
6. The literature role: the message orientation is toward the message itself. In this case, the message itself is taken into consideration.

Advertisement has a message for the audience in any fields, whether the message is too obvious and clear or it has complexity because of the encryption. In other words, the message can be superficial or deep and meaningful.





To analyze the main elements of the language communication, i.e. message (unconventional advertisement), sender and receiver, a sample is selected, analyzed and examined according to Jacobson's theory.

**Stations for women and the sign of crime scene:**

**Client:** Woman kind (female)

**Advertising Company:** Rainey Kelly Campbell Rolf

**Art director:** Jerry Holenz

**Advertising writer:** Mike Bowles

**Written Message:** every week 2 UK women die due to domestic violence.

Checking the message lies in this unconventional advertisement based on the theory of Jacobson:

**Subject:** Domestic violence against women

**Speaker:** female

**Message:** female deaths due to domestic violence

**Audience:** all women and men

**Communicational channel:** the environmental advertisement besides bus stations

**Code:** the flower bunches that have been spilled on the ground is a symbol of feminine elegance.

**The emotional role:** the message orientation is toward the speaker because the speaker is female.

**The incentive role:** the message orientation is toward the audience because he deals with the mankind feeling.

**The referential role:** the message orientation is toward the message subject that is the main purpose.

**The meta-linguistic role:** the message orientation is toward the code because the message is encrypted (flowers existing).

**The empathy role:** the message orientation is to interrupt the violence relationship against the women.

**The literature role:** the message orientation is toward the message itself . The message is form-oriented, that is not mentioned here.

Here, another question is proposed that what are other factors involved in the formation of unconventional advertisement? Before looking for answers to this question, one must understand that the campaigns, which are formed in all corners for unconventional advertisement, are performed by the cooperation of artists of different majors. These artists are the part of the art community and pioneer and creative towards art trends. The most recent discussion of today's society is postmodern. The term had firstly wide use in the field of architecture, and it was a method which was used to describe the orientation changing of the glass and inscrutable buildings and concrete tanks surrounded by the modern architecture. Postmodernist architecture combined old and new styles with a hedonic passion. It is a universal architecture that includes many different needs such as decorating, color, figurative sculptures, and urban morphology and basically architectural needs like structure, space and light. Postmodernism in architecture follows rearranging the elements which are deleted from modern architecture, and thereby it gives new life to some of the complexities of emotional and spiritual capabilities in the best buildings. Postmodernism in the art world is beyond what simply comes after modernism. In their view, postmodernism means an attack on modernism and the debilitation of its fundamental hypotheses about the role of art in culture and the role of the artist in relationship with his own art. This debilitative function is known as "deconstruction", a term that Jacques Derrida, the French philosopher is its founder. One of the concepts of postmodernist style is that it should include a combination of media, by which it eliminates the obsessive focus of modernism on media as message (painting about painting, photography about photography, etc.). For example, theater paintings or film images can be created, or images can be combined with written words (Gerandberg, 1389).

Postmodernism is a complex body of intricate and different ideas, thoughts, and thinking which has emerged from the heart of modernity. In today's world, when the issue is about culture, art, politics, and many of these cases, the postmodern concept is inevitably proposed with all unknown and contradictions. Advertisement is also not excluded from this, and because it has special function, inevitably along the way, it must always parallel itself with the trends to reach their ultimate purposes. Now we get that the unconventional advertisement is newfound in the world of advertisement, and in fact, it is one of the solutions that is created because it has no performance of past tools and techniques which have been used in the modern world.

Although advertisement is a worth discuss, and forms mental structures of audiences and gives them direction, and leads them to the specified way, but it is the undeniable existence, and as society gets more advanced, its type of advertisement also gets more complicated. Also, advertisement is always aligned itself with cultures so that it might have an impact on culture because its most important aspects are naturally satisfaction and persuasion (Keshavarz.1393).

Among various culture definitions, the three definitions can be satisfied: the definitions of Gay Roche, Autoclayn Berg, and Morris Dovoje.

The definitions of Gay Roche: Culture is joined series of thoughts, feelings, and actions which is more or less clear that is accepted by the majority of a group, and because the people forms a certain and specific group, it is necessary that the joined set is considered objectively and symbolically.

The definitions of Autoclayn Berg: Culture is obvious in the value system of the society, what we learn, our imagination of the good and bad, our dreams, our Attitude about other communities and in many other cases.

The definitions of Morris Dovoje: Culture means the specialty of word and our beliefs. Society, in a sense, is a set of ideas that its members have. But among the collective mental aspects, some have compliance with the facts out of conscience, which has the material and objective existence, like earth, nature, people, tools, vehicles, army, parliament, and so on, and others only have compliance with the aspect of conscience, if we put the material expression aside, such as books, photos and writings. Dovoje believes that the classification of different beliefs is almost impossible, but its division is suggested into two large categories: beliefs (ideology) and myths (legends) (Bahmani; Safaran).

