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## SEMIOTIC ANALYSIS OF PRESS IMAGE

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### **Abstract:**

The image is one of the important means that contribute greatly to the delivery of an integrated image of the events, and it may even represent thousands of words in communicating an idea clearly, so it has received great attention from media institutions in various directions and specializations, especially news ones, as it has been used to support Information or directive necessity in the readable means, and it may be used alone to convey an integrated story.

The importance of the research comes from being a knowledge addition, and it is one of the researches that did not receive sufficient attention from investigation and study at the level of academic research in Iraq, as the importance of the research is reflected in the focus on the contents of the press image that are employed in various media.

The researcher aims through this research to reveal the contents of the photo and the process of analyzing it semiotics according to the method of Gear Vero.

The researcher reached a number of results, most notably the following:

1. The success of the press image to a large extent in achieving more than one goal at the same time, and it included many of the meanings inherent in it.
2. An attempt to draw the attention of local, Arab and international public opinion and international organizations to the conditions in which the Iraqi people live and the demands of the demonstrators that focus on eliminating corruption, improving services and providing job opportunities for young people.

3. The image included a story of the suffering of Iraqi youth as a result of the circumstances the country went through as a result of widespread corruption in all joints of the Iraqi state.

**Key words:** press image, semiotic analysis

### **Introduction:**

The press image has an important role in the press since ancient times in all visible and readable media, because of the effects that can occur in the hearts of the recipients. It was said that the image equals a thousand words, but rather a complete book or novel, this effect prompted those in the communication media to give the image double importance, until some of them have devoted more spaces to them than what the news occupies besides the place that is devoted to the image at the front of the pages, as well as its ability to make an impact on the same recipient and attract him. So, image has become a way to address those who are poorly educated and those who are not proficient in reading, which has increased its importance and its ability to communicate ideas and information. In addition, from a professional point of view, the image is used to support news, for directive necessity, and is used alone for news, and thus achieves more than one goal at the same time.

For the above-mentioned reasons, and for the increasing importance of the image, the image has been subject to many studies. Therefore, it was subjected to the types of analysis to determine its job that performs in various events and situations. This research represents an attempt to analyze the press image semiotics through the methods that have specialists in this field.

### **Research methodological framework**

#### ***First: problem of the research:***

The problem of this research stems from the ambiguity in the job that the image pictorial performs in various fields. Therefore, this research attempts to explore the nature of the job that the press image plays, by answering the following questions that represent the essence of the problem,

To further elaborate on this problem, we raise the following questions:

1. What are the meanings of the image under study?
2. What are the most important topics studied by the image, and what message does it contain?
3. What message is extracted from the image?

***Second: The importance of research:***

The importance of this research lies in identifying the semiotics of the image, and the importance of this research comes from the role that the image is playing, which leads to subject it to further study to determine the merits of the job it performs.

The importance of the research also stems from its contribution to enriching the literature on the analysis of the press image semiotics. This approach is increasingly important and uses it in the analysis of texts and images alike over the past years because of what it can provide in-depth studies and analysis that contributes to the interpretation of various phenomena and media arts, including the press image.

***Third: Research objectives:***

This research aims to contribute to building a visual awareness and cultural awareness regarding the language contained in the image, as well as analyzing the image semi-physically to find out the meanings inherent in it.

***Fourth: Research type and methodology:***

This research belongs to descriptive research in terms of type, and the researcher will rely on analyzing the chosen image according to the vision or method of Ger Vero to analyze the image.

The analysis steps proposed by Jerry Ferro include a number of steps (1):

1. Initial description: The description stage is considered essential, and based on the elements obtained through simple description, a successful analysis is built.

To facilitate this description process, Gir Ferro lays out a set of steps that he deems they are necessary:

A. Technical side: we mean by the data and material information that pertain to the image in question. Included under this framework is the name of the sender, i.e. the owner of the painting, the date of production, the type of holder and the technology used. It means the quality of paper or fabric, as well as the nature of the colors employed, oil or water, in addition to the shape of the painting frame and its general size.

B. The Fine Analysis: regardless of the artistic value of the image, remains necessary, and it is based on several points, such as the number of colors and the degree of spread.

C. Subject: What is important to us in this step of the description mainly relates to the first reading of the painting, and this reading requires us to first know the relationship of the text to the image.

D. Study of the painting environment: We mean the context in which the painting was produced, and its study allows us to avoid the wrong interpretations that the initial description of the elements of the painting may cause.

E. Interpretation or second reading (inclusive): At this stage we reach the logical goal of the previous analysis steps represented in the initial description and the study of the context of the painting or its environment, at this level it summarizes the purpose of the semiotic analysis of the painting or any other image; As it comes in this implicit reading of the true significance of the evidence, it connects the latter to its external reality.

