

# PalArch's Journal of Archaeology of Egypt / Egyptology

## REALISM EMBODIED IN THE MEANING OF COMMERCIAL PRINTED ADVERTISEMENT

**Asst. Prof. Alaa Jasab Ajeel Al-AbdAlaali<sup>1</sup>, Murtadha Oudah HusseinAlsubaihawi<sup>2</sup>**

<sup>1,2</sup>Middle Technical University / College of Applied Arts

**Asst. Prof. Alaa Jasab Ajeel Al-AbdAlaali,<sup>2</sup>Murtadha Oudah HusseinAlsubaihawi,  
Realism Embodied in the Meaning of Commercial Printed Advertisement , Palarch's  
Journal Of Archaeology Of Egypt/Egyptology 17( 07), 1673-1691. ISSN 1567-214x.  
Published November,2020**

**Keywords: factual representations, commercial advertising, graphics.**

### ABSTRACT;

Focusing on the realistic and direct content in designs in a way that leads to clarity of relations within the advertisement in order to achieve the desired visual attractiveness, and the adoption of additional advantages or a single characteristic that contributes to the events of positive behavior towards the product, and the different color values have the ability to impart realism through the differences in the light value and the contrast between the dark and the resulting conflict due to the discrepancy between the different color values, and the use of realistic images as a main element in the advertisement leads to competition between the visual attractiveness with the rest of the other elements to enhance the realistic representation. For the identity of the product, he contributed to proving the return of the product to the company.

### Introduction:

Realism of the art schools, which means to embody the forms are clear as they appear in fact, linked to the designs declaration are embodied very idea of the real object of them by employing forms of realism in the declaration by the adoption of technical treatments that lend credibility and confidence in the recipient of the Declaration, as well as to achieve aesthetic and utilitarian function at the same time (Zuhair, 2014), To depends thus on the approach between the idea of the Declaration and the embodiment of forms, and realism embodied in Advertising commercial printed through the metaphor of the formal explanatory of the content of the idea advertisement to be more expressive and understanding of the recipient (Abdul Razzaq, 2014),

and those submitted data theory is not available in some designs the ad commercial print of the certified in their design on realism, and it can Aviate h the question follows : what e the manifestations of realism embodied in the meaning of commercial advertisement printed?

**Research importance:** The importance of this research as : J shares current research directions and objectives in the study of the manifestations of realism embodied for the meaning of the required statement of the foundations of utilitarian, functional and expressive designs advertisement business, and contribute to this research in providing the libraries and adoption of reference for students and researchers in the field of design in general, And advertising design in particular, and it benefits designers and those working in the field of advertising design in general.

**Research aim:** The research aims current to the detection of the manifestations of the meaning of realism embodied in the commercial advertisement printed.

**Research limits:** the manifestations of realism embodied in the meaning of commercial advertisement printed, Temporal limit: year 2018, spatial limit: print advertising company Hafiz trade.

## **Literature review:**

### **1. concept of realism:**

For to talk about realism we need a number of concepts arranged in or another for a specific meaning configuration, as it is a method based on a photograph of a Xiao natural j of and transfer as they are on it by the fact details of have, and may understand realism in general on it " over An objective text that is not distorted from the actual world " (Lewy Dee, 1976), that is, the process of taking the subject and reflecting it on artistic works in a way that is not amenable to some purpose because " everything that can be formulated as long as it draws its vocabulary from the natural and social environment is a reality and reality even if it is changed drafting relationship received and selected systems " (Zuhair, 2014), and an example of this art task " put a picture reality in the form as reflected in this reality in the consciousness of human beings " (Mark, 2009), and realism as a theme conscious bears the concept and meaning of a two - way of a well " simple direct By the action of the appropriateness of the sensory data to it through the physical conception of the sensual meaning " (Zuhair, 2014), that is, a part related to the physical existence that is perceived by individuals, and the second trend, " is an assumption close to the philosophical interpretation of transcending the same sensory given " (Mark, 2009), related to the level intellectual of a individuals and the extent of awareness and understanding of what exists in surrounding environment around them.

