

Cyberspace and Virtual Reality Tools of Advertising in the Real World: a New Paradigm in Marketing Communication

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Literature in advertising and new technological information systems suggests that internet network technologies generate new integrated applications. Day after day, computer-based cyberspace programs with realistic shadows and reflections take the attention of different sectors such as, biology, medicine, and advertising etc. At the first times, virtual reality and cyberspace advertisements are seemed to be a manifest. Recently, advertisements which use virtual reality technologies are seemed to be new marketing trend. Advertisements and marketing applications which are arranged through virtual reality are generated with the help of these integrated applications, called Cyberspace. 'Cyberspace' is an artificially generated automated system which can be visited simultaneously by many people via network computers. Cyberspace advertisements are generated through bundle of rays or holograms. With the virtual reality advertisements, cyberspace, which is one of the dimensions of postmodern world, is now a new tool for reaching customer's mind, attracting more attention, creating more awareness and support the consumption stage. Multi-sensory computer-based programs which are used for cyberspace and interactive advertising in the consumer's minds are now seemed to change the current consumer behavior and profiles. At the same time these systems, undoubtedly support the creative advertisement creation process. Therefore, the traditional marketing practices between producers and consumers start to become more interactive. With these new creative applications, customers are involved in the virtual reality marketing process interactively which in turn expected to create a new paradigm in marketing practices. Thereby, new virtual reality advertisement and marketing applications in Cyberspace world are now increasing and expected to be in advance of

conventional marketing applications. These new technologies also affect the advertisers, advertising agencies and marketing practitioners. This study aims to introduce the new concepts of cyberspace and virtual reality advertising in the light of new technologies and marketing and secondly aims to determine the differences between conventional marketing techniques and cyberspace marketing throughout the Semiotics Approach. The research method of the paper is to analyze the real world applications of virtual reality advertisements throughout the world with using semiotic approaches and this paper offers a framework for understanding how virtual reality advertising is used in marketing communication by using Semiotic Research Methods.

Keywords: Cyber, Cyberspace, Virtual Reality, Cyberspace Advertising, Virtual Reality Advertising.