F. The results of the analysis: It is the last stage in the Gear Vero Analysis Network, which is the result that we come out after our study of the various steps of the previous analysis.

#### ***Fifth: The research sample:***

This study intends to choose an intentional sample, because the material on which the research depends is mainly limited, and is represented in one image that has aroused a lot of interest for various media.

### **Theoretical framework for the research**

The concept of Semiotic: the word *sima*, *semia*, *semia*, is derived from *sim*, the Arabic used it in the sense of the sign indicating

something, and it is synonymous with the European term semiology, semiology, and the American term semiotics. Semiotics, which are derived from the Latin *semion* which means the sign, it crystallized Semiotics at the hands of the linguist de Saussure, and the sign in semiotics is divided into two types: (2)

1. Spoken language marks such as written and written verbal language.

2. Non-verbal signs, such as pictures and body language.

Pierce classifies the sign into three categories: (3):

A. Indicator: It is the signal that correlates closely with the meaning in a causal relationship, just as smoke indicates a fire.

B. The icon: represents the meaning and establishes its relationship with its subject through the similarities that exist between them, for example, the image is one of the iconic signs; because it has a similarity between what it represents and the subject of the person.

C. Symbol: It is like the sign (x) or the traffic sign, and the symbol is de loser de sign Saussure whose relationship to the subject is arbitrary or unjustifiable.

Some of them believe that the term “al-Simeya” appeared in the early authorship movement among some Arab scholars, among them Jabir ibnHayyan (200 AH - 815 CE), who had great confidence in himself and his knowledge; But the tools of that early era did not help him achieve what he was thinking of an ambitious science fiction, and one of those ideas in that time was the idea of converting the base metals into precious metals. The concept of this science was at that time close to magic. The author of the Book of Abjad Al-Ulum says: Samaia is a name for what is not real from magic and Samaiah is a Hebrew word that expresses its origin (Sim by it) (4).

And the knowledge of alchemy is defined as the science of signs, drawings, and images, because the science of image chemistry is part of the science of social chemistry, which studies how to construct social meanings from images and graphics (5).

The semiotics of the researchers opened new horizons for the renewal of cultural awareness by reconsidering the way to deal with issues of meaning, because all aspects of the daily existence of the

human being have become a subject of semiotics, laughter, crying, joy, the way of receiving guests and traffic lights, the things that we deal with as well as literary texts, All are signs we rely on in communicating with our surroundings, for each of these languages needs to reveal the rules that govern its method of producing its meanings (3).

### The Concept of image

The image in its Latin origin is derived from the word (imago), which is intended for each illustrated representation related to the subject represented by the perspective similarity, its derivative origin refers to the idea of copying and similarity and representation, and it is either to be two-dimensional such as drawing and painting, or three-dimensional such as reliefs and statues ( 6).

Also, in its Greek and Latin origins, it is also synonymous with the word "icon", which is similar to it, similar and similar, and upon it Peres built the demobilization of his semiotic theory, to be adopted by his direction as a central term for the approach of the image (7).

And "the image occupies an important place in the semiotic field, which did not gain importance in our Arab world, even though it is of great importance to Westerners in various fields.(5)

It is an aesthetic touch in a field of symbols and signs that work synergistically to form a kind of visual narration of a carved out idea (8).

The image belongs to the science of typography, and the topographic elements consist of letters, words, headings and sub-titles, pictures and drawings (9).

It is more than just a visual stimulus, and it does not content itself with raising our attention, rather it tends to create connotations, and Martineau says: Clarification, display and color are more than just ways to attract attention, just as music affects directly, other symbols such as shape, line, climate and image also contribute in crystallizing the overall significance of the declaration and the indication of the product or institution (10).

Some of them also see in the image that it is an expressive tool that a person has adopted to embody meanings, ideas and sensations, and

its function, whether news, symbolic, or entertaining, has been linked to all forms of communication and communication, and it is a reality achieved in our lives. It is easy to define it by referring to its various manifestations and this difference and diversity is a characteristic of the features of the image despite the unity of its being as a specific artistic type. (11).

The roles and functions of the image are complementary to the text or voice spoken in and out of the media (2).

1. Telling: This is because images are more capable of expressing their content and life and are associated with words in the transmission of news and information, but rather they convey information more clearly and faster than words can.

2. Psychological function: by meeting human needs, and fulfilling some mental and psychological requirements, as psychological studies have shown.

3. The aesthetic function: The image has aesthetic value as an artwork that stops looking and generates interest in the recipient such as (places, faces, nature, etc.).

4. Information stabilization function: the media is betting on fixing the information through repetition, and the image is one of the easy and varied elements that can justify repetition, as the caller focuses on the recipient's mock memory because it is the most powerful type of memory

5. Documentation: The image occupied a large part of documenting the lives of peoples and their various human and political personalities.