### **2. Realism content in advertising:**

The embodiment of realism is interpreted as (reconstructing the form from the physical reality with the least possible modification) (Lewy, 1976) by re-materializing the form and altering it to suit the underlying theme. E. addition to objectivity, which owns three a Sass is achieved (the first material embodied form the visible and defined the identity of the visual and expressed, and the place and time they are issued from him and talked, and these a Sass works turn on the

continuity of the embodiment of factual content) (Zuhair, 2014) In which its author is absent because (he does not impose his existence, but tends to erase his existence to make room for his known substance) (Lewy, 1976), by replacing elements with other special elements in the construction of a new form and thus realism is embodied with the least that can be modified or its path changed form or guaranteed, secured and interpreted as representing a (serially sequentially of a vocabulary consistent in the starting awareness of the awareness of the product and the end of the recipient consciously, which in turn bring new content with a synthetic structure verifiable and analysis) (Zuhair, 2014), which gives serially meaning and sequential By the consistency of shapes and their vocabulary. As well as through the idea to achieve what is intended to repair receiving a new topic of the output of the structure of synthetic give new substance, (in other words to be an analysis of awareness of data content as consistent with the data the same level which ends desired cannot be the analysis and verification of the content without the data level. This is what is explained by lack of understanding) (Zuhair, 2014).

### 3. The concept of advertising:

Advertising is one of the activities that are indispensable in economic activity, as well as for institutions and organizations, and it is considered one of the basic methods of promoting goods and goods through printed, visual or oral media, and advertising is a persuasive communication aimed at influencing by conveying a message from the advertiser to the consumer, with the aim of arousing his interest in the acquisition of a commodity or service, and expressed (all activities that provide a non - personal, printed or visual or oral via message information, relating to a commodity or service or idea of a particular) (Mohammed, 1988), has pointed out the British Society declaration " as a means for the definition of a commodity or service, for the purpose of sale or purchase " (Taher, 1993), in the sense that it provides information about where the availability of that product or service, this would be sending a state of satisfaction psychological among bridles e and t to accept the Declaration which is the desired goal, and there are considered data Fundamental to making advertising a tool of communication (Muhammad, 1988) :

- "The advertisement activity is impersonal ", meaning the message is in a transfer directly of the advertiser and pain receive.
- "The declaration as a dual communication direction "in the sense that the advertiser delivers information to the recipient and makes sure that this information has reached the way the correct and so by knowing the reactions pain receiving.
- A for the goal of the Declaration multi - purpose may God be the aim of providing information and influence directly or in order to convince the consumer to the acquisition of this item.

#### 4. Stages of a successful advertisement

- Successful advertisement passes through several stages in order to me achieve his goal and these stages (Abdul Razzaq, 2014) :
- Attracting attention: the state of the focus of the receiver's mind to the main topic in the advertisement, and this is done through (Abdul Razzaq, 2014) :
- Measuring space declaration: that the ads large in size and increase the clarity and realism Item advertised.
- Ad location: Choose the ad location so that you can easily see its details.
- Solitude: meaning that there are no other factors that distract the individual.

- Interest arousal: shifting the perception of the recipient from mere attention to the advertised good to an interest in purchasing that good.
- Desire provocation: a type of effect that the advertiser uses to respond to the response events of the recipient to the advertised product or service request.
- Events of persuasion: Those positive trends are formed in the recipient that supports the benefits that can be achieved upon acquiring that commodity.
- But in response to the behavior: There are a range of factors lead to a no response when receiving them (Ali, 2009): end the Declaration's proposals aimed to overcome the internal conflict when the recipient, and provide additional benefits or attractive services for a limited period and this leads to the speed of the receiver response, and provide facilities for the recipient to get that product or service.

## 5. Commercial advertisement:

Commercial advertising has importance in promoting and marketing goods, services and establishments, through its role in bringing about change and arrangement in the behavior and priorities of the recipient, (the aim of the commercial advertising is to achieve a greater distribution of products through an increase in the number of distribution outlets or an increase in the sale and volume of products for the same outlets) (Ali, 2009), meaning the increase in the volume of sales to achieve profit, and commercial advertising has important functions in marketing and the economy, which are as follows (Saad, 2013) :

- **Occupation marketing:** advertising important role in marketing as it my work on the marketing of products and increase the sales and this is seeking e - les companies trade, P displays the message through the means of communication to the target audience, and T. Swayed are to the information necessary for the item (such as Where to sell it, characteristics and price). This helps to convince the consumer to buy the new good or to persuade him to use it again.
- **Economic function:** that the function only economic advertising has multiple aspects, they affect the taste of individuals, and promote goods which enhances trade support activity industrial within the community itself, as T. enhanced trade at the international level.

