

# *Neuro-linguistic Programming in Promoting the Cultural Object in the Digital Environment*

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**Abstract:** *This paper investigates the NLP elements which, combined with other elements in the sphere of the communication sciences, are useful in promoting the cultural object in the digital environment. We define the cultural object as any event or cultural institution analyzed. The aim of this paper is to demonstrate that messages based on NLP elements transmitted in the online environment generate a large number of followers in the digital environment, but also a large number of participants in the real life. What is created inside the digital does not remain inside the digital, but it also works offline. In other words, digital can be considered a means whereby the content reaches the receiver, causing a certain behavior.*

**Keywords:** *NLP, discourse analysis, digital media, social media.*

## **1. Introduction**

The aim of this paper is to demonstrate the effectiveness of messages based on neuro-linguistic programming techniques in the online

environment. The subject of this dissertation thesis is the analysis of the messages transmitted on the social networks of the cultural object. These messages will be analyzed through an analysis frame built on NLP elements, but also based on communication science specific elements, and on discourse analysis.

## **2. Study matter presentation**

The object of the case study is a cultural object that has a visible presence in the online environment and uses attracting attention and influencing techniques by means of NLP. The purpose of these messages is to induce a certain state to the receiver, to stimulate his/her interest and to make him/her want to know the cultural object more closely. In order to study the elements of NLP present in the transmission of messages in the online environment by the analyzed cultural objects, I have researched both the simple posts and the photo and video posts distributed on social networks. With a view to achieve the purpose of the dissertation thesis, I approached both the NLP and the discourse analysis as research methods.

According to the analysis grid, the message of the cultural object represented by the Tomorrowland *festival* will be investigated from several perspectives, namely: verbal strategies, visual strategies, anchors, NLP principles, broadcasting frequency, cultural communication codes, and cultural symbols.

Tomorrowland is the largest EDM (Electric Dance Music) festival in the world and takes place in Boom city, Belgium, with a constant population of 16,000 inhabitants. It was held for the first time in 2005 and the total number of spectators was 9,000. That was the year when, due to the lack of the festival's popularity, the organizers offered free tickets. Year after year, the event became more and more known, making it harder to get a ticket. At this point, there is a pre-registration phase for online ticket purchase, and it takes a lot of patience because, when the tickets become available, the server is blocked by millions of people

accessing it. In 2017, 360,000 tickets were sold in just a few minutes. A peculiarity of the event is that it has its own anthem composed at Tomorrowland's 10th anniversary. His composer said he hoped the anthem would bring together different cultures, and that all things making us so different should, in fact, be the ones to celebrate. This festival promotes love regardless of its form, and to this purpose, the festival organizers have provided a special place for lovers. Therefore, the place where the festival takes place is also a forest in which there is a room called "The Church of Love" guarded by two nuns. Here, lovers can spend 15 minutes of love. Another particular feature of this event is that it controls the weather. It is not a myth as it was believed at first, because in 2013 when a storm threatened the festival, the organizers activated the shock waves cannons to chase away the clouds. Last but not least, Tomorrowland has something not to be found at any other similar event, that is, i.e. access bracelets that give participants the opportunity to connect on Facebook as soon as they click on the heart-shaped button. At that point, a friend request is automatically sent to the person next to you.

## **2.1. Verbal strategies**

On the Facebook page of the "Tomorrowland" festival, you can also find phrases containing sensory language. These words trigger linguistic fireworks that develop a multitude of meanings in the mind of the receiver ("deeper sounds of Tomorrowland", "dive into the night", "color waves of sound", "good vibes"). These ideas come to life, being described in a sense language so that social network users can hear, feel or visualize what is described. Because Facebook, like other social media platforms, offers the ability to post and share photos and videos, all of the previously mentioned verbal messages are accompanied by photos or clips that create a stronger impact on users.

The keywords found in most posts also have the role of introducing the receiver into this atmosphere of festival, music, and of a

magical world. Another feature of this cultural object is represented by certain phrases. In this situation, the phrases used designate certain values such as unity, friendship, family. The phrase "Unite with Tomorrowland" emphasizes the strong connection between the people at the festival in Bonn, Belgium and those in eight major cities of the world. The festival takes place in Belgium, but it is broadcasted live on large screens located in large stadiums in the United Arab Emirates, Germany, Spain, Libya, Taiwan, Malta, South Korea, and Israel, with millions of people vibrating simultaneously on the same music.

## **2.2. Visual strategies**

As far as Tomorrowland's Facebook page is concerned, one can talk about the chromatic code, or rather a combination of chromatic codes. Given the nature of the cultural object, one cannot speak of a particular color, but of a mix of colors. The event is in itself color, even more, it provides colors with energy, vibration. In the photos posted on Facebook's event page, colors come alive and the chromaticity is complex (night, fireworks, and light games). Another code present in the visual strategies of Facebook Tomorrowland's photos is the photographic one expressed by the set of objects, such as the scene, the decor, the reflectors, and the crowd of people surrounding these objects. Although there are still major electronic music festivals, it is distinguished, first and foremost through the unique stage of each year, as that it is a living stage, changing over the years from a tree into library or a dinosaur. This festival combines Disney elements with electronic music elements, a successful mix that got over the audience. Tomorrowland has a very good recognition strategy due to its logo presence on every social networking site. It has the shape of a butterfly inside a circle, with the third eye symbol in the upper part. The eye is open and represents the awakening of consciousness. One can therefore see how, through its logo, this event has a spiritual connotation as well.