6. Employment: Following the fierce competition between the media, we see that the image-coding function is adopted by the media and all institutions are formal and informal to project their image to the other, that is, they are part of the propaganda activity of countries, peoples and governments.

The literature of the image indicates that 90% of the sensory inputs of individuals are visual inputs, and that understanding the nature of these inputs begins with the cognitive process that is always in a state of activity and a search for meaning; In essence, images consist of

visual experience, which is processed in light of coordination with the images in our heads (2).

### **Image types**

We can talk about many types of the image as follows (12):

a. Fine images: the plastic art is based on lines, shapes, colors, and relationships. The plastic art depends on the symbolism of lines, shapes, colors, and letters.

b. Iconography: The icon or icon is associated with the American chemist Charles Sender's Pierce (CH.S.Peirce), and denotes all standard representation systems distinct from linguistic systems; as the icon expresses the image based on the symmetry between the signifier and the signified, the icon includes plastic drawings, diagrams, photographs and visual signs.

We find that Pearce, in his classification model for signs, placed the image as a subclass of the icon classes (13).

c. The photographic image: The image is a brief picture of the real reality, as the photographs are distinguished by their professional / technical nature, their artistic and aesthetic character, their symbolic and semantic nature, their ideological and intentional nature, and the photo also consists of the signifier, the signified and the relations that unite them, as well as some of the components that are appropriate Others such as size, scale, nature (solar image, digital image, artificial image, fabricated image, photomontage, photographic), and its transmitter, receiver, and angle of capture.

d. Advertising Image: By this we mean the media and news image that is used to stimulate the recipient mentally and emotionally, and to influence him sensually and dynamically, and tickle his emotions to push him to buy a good or a commercial product.

e. Caricature: This is a picture drawn or carved by a person in order to ridicule, criticize, or spoil him, by distorting his image, body, and face, either by using the mechanism of amplification, magnification, and intimidation, or by using the mechanism of stunting, minimizing, and degrading.

f. Theatrical image: It is the visual, visual picture that the viewer and observer imagine with a mind, sensation, feeling, and movement.



It is a reduction in the image of reality on the level of size, area, color, and angle. This means that the theater is a microcosm of reality or life, and this picture includes audio / audio components and non-verbal visual components.

g. Cinematic image: It is well known that the cinematic image is an animated semiotic visual shot, linked to the film, frame, viewing angle and type of vision, and is subject to a set of technical and industrial production processes, such as: financing, script writing, representation, achievement, cutting, installation, mixing, then presentation. ..And then, the cinematic image is a semiotic sign with distinction, and an optical icon that transmits reality literally or fictitiously, and this means that the image may be artistic and aesthetic imagination, and it may be a realistic document, directly and directly.

h. Digital image: means the computer image that exists within the spaces of the Web, and is characterized by its technical, digital and virtual nature, and therefore, it is a sophisticated, modern and functional image, linked to the computer and the digital network. Thanks to the World Wide Web, we can now find all the desired images without resorting to visual or photographic forms. There are pictures that abound in digital electronic worlds here and there, and the person chooses what he wants.

I. The rhetorical image: The rhetorical, literary, artistic, or poetic picture knew multiple indications through historical development. The Greek philosopher Aristotle believed that the picture was a metaphor based on similarity and similarity between the similar and similar sides.

j. The educational and deductive image: By the educational image, we mean the image that is employed in the field of education, and relates to targeted educational components, such as if this image diagnoses the reality of education, or captures purposeful educational worlds that benefit the learner in his institution or classroom, this image is not limited to what is general education only She even calls the pictures used in the textbook.

k. The image of the sensitization: The advertising or directive image means that the image that has educational, moral, national and national orientations, and seeks to enlighten the citizen and refine him, inform and assist him, that is, it has purposes as well as sensitization,

news, advertising and educational humanitarian, and this means that this image is used for educational, news or informational purposes, It means advising the learner or the citizen in general, or directing or guiding him to what serves his interests, self, reality, country, nation, and environment.

### **Icon concept:**

The icon in Pearce's theory means any sign of iconic signs when it indicates what it indicates thanks to the similarity or similarity between the sign and what it indicates, pictures and graphs are the most famous iconic signs, the sound of the word iconic barking for a dog barking, and all traces of imitation of natural sounds depends on the audio icon (14).

From studying the image, Frod extracted the original characteristics of the iconic symbols, as follows (9):

1. The cosmic character: most iconic symbols form a lexicon shared by all peoples. The image of a clean head indicates the eunuch's thought of the French, American, and German.

2. Many functions refer to the same meaning: for example, pictures of a cave, steamship, and room, that is, they evoke the same idea that denotes the female body.

3. The modified character of the iconic symbols: There is no idea of symmetry between the word and the idea it refers to, that is, there is a link between the image and the idea that it symbolizes.

