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AESTHETICS AND TECHNICAL TREATMENTS IN CONTEMPORARY ADVERTISING DESIGN

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ABSTRACT

The style old term in the language and served a wide area in various aspects of life and commonly used in the arts field " as Ibn Khaldun to see the manner in which the woven structures or template that emptied it" while the word used Style To denote the machine by which writing is done, and it has become a term that means the method of writing, and the style has become widely used in various areas of life based on the multiplicity of its concepts. It has a floating concept. It is a simple aspect of the articulated at times and it is a conscious art from the art of the designer at other times, which is an expression issued by the nature of The human being therefore always transcends the limits on which he closed , and the style is an approach distinguished from another, such as the style of the designer, the style of the era, or the style of the director, and this wide use made it difficult to define it with a definition, as it refers to the nature of the human being himself as ((the appearance of the saying that results About the designer's choice of the means of expression, these means that are determined by the nature of the person speaking or the director)) , or what leads to saying that each style is "an image of its owner." That is, each designer has his own style, which is a form that indicates the artist and bears his qualities as an indication of the artistic work of the creator, and these works become an image indicating that they refer to that artist, and the artwork becomes a method that shows his thinking and how he looks at things and explains them. The new, influential and eloquent in selecting and employing the techniques and linguistic means to express the thought that is embodied in the live interaction with the recipient in a way through which he realizes that this expression has acquired an approach that can only be created by this creator, and with the development of civilization and the advancement of human thought, it has made these concepts sciences in their own right. It is subject to scientific

systems and deep and accurate analytical approaches that research and study the process of conveying ideas, and from here the need to study the style has become a given, as a catalyst in identifying the nature of this or that creator and a center for studying the human mind in terms of thought, perception and understanding, and the characteristics of the method are defined by three elements. Essential "clarity, strength and beauty", the design work that is characterized by clarity, strength and beauty is subject to an authentic experience and sincere feelings in expression by the artist full of For his experience in employing and organizing the elements of artistic work on new intellectual foundations that necessarily lead to the crystallization of a new and distinct style that earns the artist his peculiarity that distinguishes him from other artists in terms of the artistic movement.

Introduction

Longer style " The study of the method of expressing thought through language "(Salah, 1993). The expression of thought means precisely the use of vocabulary and rhetorical syntactic structures in a complete holistic work in order to achieve distinction and gain creativity " as the style is possible in the conscious examination of the means of expression "(Albert Bas, 1965) This expresses the designer's vision and directions in the composition of his vocabulary in a new way by finding distinct features to arouse the recipient and draw his attention to the artwork. "The distinguished style is closely related to his ideas as it is implicit in his ambitions aimed at influencing the social consciousness in a certain way." These ideas are achieved by the formation that has been made. The elements that make up the work adhere to it, these elements that represent the countries that are able to express within the advertising achievement in a way that is consistent with its ideas, which, no matter how simple or complex, are unusual ideas, their value comes through the final product of the advertising achievement that it carries and then the formation of its distinct style which is " The special method for selecting and organizing design elements " through the intended selection and employment of them from their general existence to their own existence based mainly on several influential factors that are governed by the public and the home. The experience, the personal experience, the nature of the reciprocal relationship with the social environment, and the political, economic, ethical and intellectual influences it suffers from. It is thus based on a permanent search to reach a renewal that gives the designer the ability to distinguish from others ((the designer is a person who thinks through a medium that he uses to convey the communication message, and this medium includes certain sensory elements)) (Jerome, 1974) such as image, color, lighting, title and shape in television advertising Which is the way it is organized aesthetically, and accordingly, the style stems mainly from the expressive value of the aesthetically employed element within the structure of the artistic work, and through its distinction within the framework of the artistic work, it is referred to the designer's style as well as what the nature of the age and the intellectual and ideological orientations it contains from the basis that imprints the style and gives it a general framework The artist's orientations follow within its scope, and the style is considered to be the "features of thought" , as it represents the thought that prevails in a society at one stage, to which the artist belongs and carries

it as a belief to which he belongs, from which it turns into a part that represents his cultural experience, which is an important basic factor in the development and expansion of the artistic vision The artist has which he pours to the recipient in an artistic product that represents those ideas, imposing his own style within the framework of artistic treatment, as the designer's culture, visions and experiences define his themes and methods In artwork.