Over time, the logo had different chromatics, being such a dynamic event, but the symbol remained the same.

### **2.3. Anchors**

We will see on the Facebook page that this festival uses a complex mix of senses. Thus, at the visual level, one can see the games of light throughout the event in the photos and videos. Visually, the fireworks can be seen during the festival. They do not just mark the end of the event as we are accustomed to, being a bit more atypical. In this way, a visual show is created inducing a positive state to the receiver. On the social network there are also many videos captured during the festival, which can also transmit the sounds, not just the images. Therefore, the vibration of Tomorrowland's music can trigger certain experiences the receiver has previously lived. We mentioned above that this festival is being promoted with a complex mix of anchors, the last analyzed anchor being the kinesthetic one. It is expressed by the body position of and its movements. The crowd of people in the photos hold their hands up into the air, which transmits positive energy, relaxation, unity, all living the experience as one, in unison. Therefore, promotion is performed in such a way as to stimulate interest in each of the three types of people: the visual, the auditory, and the kinesthetic one.

### **2.4. Frequency of broadcasting**

The Facebook page of Tomorrowland hosted 77 posts during a month, which means between 2 and 3 posts a day in the month with the event. In the month the event took place, the Facebook page hosted a simple post, 53 posts accompanied by photos and 22 video posts.

### **2.5. Cultural symbols**

As for Tomorrowland, a symbol may be represented by the phrase "UNITE with Tomorrowland". Defenders of this culture from all corners

of the world know this phrase is the moment when participants in eight countries will vibrate on the same music at the same time. This phrase expresses unity and connection. Another symbol is also the sign of the event I have discussed in point 2 (Visual Strategies). Coincidentally or not, the name of the city in Belgium where the event takes place is called Boom. This is the city where this festival has been held since 2005. Also, Disney's stages decoration is another cultural symbol specific to Tomorrowland.

## 2.6. NLP Principles

Broadcaster “do what you say, but you also say what you are doing”	<p>© Specialists who administer the Facebook page always post verbal messages accompanied by visual messages, thus introducing the receiver into the Disney storyline and transmitting the positive energy of music</p> <p>Communicates the program of the event, posting pictures and videos with the guests</p>
Assumptions	<ul style="list-style-type: none"> <li>• Vibration</li> <li>• Energy</li> <li>• Relaxation</li> <li>• Release</li> <li>• Unity</li> </ul>
Relating	<ul style="list-style-type: none"> <li>• Relating to the public by communicating exclusively in English</li> <li>• Presence of page administrators; they respond by means of comments to followers who ask questions related to the posts</li> <li>• Presence of the guests to the event by means of comments left on posts published even through their official pages</li> </ul> <p>Trust is bon by building such relationships</p>
Result	<p>The goal is to promote the cultural object and to create trustworthy relationships with followers by publishing news, giving feedback and inviting Facebook users online to the event</p>

Feedback	<ul style="list-style-type: none"> <li>⊙ Results can be measured by taking into account the increase in the number of visitors (both virtual and real): 2005: 9,000 event participants 2017: 360,000 tickets sold by April (current year)</li> </ul>
Flexibility	<ul style="list-style-type: none"> <li>• It is rendered by the simultaneous use of multiple online communication channels to accommodate all internet users; this cultural object has: <ul style="list-style-type: none"> <li>⊙ Web page</li> <li>⊙ Facebook page</li> <li>⊙ Instagram page</li> <li>⊙ Twitter page</li> </ul> </li> </ul>

### 3. Conclusion

Taking into account the fact that Facebook remains the marketers' 2017 preferred channel, the most effective way to promote this event is to combine NLP strategies on this social network.

An effective Facebook communication mix consists of images and links artificially supported by Facebook Ads, so as the message to reach more people than an image getting a 'reach ' larger than a link. The recommendation to use Facebook resides in daily communication consisting of a mix of inspirational, educational, positive, and less promotional content for business products or services, and the success of communication is determined by the emotions lying within the messages, either contextual or visual. Thus, anchor-accompanied visual and verbal strategies are neuro-linguistic programming elements which, on this vital marketing channel, would generate more than satisfactory results in promoting the event.

Also, another technique to promote by means of Facebook is also the injunctive message, the action instigator. This is done as a Facebook event that allows the registered user to click on the "Participate," "Interested," or "Share" button.

An additional version relating to the reach of a message is represented by paid posts. This way, the administrators of a page can pay a certain amount of money to Facebook, and the posting will appear

in both the newsfeed of those who like the page and the newsfeed of those who were *targeted* by the administrators. Subject to the amount paid for a post, the reach is also generated. The sign that helps us know if the post is paid is represented by the word *Sponsored* appearing above the post. Administrators can pay for the promotion of a link post accompanied by images and a headline with a view to attract the desired audience into action (*Call to Action*).

Actually, I think an indirect follow-up method is very effective. This means that communication specialists are to make an after movie of the event to be distributed on Facebook via YouTube. As the storytelling captures the audience, I suggest that this two-to-three minute video to be created as a story consisting of moments which happened during the event.

### **Acknowledgement**

I would like to especially thank Mrs. Lavinia Suciu, Associate Professor, for guiding and giving me all the support I needed. I also thank her for always being willing to help me, clarifying and inspiring me even in the hardest moments of my Master`s thesis preparation. I offer her all my gratitude for the suggestions she has always given me, for the understanding he has shown over time, and for both her intellectual and spiritual involvement.

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