## 6. Manifestations of reality sensor d of the elements of the advertising message:

Has a design in general elements of the intervention in the organization of the visual body was artistic him, and achieve the goal utilitarianism and serve, it is possible that the design has a way actually derived from the reality in which live human as (the designer depends where on his ability and knowledge art in the selection of the idea embodied in the work To achieve the purpose and content of the advertisement) In the sense that the designer has a wide horizon in the field of design, and the design process is related to the embodiment of the visual identity where (the identity is embodied in the design through several indicators, including: the written language, pictures and drawings, the color value used in the design)[2], as the design and the role of large to attract attention of the E. Declaration and raise interest in the commodity as well as reminders.

**First pictures of:**

The picture is divided into two types:

- Realistic visuals.
- Pictures of drawings .

Image realism: The images of realism in the message declaration of the elements important for the recipient of the ad because it is (the most exciting of the baht Mam as well as for the achievement of each of admiration for the Declaration and remember) (Saad, 2013), the sense of its importance in achieving the effect required in the Declaration especially if the T image with the size of a large and with us substantially a, or explain the use of this item in different modes, whether during use or after, the following clarification of the positions in which the use of images (Ali, 2009) :

- Image of the commodity itself or part of it.
- A picture of a group of commodities.
- The image of the commodity is ready for use.
- The image of the item during use.
- The image of the commodity after use.
- A copy of the results of not using the commodity.

Also, there are several factors in the study of the effect of the realistic image and its relationship to one of the elements of advertising, including (Saad, 2013):

- Declaration, which contains an image without text linking the image the brand and be a ransoming of da t positive than if the text presented without a picture.
- Provide images of the same as the information not provided through words, it increases the frequency of remembering because of the display of verbal and non - verbal.
- The absence of the image in the ad can be more than remembering it through the representation of the mental image created by the text, and could lead to increased understanding of the verbal content of E. Allan.

**7. Second : Pictures of drawings:**

Can be used as photo - realism of the product advertised in the form of Raton in advertising, and be waves destined to the category of children and mothers, because it is the same effect high for these categories, some suggest studies (that use images cartoons in ads check the rate of response and the enthusiasm of the declared material reported by ranging from 15% -40% for all of the classes), that this is a good ratio, but a less their than if you were a realistic picture, and there are sections of the image of cartoons including (Saad, 2013) :

- ULC Raton: Drawing people, animals and objects in the form of plates.
- Rot-scope: Fees are drawn either by hand or feeler b automated.

**8. Chromatic values:**

E. n use the values of color in the advertisement gives a much realistic and the impact of and attractive to because ostentation of what T. resurrection of the joy of self, and called some experts to use the values of color advertising function " configure the connection with readers on the basis of the meaning of the Declaration and reality" (Ali, 2009), in the sense show the item advertised form and color realists, (and see a studies not dominated the use of vinegar Fiat bright color or not can be classified clearly like beige and gray) (Lori, 2006), because these

values may be offensive or do not give Desired effect. Color values add the status and importance of the message declaration and move towards doubling the sales advertised article about, color values produce effects and maintained a high attraction force, and suggests some studies conducted on the preferences the public values of color user of in the ad : (that the values of the Red Towns the power to attract extremely high than any values of color other, and were the values of other tested are : yellow, brown, blue and green, have got these color values on close degrees in the force of attraction) (Sharif, 2001), from the usefulness of color values (Ahmed, 1999) :

**Increased production:** (from the facts proved by observation and experience that for the color values of income in increasing production or decreasing), in the sense that it affects the recipient positively or negatively even that did not pay attention for its presence.

**Propaganda and influence :** (it has been proven that the color values have effects of different emotional meanings, which leads to a change in the judgment on the specific production associated with them), that this follows the extent of the psychological impact of the recipient, the commodity may be associated with certain color values that are preferred by the recipient.

Many religions have also given color a special value, and it's symbolic connotations have taken on it, for example, " Yellow is a sacred color not only in China and India, but also in European Christianity when the church used yellow in sacred paintings in the form of backgrounds of golden leaves " (Ahmed, 1999), and the color used since ancient times in the customs and traditions, a slogan or a symbol of a particular thing and still used by man to this day, "in ancient Egypt, the pharaoh was wearing a white crown to symbolize the control of upper Egypt" (Ahmad, 1999).