4. The composition in which the symbols are interconnected is not subject to any logical arrangement, because only one dimension represented by the sequence which means causation is known.

### **The practical framework for research**

The researcher will rely on the analysis of the image on the method of Gear Vero, because it is the most appropriate method for the subject of the research, and it also gives the researcher the freedom to analyze from indicators in the image chosen for the study.(15)

The researcher has chosen the image of the Syrian child Ilan because of the meanings in this image, in addition to that it has aroused widespread interest in all media outlets and worldwide.



A protester carrying the Iraqi flag in Baghdad's Tahrir Square

**The stages of analysis and image reading:**

1. image stage description:

A. Technical side:

Sender: Reuters

Sender type mapping: unknown

Image production date: Thursday 3 October 2019, and it is one of the many pictures taken of Iraqi demonstrators who took large numbers to the squares and public streets in various Iraqi cities to protest against the spread of corruption and poor services in the country.

Image substrate type: color image with digital camera.

Measurements: 551 x 980

Its location: Tahrir Square in the center of the capital, Baghdad.

B- The technical or stylistic aspect (technical):

The dominant colors and their intention:

The two prominent colors are red and black, which dominated the rest of the colors in the picture, because the red color is one of the warm colors that stand out between the rest of the colors and in the image the young demonstrator carries the flag of Iraq with its known colors black, red and white with the appearance of some letters of the word of God is greater that mediates the white color of the flag , and the other color is black (the color of thick smoke behind the protester).

#### C. Thematic aspect:

##### Image Title:

The image was popular in the traditional and new media, and in various parts of the world, and was reported by a number of news agencies, and received great interaction from users of social networking sites, as well as highlighting them in the media.

##### Observing and interpreting dominant symbols:

The cameraman intentionally focused on how the protester stood in front of heavy smoke that might be the result of burning tires used by protesters to block roads, while raising the Iraqi flag to the top and covering his nose and mouth with his shirt to avoid suffocation from the heavy smoke and tear gases used by the security forces to disperse the demonstrators.

#### 2- Context study stage:

##### a. Tribal context (apparent):

##### The product's financier (image):

(France 24) published the image, along with a number of other images of the demonstrations that took place in various Iraqi cities, as this site tried to draw the attention of the international community and the site's followers to the movement of protests by highlighting this and other images on the demonstrations.

##### Timing of image transmission:

This picture was broadcast on Saturday, 3 October 2019, as the movement of protests was in its early days, after it was launched on the first of the same month with calls through social networking sites,

which received the attention of young people who interacted with those calls and took to the street in large numbers.

### 3. Interpretation stage (interpretive reading):

The photographer largely succeeded in narrating an integrated story, as it depicted the protester, as if he was preparing to face the dangers that might befall him, by taking off his shirt and putting it on his mouth and nose as evidence of the challenge of smoke and tear gas and raising the sign of victory in a sign of the victory of the protesters movement in delivering their voice Inside and out, through a picture broadcast by international news agencies and websites.

The photographer also succeeded when photographing the protester from this angle, as he thus conveyed a clear idea that he stands tall amid a thick smoke billowing from the middle of the fire, defying all the conditions surrounding him from smoke and tear gas, as well as the risks represented by the presence of sniping operations carried out by unknown parties.

From a technical point of view, according to the photographer, to provide a distinct product that won the admiration, interaction and sympathy of many. Because it summarized the stage of Iraqi youth going to the street to demand the rights of the people and the many dangers experienced by the demonstrators.

In another deeper reading of the picture, it tells a complete story, which depicts thousands of words. This young demonstrator who appeared as a representative of his family and the children of a new generation refused the continuation of the current conditions in which the country is moving towards the unknown to stand upright holding up the Iraqi flag with one hand and waving the badge of victory in the other hand.

### **Result:**

Through this research, the researcher reached a number of indicators that amount to the results, including:

1. The success of the press image to a large extent in achieving more than one goal at the same time, and it included many of the meanings inherent in it.

2. An attempt to draw the attention of local, Arab and international public opinion and international organizations to the conditions in which the Iraqi people live and the demands of the demonstrators that focus on eliminating corruption, improving services and providing job opportunities for young people.

3. The image included a story of the suffering of Iraqi youth as a result of the circumstances the country went through as a result of widespread corruption in all joints of the Iraqi state.

4. We extract from the study the large role played by the image-press in various aspects of life, as evidenced by the sympathy the great interaction that the images of the demonstrators received with the public.

5. the effect of the image indicates that everyone knows the difficulties of living experienced by the young people who took to the streets in large numbers and had the largest share of attendance in the demonstration arenas, and despite the people's reliance on this group, are they in Iraq suffering from lack of job opportunities and difficulty Their living conditions.

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