Research problem:"Is the method of satellite television channels in their adoption of television advertising content a negative or positive role in the style and vision of directors working in satellite channels"?

research importance: The importance of the research is evident in the study of the directing methods related to television advertisements shown on Iraqi satellite channels and their role in determining or developing the style of the directors who seek directing television advertisements bearing the fingerprint of the director and expressing a vision towards different contents that the channels seek to show through the method of production channels as well as what the research gains from It is important to study the directive methods and the differences between this or that channel.

Aim of the research: Study and review of the directive methods adopted by satellite channels and their direct impact on the recipient.

Research limits: Thematic Limits: The means of directing Iraqi satellite channels (commercial advertising). **Spatial borders:** Iraqi satellite channels (Al-Iraqiya satellite channel and Al-Sharqiya satellite channel) **Temporal boundaries:** Ramadan announcements for the year 2020

Literature review

1. Philosophical methods

- **Surrealism**

Its meaning is beyond the real world, ((and be concerned with the reality of reality as much as an attempt to transcend reality and enter into nothing but a feeling and let it express its contents that it presents in the imagination and dream in cases of absence of consciousness control or in cases of achieving this censorship to achieve a goal that is to give opportunities to feel expression as the opportunity afforded to the conscious mind Feeling through the ages to achieve final harmony in the human self and human society, and expressionism is to achieve a kind of shock to the viewer, which is the doctrine that wants to dissolve from the reality of conscious life and who claims to be above this reality or behind it another reality that is stronger and more powerful and is the reality of the unconscious is a repressed reality within the human soul and the liberation of this fact , the launch of pent -up and recorded in the literature and art)) , and so began surrealists to explore the unconscious instinct of death and life "and the goal of the surrealists and the world of his claims and his ideas and forms

and were automatic in two ways mechanism and dreams and these methods the techniques of psychoanalysis , free association and editing dreams)) (Qasim, 1986)

▪ **Realism**

The new Italian realism is nothing but a vivid expression of the impact produced by the effects of the Second World War and the intellectual trends that contributed to crystallizing the styles of filmmakers and distinguishing them from others. (Michelangelo Anthony) and the reasons for the emergence of the new Italian realism as an artistic phenomenon are attributed to two things. "The first relates to all the events that happened around their directors, and the second concerns the artistic and productive matters that concern artistic development and the boredom of the now unified and traditional methods of crowning in art" (Michael, 1999), which prompted artists to adopt a new approach to expression represented in nearby new topics. From the life of a simple person, it moves away from the adornment, the luxurious decorations and the luxurious production, reflecting the reality of man with all its despair, delayed dreams and social pressure, as well as the effects of the social reality in which the artist lives in it that contribute to finding, enhancing and editing the psychological and emotional state and refining the artist's expressive and creative abilities, As "the human personality becomes a realistic and culturally productive reality inasmuch as it is part of the social whole" (Tzfitan, 1992), which acquires its legitimacy in existence through actions and reactions and what arises among its members because of its impact on the artist first and the creative work later, It is a part of that society in which it lives and interacts with it, derives its experience from it, and provides it with feelings and fantasies . And "the artist's imagination and its extent are self-evidently dependent on several factors, including his experiences, readings, the surrounding friends, and a general knowledge climate (Salah, 1993). Whatever society is positive or negative, every trend has an impact and its reflection on the designer and his artistic work, so everything that emanates from within the designer is derived. From the reality of the social life that surrounds him by communicating with the audience of recipients, which arises between him and them the link of interaction by the act of artistic discourse that is related to the tangible reality of life and represents a supreme form of communication between the creator and his recipient, as the Italian director (Federicovelini) points out, "The point from which I started any work Of his works are something that actually happened to me and I think it is part of the experience of others as well, and the recipient should be able to access the work, that is, make himself the place of the character and feel what it feels like, I try to express my emotions, what I feel personally and then search for what connects me to the truth That matters to people like me " (Chandler, 1999).