## 9. Titles and written subjects:

Plays the title role whatever in the advertisement because it helps to remember and attention and generate interest, embodied realism through the title by mentioned recipes article declared, q may be composed of elements of the natural as the Declaration on the juice as mentioned natural materials constituent, or be of force and speed, and this is often used in the declaration of data cars, and depend some ads on a major title, and some of them on a number of sub - headings, as and that addresses a range of functions including (a logical division of the idea of the ad in order to a viewer with all partial units) (Ali, 2009), meaning that headings help to understand the message and each part of the advertisement, and studies focus on the use of different types of influential vocabulary and phrases integrated with the subject of the advertisement, which seek to achieve a kind of tendency towards the commodity, especially if the title includes what Comes :

- When it consists of one or two words.
- When it consists of words a few of adding to the large size.
- When it takes an interrogative style.

In the sense that the title is of the elements that attract the attention and causing little, especially if the size of the character in a large design, or when used as a method of a question mark or exclamation point, or a single word or two words brief distinct.

## 10. Theoretical framework indicators:

Realism as a theme conscious bears the concept of two-way street: (simple direct result of appropriate data common to him and the t attached to having a physical presence tangibly perceived, assuming close to interpretation pedant associated with the intellectual level of the individuals and the extent of awareness and understanding of what is in fact the ocean).The embodiment of realism is the re-embodiment of the form and its modification in accordance with the main topic.

Objectivity of realism embodiment: (the material embodied in its visible form and its identity).Has announced the successful several stages, including: attracting attention includes: (measurement of touching the fairway advertising, advertisement site, monopoly), the events of persuasiveness, a of the behavior by: (a proposal, additional advantages of a particular).The picture is divided into two types: (realistic, cartoonish).The realistic image in the advertisement appears through: (the commodity itself, a group of commodities, the commodity intended for use, after use, the results of non-use).There are other uses for the image in advertising design, it may be: (emotional, imaginative, idealistic reality, famous star).Pictures of drawings are employed in the advertising design through : (cartoon, rot-scope).The color values in the advertisement give more realism to the design, influence and attract attention, emotion and psychological effect on the recipient through: (contrast, harmony, gradation). It includes the use of the title in the three advertising design methods, namely: (a method of the word of the one or the two words, style few words larger size, interrogative method).

### Previous studies:

Despite the efforts made by the researcher to obtain a precedent directly related to the study of the subject of current research, but was unsuccessful in finding a message or thesis at the core topic that we had and for technical employment for if a sensor d of the meanings in the commercial declaration of the publication, as it is this search The first of its kind in dealing with the technical employment of realism embodied in the meanings in printed commercial advertising.

### Methodology:

**Research Method :**The researcher descriptive approach because (a method systematically supported access to certain properties in an objective manner based on the analysis and discussion) (Mowafak, 1999).

**Community Search:** The current research included ads (Filx) designs commercial company Hafiz electrical appliances in 2018 in the province of Karbala, where he was t up to (69) Nine Stone declaration measurements different.

**Sample Search :**The selection of the sample deliberate manner as in line with the objectives of the research and of its (3) three models of the research community total and adult (30) fifty determination (which is the objective reasons in each design are available, which relates to the title of the research and objective, as well as the choice of Advertising designs that have realism directly) i.e. 10% advertising design from the total community for analysis purposes.

**Search tools :** setup (form) identify axes of analysis based on the theoretical framework and indicators and display the form on a group of experts and specialists to conduct modifications

through the deletion and addition to develop based on their views for the purpose of achieving the objective of the research.

**Believe tool :** was confirmed the veracity of the analysis tool after a presentation to a number of experts with the exact competence and specialists of scientific research approaches before they are applied, and was agreement has on the validity of its vocabulary after making some amendments to minor them and thus gained the virtual sincerity of the research.

**Stability of the tool:** For the purpose of ensuring the stability of the tool, the researcher analyzed three samples of samples, and they were presented to experts in the field of design according to the form prepared by the researcher for this purpose.

#### **Model No. (1)**

Ad Type: Commercial

Source: Al-Hafiz Company

Place :Karbala Governorate

Year: 2018

Size: 4x4m



#### **General description:**

Commercial included a range of commercial products Hafiz company business, which is placed amidst a desert environment, put the company logo at the top left of the design, and the name of a company and logo at the bottom of the ice a t design, comprising n design line with the value of the color orange on the ad space of Down.