Bakhtin has emphasized on the key term of "conversation logic" among literary genres, especially the novel, and the novels by Dostoyevsky, and he has also considered them as important conversation dialogue and Polyphony. In such novels, the narrator's voice will not be over other voices, but it is a voice besides other voices. He, like Wittgenstein and Shekolofsky, is the theorists of the twentieth century, and started his thinking and writing activity since twentieth century onwards under pressure and repression of Stalin, and he was sentenced to banish because of anti-authoritarian spirit of his writings until he published his first works with the names of colleagues and friends. Bakhtin's works can be divided into four distinguished courses of phenomenology, sociologic, linguistic and literary history, but the works of his late life are considered as a combination of all four types. In "talk logic", we face with multilingual environment, and the language of each character gets individuality, so that multilingualism and linguistic diversity reaches its peak. "Talk logic" is Bakhtin's attempts to provide a response to the Russian formalists who has limited the nature of literature to it just in de-familiarization and form or individual expression and shape of that definition. However, Bakhtin believed the social sides of language and literature and social and historical situations, in which the text is produced and used. In fact, in order to emerge and express the sun shining such as "talk logic" over his thought sphere, on the one hand, Bakhtin uses the Russian Formalism, the ontological and phenomenological foundations of Germanic philosophers, natural sciences, music and so on, and on the other hand, he uses the concepts such as the phonetic dimension, another-concept, inter-mind, carnival, laugh, action philosophy and so on (Abasi; Baloo. 1388). Studying the Dostoevsky's works, Bakhtin found that people are generally engaged in conversation, and culture continues during the conversation. Ahmadi quotes from Bakhtin: "We know ourselves from other eyes. We recover the moments of transformation and change of our thoughts along with another occasion (Mesbah; Rahbarnia. 1390).

When unconventional advertisement is supposed to be used to promote the level of general culture, it should enable to activate the multilateral discussion in audience minds.

Advertisement would be Effective when it can align their cultural requirements with its society. Today, imagining a world without advertisement is almost impossible, and the witness of this claim is the mass of messages and information with which human beings have always faced in this age of information. Advertisement has position and increasing importance in parallel with the development of civilization. Effective concerning with the behavior of others using different sciences and technology and the idea of persuasion in various ways including advertisement has always been associated with humans. Franz Anton Mesmer believes that an instinctive fluid substance flows in our essence that is the main cause of our behavior and health at the same time, and by the way, it uses the magnetic in different parts of the body, and this fluid substance moves in the body. So with this method, individual behavior and attitude change. The word "influence" means penetration has rooted in a "fluid" means flowing, and actually influence has the meaning of effect on instinctive fluid. Maybe it can be said that the evolution, science and modern form of advertisement is rooted in the vital beliefs and experiences of human life in human history. How much and how affect on the behavior of others in an effective manner, as it should, always involves advertisers. Today, industry leaders and economic and executive managers have learned that their ability to communicate effectively and efficiently with the audience is a very important factor in their individual and organizational successes. For this reason, with a more serious approach, the issue of advertisement, promotion of ideas, creation of a favorable image of itself, goods and products have been investigated in the mind of the audience, whether in marketing and sales or in the election. Giving attention to the issues of social life such as traffic culture and urban life or even in the realm of humanitarian assistances provide the possibility to attain the amazing progresses in achieving the intended goals. This effective and significant role of advertisement has led to be not ignored space and the opportunity for advertisement (Keshavarz. 1393).

## CONCLUSION:

There has always been a kind of relationship about the awareness of the existence and availability of goods and products from prehistoric times. So the advertisement is not a new issue related to recent years. Advertisement was and will never be without fulfilling and advertising due to its content nature, and whenever it arrives in a hard and impassable way to achieve its own purposes, it finds a new way for itself like a wild and current river. So, it is always looking for creative and innovative solutions to blow new blood to its seared arteries. One of these new and innovative methods is unconventional advertisement (Ambient). What caused the success of unconventional advertisement is due to its message impact on the audiences. It is a universal and environmental warning media with meaning and content that can create information and communication interaction and transmission with technology and so on between people at anytime and anywhere. Roman Jacobsen considers that the most important purpose of language is to create the communication. He believes that the speaker sends a message to the audience, but the message is effective when it has a meaning, and it should be encrypted by the receiver and decrypted by the audience. The message is also transmitted through the physical channel. The campaigns, which are formed in all corners for unconventional advertisement, are performed by the cooperation of artists of different majors. These artists are the part of the art community and pioneer and creative towards art trends. The most recent discussion of today's society is postmodern. Postmodernism means an attack on modernism and the debilitation of its fundamental hypotheses about the role of art in culture and the role of the artist in relationship with his own art. This debilitative function is known as "deconstruction", a term that Jacques Derrida, the French philosopher is its founder. One of the concepts of postmodernist style is that it should include a combination of media, by which it eliminates the obsessive focus of modernism on media as message (painting about painting, photography about photography, etc.). Because advertisement has special function, inevitably along the way, it must always parallel itself with the trends to reach their ultimate purposes. A note lies in unconventional advertisement; that what is considered Ambient one day may not be due to the audience's familiarity with other environment of Ambient, so Ambient designers constantly have to think about unconventional media and new forms as well, because Ambient target is to approach the audience and to create the communication with the audience more directly.

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