▪ **Cubism**

Cubism represents a certain style of abstract art in the plastic arts, and the personal aspect mostly dominates the work of Cubist painters, and it is an attempt that apparently aims to achieve the pure form of art, the most important characteristic of Cubism that all its artistic elements are based on geometric shapes and the process of distorting these The elements and their conditions in a way that provokes clever color relationships so that it is difficult to recognize these elements and emphasize the

concept of free association that leads to the abundance of choices in front of the artist in his uses of his artistic material and the multiplicity of this use such as the use of collage and what they called deception, which delusions the viewer that what he sees on the surface of the painting A truly natural being that has its texture and texture, "and by reaching this point cubic art reached the end of its cycle, in the beginning it was the objective thing, then the depiction of this object was realistic, then the objective form was broken up into cubes and these cubes were grouped into a form that came somewhat close to the original image, Then the transformation of these cubes into overlapping surfaces in which it was almost impossible to identify any trace of the subject, which began to be photographed, then extracted a side of the subject and took it as a nucleus For innovative design "(Sarah, 1967).

▪ **Abstraction**

It aims to express the pure, abstract form of concrete details and does not imply any connection with something realistic, which he calls subjective. Abstract art is divided into two major parts, the first, what is called abstract expressionism, and the second, geometric abstraction, and the first type represented by (Kadinsky) aims to promote by photographing to the musical level, leaving natural forms to search beyond abstract values that were considered to be more capable of expressing psychological and emotional facts. As for the second type, which is represented by (Mondrian), it depends on the pure geometric shape, especially the rectangle as a basis for design, whether in photography, sculpture or architecture. The paintings - KandNaski - is resting to see them because they do not include broken forms and do not require the head to search for an ambiguous meaning, contentment with what it leaves of comfort, contentment and happiness to watch "(Amir, 1974).

▪ **Impressionism**

Appeared at the end of the nineteenth century and early twentieth century, the Impressionists tried to reject the artistic standards imposed in that period and demanded an honest portrayal of the artist's vision of the world and direct contact with nature. To some extent he achieved this goal by expanding the fields of photography, especially in the so-called open air. Concealing the brush traces is an aesthetic element of the art of photography. "The concern for the brush's misfortune among some painters today is that they make colors take the form of bas-reliefs (Sarah, 1967) , and impressionism is the result of emotional reaction and sensitivity to the external appearance of things that seek to create an illusion. The reality of the external world that the art of the impressionists suggests is restricted, and its goal is to observe the current variables on the surfaces of things that we can touch in the literary works of the Impressionists. "The impressionist nature is a realism characteristic that is common to them, and the goal of this realism is to simulate and imitate the external world in a process accompanied by the intellectual ability with a human" .

▪ **Classic**

"This simulation is a kind of deception that people who use it make people think that it offers them goodness and pleasure, and it is in fact a fake that camouflages goodness and beauty " (Amir, 1974) , ((The classical artist intends first to control his material in order to achieve some characteristics in his work. Perhaps the most prominent characteristic of classical art is the system and the most prominent thing in the transformation of raw and unfinished material into form and form is the organization and arrangement, and this transformation can be considered in the first degree of work. Mind) (Vorp, 1966) and classicism emphasizes form and content and that there is a balance between the two by asserting that the physical embodiment of the form must express the content by relying on the unity of the subject, which must have a beginning, middle and end, as Aristotle emphasized, and this It leads to the creation of a kind of order that comes with the characteristic of clarity in the classic artwork and simplicity that is the result of this order and arrangement, and classicism tends to achieve an explicit and clear ideal in depicting life as a simulation of the world of proverbs that leads to the concept of majesty and is a result of this idealism.

- **Romance**

Romanticism came as a reaction to classicism in the art and advertising movements in the 1820s and 1930s and in France after the bourgeoisie took over the reins of affairs in it, it puts the sentimental side and makes it more dominant over the rational side that leads to the creation of a kind of freedom for the romantic artist in the renewal of nature His choices for his material and artistic form in expression, "This revolution has befallen the classic rigidity of affirming the freedom of the individual, the glorification of the instinctive non-mental powers and a challenge to the aesthetic authority sometimes of the moral authority and the insistence on the artist's right to conduct his experiments in matter and form so that he can reach in his work the beauty he seeks " (Frob, 1966) and the romance of Ataatqad unity of time and place , as in the classic example , in the theater confirmed on diversity in space and time and subject matter , and derive their subjects and their meanings , which suggests the imagination , which provides an opportunity for those variations of freedom of choice in sought that liberation from any officer or restriction, (However, romance is the position of the person who believes and feels that he is in a world beyond him and who has ceased to believe in an easy humanization of this universe. To the scientist (Al- Birbis, 1965) that this is what is sometimes counted ((a distinctive romantic sign, which occupies a well-known and specific position in the stories about King Arthur)) (Glen Bear, 1980) The Romans feel that he is exposed without protection against his reality ((which is a tyrannical force and who Here is his contempt for reality and its deification at the same time) (Arnold, 1981).

