

Life Science Journal 2014 vol.11 N9, pages 337-340

---

## **Pareidolia illusions in advertising with "Hidden" symbolic images**

Kurbatskaya T., Dobrotvorskaya S., Ustin P.  
*Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia*

---

### **Abstract**

The article covers the problem of using "hidden" symbols that are actually imperceptible without purposeful very careful examination of advertising picture. On the other hand "hidden" symbols in advertising are highly effective as a psychological effect on consumer. The authors discuss specifics of psychological effect of "hidden" symbols in advertising, analyze some symbols that may be found in today advertising and demonstrate specifics of perception dependence of sex. The authors have come to conclusion that hidden symbols in advertising pictures are not always carefully selected and do not reflect initial intention. Besides "hidden" symbols often contradict with advertising idea.

---

### **Keywords**

"Hidden" Symbols, Advertising, Intent analysis, Pareidolia illusions, Psychological effect