#### **Analysis:**

Characterized by the content of design realism directly by using images real products and put them in an environment realistic (desert), in addition to his portrayal identity visual company name and logo as T m employed at the top left of the design, did not use the designer 's proposal or a certain additional feature that shows a single property of products considered as one of the stages of the Declaration successful for the events of positive behavior towards the product, as employed image realism to a range of goods by the use of antibiosis color values within the products with the background image realism with color values (blue, beige), no designer explains the results of the counting of use This product or after use, the company logo was highlighted (with three contrasting color values (white, black) and the orange color value), and no title or writing material was used to address the recipient, and it was replaced by showing the realistic image in the desert that communicates a message that the devices are in the picture designed for the atmosphere of the desert and the difficult life known to accompany them, on behalf of the company logo to report clearly the quality of the products of this company employee in Arabic and English (Al-Hafiz Trading Group), as well as the use of evil logo Mark it in white at the bottom left of the design.



**Model No. (2)**

Ad Type: Commercial  
 Source: Al-Hafiz Company  
 Place: Karbala Governorate  
 Year: 2018  
 Size: 4x4m



**General description** the design included declaration of product a commercial private company Hafiz business, which is the subject of central space Default, and place the company logo at the top left of the design, the company's name and logo in the corner of the bottom right of the design, as well as pictures of for a person of shed carrying a child, ensure that the design material written and A line with a color value (orange) on the bottom width of the ad.

**Analysis:**

The design content was characterized by real realism directly through the use of the realistic product image and placing it in a virtual environment at the top right of the virtual space in the design, in addition to embodying a visual identity in the name of the company and its logo as it was employed at the top left of the design, the design provided an additional advantage to the product by proposing a single property Distinguished by it as one of the stages of successful advertising in order to bring about a positive behavior towards the product. It also employed the realistic image of the commodity, which during use expressed an ideal reality, and the designer did not explain the consequences of not using this product. The designer also provided an emotional glimpse through the use of the image. realism for a child with only b in a family atmosphere, and did not hire a designer image of the star of a famous, is not used images fees, whether cartoon or Rotowsko b, employed color values using the contrast within the product with a background design white value, was to highlight the company's logo (three Contrasting color values (white, black) and orange), and no product title was used; Rather, the design was limited to using written material to address the recipient, which reads (Protect your health and the health of your family) and in this a clear message to the recipient about two types of testimony, the first of which is the power of conditioning and the second is the filtering of the air from potential germs and viruses to enhance these properties in the recipient's mind, as it was in the two color values (black and orange) And the company name in the (black) color value employed in Arabic and English (Al-Hafiz Group for Trading), as well as the use of the company logo in the two color values (black and orange) (at the bottom of the right-hand side of the design).

**Model No. (3)**

Ad Type: Commercial.  
 Source: Al-Hafiz Company.  
 Place: Karbala Governorate.  
 Year: 2018.  
 Size: 4x4m



**General description:**

Design declaration J included a picture of a product commercial private company Hafiz business, the subject of the environment space naturally, the company logo placed in the top corner of the left of the design, the company's name and logo in the corner left of the bottom of the design, with the design written material included the value of color (orange) in At the top of the design in the middle, it also includes written material with different color values m at the bottom of the design, with a line of color value (orange) on the width of the advertisement space from the bottom.

**Analysis:**

The advertising design was characterized by a realistic and direct content represented by using the realistic product image and placed in the space of a realistic natural environment suspended and suspended in its space that reflects a healthy natural environment that is comfortable for the human eye and soul, which gave the recipient an impetus of comfort when he sees the design, so the product is wonderful with the splendor of this nature and healthy with the health of its atmosphere, in addition to his portrayal identity visual company name and logo, adopted in all declarations having been employed at the top left of the design, and not the used designer suggestion or feature additional specific shows a single characteristic of the product as one of the stages of the Declaration successful for the events of positive behavior towards the product, hired a designer image a product in order to reflect the reality of an ideal, and excite emotion direction of the product, has been to j P color values using the contrast within a product with behind me of the same color values design (blue, green), deliberately designed to highlight the company's logo certified (three values of color opposite (of the white, black) and the value of color orange), the use of the designer a headline in a more persuasive in order to change the behavior of the recipient as it was by the values of the color different (orange, green, golden, red, black), and the name of the trap Its emblem and the value of color (white) employed in Arabic and English (Hafiz Trading Group), at the bottom of the design of the Li o a t.