2. Method in advertising output

- **Television production**

((A verbal language is a word or dialogue, and silence can be an essential part of its components.

1- Nonverbal language includes the following vocabulary:

- Characters - still images - motion pictures - movement - color - sound effects - soundtrack - lighting - decoration - clothes and accessories - makeup
- 2- The composition elements in the motion picture are: shape - line - mass - movement.
 - 3- The relationship between word and image in television material can be understood as an integrative relationship .
 - 4- We can talk about the relationship between word and image through several dimensions: complementarity - synchronization - unity of influence - TV picture perception .
 - 5- Movement in the filmed television material has three sources: (Self-movement within the image or the frame - the movement resulting from the cutting and the speed of the sequence of the shots - the movement resulting from the movement of the camera or the lens used)
 - 6- The meaning and significance of the movement is what determines the success of the TV footage, not its amount .
 - 7- The sound effects in the television work are divided into: live effects - recorded effects .
 - 8- Sound effects play a role in determining the place or time, creating a certain psychological atmosphere, and drawing the viewer's attention to the occurrence of an event .
 - 9- When using the soundtrack, it must have a purpose, that it be compatible in terms of nature and speed with the content.

▪ **TV Advertising Concept**

((There is a difference and diversity of opinions in defining a comprehensive concept for a problem, phenomenon or term, and this appears especially in the field of human and social sciences, so the definitions have been formulated around a term from interested researchers in a number of economic, psychological, and media sciences. The aspects to the point of agreement and congruence and differed completely in some of the other, in terms of the term "we find the most common of them referring to the term publicity identical to the term advertisement. where they used the word declaration in the Arab Mashreq countries and research)) (Hanan 2009). Declaration TV: "The art of attracting the public's attention by focusing on the positive aspects of the commodity, aiming to motivate the target audience to buy or to take a reaction that might be expected from the advertiser's party, in order to build a good mental image of him and his commodity at the same time. before the TV to be submitted and presented to the public in order to publicize the commodity or service, in terms of form or content of the goal of influencing the behavior of consumer and inclinations, values and information and all other ingredients) (Hanan,2009) is characterized by advertisement television that conveys the advertising message to the family as a single unit so that this arises the family together. It is possible to say that the art of television advertising language graphical transmit information to the receiver is motivated and Tsttarh to detect them through advertising tape variety between the extreme condensation complex easy and simple that can be counted , " a group of structures of mind that transport the viewer and subject him to the effects ranging

started from the simple impression left by In the cells of his memory, leading to the refinement and education of his personality "(Yuri, 2001) by actively using the elements of expressive language by the director "to seize the feelings of the recipient and convey to him his sorrows, emotions and ideas, and then acquire his own identity and finally achieve his style which is " the way in which the director expresses his distinct personality through the language of the expressive domain " (Joseph, 1995) through the distinguished selection that makes the director away from the margin and imitating his predecessors, leading to originality and creativity. Television is also rich in many of the performance methods that the directors use to advertise between the realistic and impressionistic styles and the streams that are branching from them, but reflect the director's tendency to express his vision according to a distinct style with an innovative approach, which is clear in the history of the advertisement that comes to us, whether in the stage of silent advertising or Spokesman to this day, ((Hitchcock practices his style, as any of his films can be identified as soon as we watch five minutes of it, and he builds in most of his works the character of creating excitement and action of suspense by elaborately portraying the lived relationships in the artwork, he used to create this technique. Rare, penetrating the borders of the whole world, embodying his personalities individually, making us realize the ideas of any or all of them without resorting to dialogue) (François, 1997).

1- Directorial methods in TV advertising

Dramatic style: The advertiser relies in these advertisements on ((highlighting his advertising idea, by presenting a topic or a dramatic story, clarifying the advantages of using the commodity by showing the difference between the state of the person using the commodity before and after its use and may depend on the risk of it being used. The use of the commodity: It uses the music and the sounds of Al-Matarbi to attract the attention of the viewers, for example, the problems of decay resulting when not using tooth paste (Al- Shuhayeb, 2006), as in Figure No. (1), it shows the stages of the difference in tooth decay when using the product Senator.

