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ORIGINAL ARTICLE

A pattern for Grassroots Advertising in the Islamic Republic of Iran: Proposing a Model

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EXTENDED ABSTRACT

Introduction:

Advertising in any society is deeply intertwined with its cultural, social, and religious contexts. In the Islamic Republic of Iran, where national identity is strongly influenced by religious and cultural values, the design and dissemination of public advertising require particular sensitivity and care. Traditional Western advertising models often fail to align with Iran's cultural framework, necessitating a localized approach grounded in indigenous values.

The aim of this research is to propose a conceptual model for public advertising that is both culturally compatible and contextually relevant to Iranian society. Specifically, the study identifies

appropriate environments for implementing this model, defines the main objectives of public advertising in Iran, examines the role of deep-seated beliefs and convictions in the effectiveness of advertisements, and evaluates effective communication tools and formats. Additionally, the research assesses how advertising content responds to social and cultural needs, analyzes the social consequences of applying the proposed model, and offers strategies to enhance the effectiveness and acceptance of advertisements within the Iranian context.

Method:

A qualitative, exploratory approach based on grounded theory was employed to extract patterns and insights grounded in empirical data. Data were collected through in-depth, semi-structured interviews with 15 scholars and experts in communications, media studies, and advertising, all of whom possess extensive knowledge of Iran's cultural and religious dynamics. This approach enabled themes and categories to emerge directly from the data, ensuring that the conceptual model reflects authentic experiences and context-specific understandings.

Findings:

The results emphasize the importance of aligning advertising strategies with Iran's sociocultural and religious landscape. Public advertising in Iran should not merely replicate international models but must be carefully designed as a mechanism reflecting the country's unique identity.

A key finding is that public advertising should prioritize the strengthening of cultural, religious, and national identity. Advertisements that support shared social and cultural values are more readily accepted and create greater impact. Understanding the society's deep-seated beliefs and convictions is essential for achieving effectiveness.

The context in which public advertising is presented plays a crucial role. Demographic diversity -including age, religious adherence, social class, and other cultural characteristics-must be considered to ensure better reception and acceptance. Communication tools and content formats should be culturally aligned; utilizing local media, native languages, cultural symbols, and appropriate artistic and literary forms can significantly enhance effectiveness.

The social outcomes of implementing this culturally grounded model of public advertising include strengthened social cohesion, reinforced collective identity, reproduction of shared values, increased public awareness, and promotion of sustainable social and cultural development.

Conclusions:

This study demonstrates that public advertising in Iran must move beyond the imitation of Western models and be designed based on indigenous cultural, religious, and social characteristics. The proposed conceptual model provides a comprehensive framework for designing, implementing, and evaluating public advertising, significantly improving its effectiveness and acceptance.

It is recommended that Iranian advertising and cultural institutions adopt this model, take demographic and cultural diversity into consideration, and utilize appropriate communication tools and formats. Training advertising professionals in cultural literacy and religious sensitivities, alongside further research, can enhance the quality and impact of public advertising.

Overall, this study marks a significant step toward the localization of public advertising in Iran. Aligning public advertising with indigenous cultural and religious values strengthens national

identity and ensures that social and cultural messages are disseminated effectively and ethically, contributing to balanced and sustainable social development.

Data Availability Statement

Data available on request from the authors.

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Ethical considerations

Not applicable.

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Conflict of interest

The authors declare no conflict of interest.

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