**Results:**

1. Designs are characterized by ad adoption of content and realistic directly as shown in all the models because they T. helped to attract the attention of the recipient.
2. Adopted its individual property as one of the stages of the Declaration respects in highlighting the product with a view to persuading the impact of positive as in the models (2, 3, and 4).
3. The visual identity was embodied in all designs by using the company logo and name by adopting three color values (white, black and orange).
4. Employing the image of a reality in the declaration as a major in all desertification, which I did do in the delivery of messages intended them to the masses of recipients.
5. The contrast of the location of the realistic image between the background by adopting it as a space or as a main element in the foreground of the design.
6. The use of color values, using contrast and harmony between the product and the background of the design, contributed to giving a realistic and aesthetic design as stated in all models.

7. Some designs did not employ a title or written material and compensated for it with realistic images as a communication message.
8. The designer did not hire a personal famous visual communication as a message in order to attract the attention and the events of the impact of the recipient in an attempt to change his behavior in a positive direction of the product.

### **Recommendations:**

1. Developing the used design methods and coming up with them to the realistic innovative style that draws the recipient's attention within the principles and rules of design.
2. The use of modern design techniques with multiple technologies and print what this design a variety of ways that add to the work high accuracy and achieve aesthetic outcomes with the impact of an effective and clear in all design.

### **References:**

1. Abu-AlAzm, Abdul Ghani: the lexicon rich bright, ed. 1, Library scientific, 2014.
2. Abu-Dbsh, Fida Hussein and the immortality of the Badr Ghaith: foundations and design principles, hurricane science, Oman, 2010.
3. Al- Hadidi, Mona: The Announcement, the Egyptian Lebanese House, Cairo, 3rd Edition, 1999.
4. Al- Sahn, Muhammad Farid: Announcement, University House for Printing and Publishing, Alexandria, 1997.
5. Al- Sahn, Muhammad Farid: The Announcement, the Egyptian General Book Authority, Cairo, 2nd Edition, 1988.
6. Al- Sayegh, Abdul Ilah: The Artistic Image as a Critical Standard, House of Cultural Affairs, 1st Edition, Baghdad, 1987.
7. Al-Abdali, Samir and Badr, Qahtan: Promotion and Advertising, Zahran House for Publishing and Distribution, Amman, 3rd Edition, 1999.
8. Al-Dulaimi, Abd Al-Razzaq: Advertising in the Twenty-first Century, Dar Al-Yazouri, Amman, 2014.
9. Al-Labban, SherifDarwish: Press Publishing Technology, Modern Trends, the Egyptian Lebanese House, Cairo, 2001.
10. Al-Mashhadani, Saad Salman: TV advertisement, Osama Publishing House, 2013
11. Al-Razi, Muhammad bin Abi Bakr: Mukhtar As-Sahha, Dar Al-Hikma Publications, Damascus, 1986.
12. Al-Salami, Ali: Advertising Administration, Dar Al Maaref, Cairo, 1969.
13. Al-Zoubi, Ali Falah and Fathi Al-Sharaa: Advertising Management: Concepts and Strategies, Dar Al-Yazouri, Amman, 2019.
14. Attia, Taher Mercy: The Art of Advertising and planning advertising campaigns, Cairo, 1993.
15. Ghazwan, Moataz stubbornness: heritage symbol printed in contemporary design, House of Cultural Affairs, Baghdad, 2006.
16. Janeta, Louis de: Understanding the cinema, T.: Jafar Ali, Prentice Hall, ed. 2, 1976.
17. Jimenez, Mark: What is aesthetic, T: CharbelDagher, Mohammed Bin Rashid Foundation, Beirut, 2009.

18. Mowafak Mazloun Alrabae, Origins Scientific Research (researcher in the field of design guide), library conquest, Baghdad, 1999.
19. Mualla, Naji: scientific assets for the promotion and advertising, Dar Wael, Amman, 1993.
20. Omar, Ahmed Mehta: The Dictionary of Contemporary Arabic Language, 1st Edition, the World of Books, 2008.
21. Omar, Ahmed Mukhtar: language and color, Dar the world of books, omnipotent, i 2, 1997.
22. The Academy of the Arabic Language in Cairo: The Intermediate Dictionary, Egypt, 5th Edition, 2011.
23. Wilson, Laurie. C.: Strategic Planning for Public Relations Campaigns, T: Hussein Salah El-Din, Al-Rida Information Series, Damascus, 2006.
24. Zoubi, Ali Falah: only Allan effective, Dar Yazouri, Amman, 2009.
25. Zuhair Sahib and others: Studies in the structure of art, Al-Raed Scientific Library House, Baghdad, 2014.