The Unrealistic Style: It seems that ((the realistic style made other styles unite under the classification of non-realism in terms of their employment of the self, release of imagination, interest in life and its expression)) (Raad, 2016).

Symbolic style:"And I mean using forms of imagination with an abstract idea, for example, that the director drops the delusion of the prison fence over the face of the criminal while he is sitting in a room thinking and planning to steal something. The shadow of the prison formed symbolizes the punishment that will befall him and thus increases the dramatic effect of the scene , " considering it a reflection of the ideal world. , "Symbolism differs from some unrealistic trends in terms of not severing the link with objective reality somewhat by using simile and suggestion" (Raad, 2016) as the symbol is a sign that the advertising director derives for shortening and impact where the truth is in cases that cannot be clearly expressed And it is distinguished except by relying on the symbol to suggest this fact, ((Symbolism increases its value or meaning if it is used in advertising design or production in a conscious manner and

with the help of thought and reason, and here all we can do is seek help from intuition and instinctive effectiveness)) (Al-Mubarak, 1973).

Expressionist style":Means translation of the meaning and modulated and the text and to clarify the actions of the characters and the various elements of psychology often used that approach in the case of real advertising " , in the expression of the movement of human existence calls for expressive absolute freedom to the extent that this freedom allows him completely move away from the concept of simulation which allows the artist to free expression Expressionism is the art of those artists who depend in artistic creation on their artistic feelings that seek self-introduction to the year and emphasize above all the emotional content For artistic work "(Al-Mubarak, 1973) , and it is possible to employ it in advertising through television direction to try to express and depict what is in the human psyche, specifically its interior and what is treated within it without deception by its superficial appearance that does not indicate its reality.

Expressionism is divided into:

●**Synthetic:** it means removing all decorations and artificial surfaces from the decor and leaving only the main elements

●**Modern stereoscopic:** It means using anthropomorphism as a method, not as a means of illusion. There are also other expressive styles such as cartoon and two- and three-dimensional animation.

Indicators of the theoretical framework:

- a) Style denotes the hint.
- b) Attributes of style and its elements, clarity, strength, and beauty.
- c) Surrealism: Surrealism is an important method that used myth to attract and excite the recipient.
- d) Realism: The use of realistic style is characterized by the social reality of the person in society, such as poverty, ignorance, disease and injustice. It shows the content of reality. These meanings appear through the rhythm and colors.
- e) Cubism: It is one of the styles that uses geometric shapes to construct the artwork.
- f) Abstraction: the use of the abstract method, the use of abstract forms that are far from reality to attract the recipient.
- g) Impressionism: It is an artistic method in advertising that depends on the transmission of reality or event from nature directly and as seen by the naked eye, away from imagination and decoration.
- h) Classics: It is a style that emphasizes form and content.
- i) Romance: the use of a romantic style for the psychological effect of the recipient (emotions, sadness, depression, hope, love).
- j) Dramatic style: Dramatic style uses to capture the attention of the recipient by showing advantages and disadvantages.
- k) Unrealistic style: Uses imagination in advertising to attract the recipient.
- l) Symbolic style: Symbolic style is used to give symbolic connotations.
- m) Feeling style and formal expressions by showing facial expressions.

Previous studies: Based on the findings of the researcher through her research, she did not reach other studies similar to her study.

Methodology

Research methodology: The researcher adopted the descriptive and analytical approach because it is one of the most appropriate approaches to this study and the description is known. "That it is an object and includes a description of the current phenomenon, its structure, its processes, and the prevailing circumstances, and represents that, its analysis and its interpretation (Abu Talib, 1990)

Research community for Al-Iraqiya channel: The current research community consists of television advertisements affiliated with the Al-Iraqiya channel in Baghdad for the blessed month of Ramadan 2020, in proportion to the content of the theoretical framework, as it was represented by the limits of (16) models for what is compatible with the content of the research.

Research Community for Al-Sharqiya Channel: The current research community consists of television advertisements affiliated with the Al-Sharqiya channel in Baghdad for the blessed month of Ramadan 2020, which corresponds to the content of the theoretical framework, as it was represented by the limits of (19) models that are compatible with the content of the research.

Research sample for Al-Iraqiya channel: The research sample was deliberately chosen after seeking the assistance of the seminar, experts and specialists. The number of sample samples was (2) for the purposes of analysis from the research community of (16) announcements from the total community, and that percentage is 10%, and it was chosen according to what suits the current research topic.

Research sample for Al-Sharqiya Channel: The research sample was chosen intentionally after seeking the assistance of the seminar committee, experts and specialists, and the number of sample samples was (2) for the purposes of analysis from the research community of (19) announcements from the total community, and that percentage is 10%, and it was chosen according to what suits the current research topic

Research tool: Due to the lack of ready tool for analysis has been prepared (a special form for analysis) (Qusai 2012) research sample by invoking the theoretical framework indicators.

Instrument validation: For the purpose of appropriate analysis tool (identify axes) and their validity it has been presented to a number of of Experts E before and after the application of the discussion was conducted appropriate amendments to reach its final form and thus gained the virtual sincerity of the research.

Stability of the tool: In order to ensure the stability of the analysis, the analysis was conducted and presented to the experts, according to a form approved for this purpose. To extract the consistency, the analysis tool was applied, as it analyzed a sample from the research sample and then presented it to experts in the field of specialization for the purpose of evaluation and determination of the degree by experts by presenting the researcher's analysis of a sample to the panel of analysts referees on rounds and gives the researcher a score in each round and for each model of the sample , So the researcher obtained an evaluation rate of (90%) according to the first round to constitute the rate of validity of the analysis by the experts as shown in the consistency table No. (1). This percentage is considered complete and has acquired a degree of reliability, so this tool is considered honest and stable, which enabled the researcher to The application of the same methodological procedure in analyzing the rest of the sample forms, consistency, given that the research sample and the research community are a homogeneous society, the consistency in the results and the research process is achieved, especially since all advertisements with their various output methods have the same elements of cinematic language, and what applies to this advertisement applies to the rest of the advertisements.

Results

Sample analysis

Iraqi channel ads

**Model No. (1)
An advertisement for
Announcement
seconds)**



**Drew soap
Duration (20**

General Description

The idea of the advertisement revolves around Duru soap and how to wash hands to eliminate germs that are transferred from surfaces to hands through contact, the advertisement consists of a group of shots that show how microbes and viruses are transmitted. The cat is to a man who gets down from a ladder and holds the stairs in his hand. One of the most important precautions that can be moved from anywhere we can touch it is very important that we wash our hands, especially with good soap and thick foam and the phrase appears that There is a danger to the presence of a virus

in all the places that we touch, and another shot of a woman’s hand holding a window grip and another shot of the hands and a water tap appears, and the hands are covered with a thick foam of soap, and how to clean or wash the hands in a correct way. A phrase appears that the hands must be washed repeatedly and another shot appears for a group of Kinds of soaps and a phrase with his experience of more than fifty years and of the same high quality, and a shot of soap with a thick foam and good detergent appears, and the advertisement ends with a tap shot from which water runs and hands filled with soap foam and a group of types of soap Doro and the phrase shows the safety of your life in the cleanliness of your hands, Doro soap is always with you and its products Aromatic.

The analytical side of TV advertising

The advertisement designer uses a set of different hands and surfaces and how viruses and microbes are transmitted, as well as use the sizes of close shots, which is a large, medium shot and close shots. Use an element of the styles, which is clarity. Use realistic style. The psychological effect of the sense of cleanliness, as well as the use of a group of soaps of the same brand, but in different shapes and sizes and different and distinctive perfumes. The director adopted his transitions between the shots, the realistic style, moving from the larger size to the smaller and so on. The director was also able to employ the movement of the camera according to its traditional contexts and approach the realistic style, moving away from employing the buyer. The saccharin, which may add aesthetic values, also used the same realistic method in the angles of photography and was more realistic, as it adopted angles at the level of view. In order to impart persuasive connotations, the director resorted to employing After Effects software in a realistic manner by showing viruses and Dro's resistance to these deadly viruses.



Model No. (2)

**Al Sharqiya Channel Ads:
An advertisement for Cihan tea
Announcement Duration (40 seconds)**

General description of the TV advertisement

The idea of the advertisement revolves around tea of the Jihan type, the family sits together at the breakfast table, and when they finished the food, the elder sister passes in her hand, carrying a large bowl containing sparkling tea and a set of cups, so

everyone is happy about the arrival of tea, and that is to me that it is delicious and delicious, so that all family members eat it with love and it is encouragement For the national product, as it is made by Iraqi, as is clear in the advertisement, the color of tea and its good manufacture.

The analytical side of the advertisement

Analysis of the directional style of a Cihan tea advertisement

In the advertisement, the director adopted Shai Jihan to adopt the content leading to the formal content, so we find that the director used serial montage pieces of large size, the smallest from the public to medium-general, then the medium, On the one hand, the director also adopted the presence of angles at the level of vision to approach the formal content, as he relied on multi-speed camera movements during the use of the movement (Pan). However, the director was able to achieve a realistic mixture between the real form and content .

Conclusion

The comparison between Al-Iraqiya and Al-Sharqiya TV

Iraqi Channel: An Iraqi satellite channel, one of the most prominent formations of the Iraqi media network, and the structure of television began with fifteen sections, providing the screen with everything important and interesting, and the most important sections are the variety of 17 The sports program and it comes with 4 programs in addition to the cultural, 4 programs, and then the religious by 3 programs and four developmental programs. As for political programs, it amounts to 11 direct programs and six. A department has also been created that deals with dramatic productions, and many dramas have been completed that are broadcast on the Iraqi screen . Its policy is an Iraqi channel, and it is the first and only approved channel in Iraq that broadcasts all news, programs and ads of various and distinct types. , The period of displaying the advertisement is broadcast in the evening most of the time because it is a period of sitting for all family members to follow the television and programs that are shown during this period, and advertisements are often displayed between broadcast programs and serials because it is a period of follow-up and focus by the recipient, the period of displaying the advertisement is different from one advertisement to another according to the agreement that is made In advance between the advertiser and the channel according to the frequency of the advertisement, the time in which the advertisement is displayed, the duration of the advertisement according to the number of seconds and minutes, and most of its advertisements use the protective method to attract the attention of the recipient and persuade him, and the dramatic style that represents informative advertisements, for example about advertisements wasting water, economizing on electric power and other advertisements because it is the goal of Al Iraqiya Channel Most of the advertisements are directing, educating, educating and promoting ...

Al-Sharqiya Channel: An Iraqi satellite television channel that began its trial broadcast in March 2004, and the regular broadcast is in May 4 2004. The channel broadcasts news, sports, comedies, original Iraqi series, Arabic series, and reality

programs. The channel broadcasts its programs via satellite Arabsat, Nile Sat, Hotbird is also available on the Internet via the channel's website. Al-Sharqiya is the first Iraqi channel owned by the private sector and owns a number of correspondents in many cities of the world. Channel owns Saad Bazzaz, a businessman and lives in London, was the director of radio and television in the nineties of the last century until 1992. After that, he moved to reside in the United Kingdom, specifically London, where he resides. It is known for its programs channel humanitarian, in addition to its programs and political comedy, also opened the East News in Canon the second 2011. The channel expanded by launching a new news channel, "Al Sharqiya News", which broadcasts news programs around the clock and is concerned with Arab and Iraqi affairs as well as following global affairs. Al-Sharqiya also launched a new drama channel launched by the Al-Sharqiya channel group on the occasion of the month of Ramadan in 2012, and this channel displays everything new in the world of Arab drama. Closed in 2013. Its policy is a civil channel that broadcasts all the news, programs and announcements of various and distinct types. The period of displaying the advertisement is broadcasted most of the time because the goal of the channel is for profit, and it is repeated in the evening because it is a period for all family members to sit down to watch the television and programs that are shown during this period, and advertisements are often presented between broadcast programs and series because it is a period of follow-up and focus by the recipient, the period of displaying the advertisement is different. Between an advertisement and another according to the agreement that is made in advance between the company, institution or advertiser and the channel according to the frequency of the advertisement because it increases the percentage of profits for the benefit of the channel, the time in which the advertisement is displayed, and the duration of the advertisement according to the number of seconds and minutes, all methods of output are used in advertisements such as realistic and unrealistic methods. Drama, romance, cubism, and surrealism are aimed at attracting the attention of the recipient and convincing him, because it is the goal of the Al-Sharqiya channel for my profit.

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