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### THE PERSUASION OF TELEVISION ADVERTISEMENTS FOR CHILDREN

<sup>1</sup>Dr. Ismail Khalil Ismail, <sup>2</sup>Yousif Munqith Hamdi, <sup>3</sup>Dr. Safaa Hassan Hussein

<sup>1</sup>Al-Mustansiriya University / College of Basic Education / Department of Art Education,

<sup>2,3</sup> Central Technical University / Information Technology

<sup>2</sup>yoesifmonkitha@gmail.com, <sup>3</sup>Sfahsn603@gmail.com

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#### ABSTRACT

Television advertisements are distinguished from other television arts in that they are works that rely on reduction in advertising content, which leads to the employment of graphic and audio components with clear connotations that are easily communicated in a way that ensures achieving persuasion about what is presented to them (children) of meanings characterized by aesthetic values that enhance the convictions of the recipient in tension and attraction to what is seen in the events and advertising contents. The levels of the recipients vary and vary, and it is at the same time imposing the responsibility of the advertiser to address the minds of the movers, regardless of their different awareness, cultures and behavior, which is directly related to the age of the recipient and his environment. Several, such as decoration, costumes, colors and lighting, which leave a direct impact on the recipient, and the children remain as an important segment of the recipients in privacy when addressing them in form and voice in order to achieve persuasion of what is presented to them of advertising content that achieves persuasion through their suspense and motivation towards the implementation of the advertising messages to be achieved and in order to achieve the desired goals related to deliver The guiding and indicative contents through television advertisements and the possibility of achieving these goals by convincing children in a smooth and unpromising manner.

## Introduction

Psychologists believe that the first experiences acquired or lived by children and children constitute an effective and influential role in shaping the personality of children (young people), and Freud believes that the personality of children throughout the growth process in the various sexual and psychological stages of successive childhood may depend on the environment in which they live and interact with It is a product of early interactions between children and the family, so we find that the process of socialization often seeks several influencing factors in determining social relationships (Davidoff, 1983). And television advertisements are one of the important means of persuasion that most parents and directors' resort to in order to deliver their directives and messages with the contents they carry for their children. Advertisements are like messages directed to children (Ali, 2008), with what they possess of information and ideas, they address perception and knowledge, meaning that "the creative creator of the advertising message should use and embody the lived reality and depict it with the brush of a professional artist" (Al-Allaq, 2010), as it moves motives and emotions up to For persuasion where guidance and response to what is required is done by emphasizing certain aspects of the content that addresses children in order to persuade them when passing guiding, guiding or awareness-raising ideas. TV advertising is like a system by which behaviors and desires are addressed in an attempt to influence the recipient (children). Whether this influence is emotional or intellectual through acceptance, rejection, or neutrality towards what is presented on a screen of directives and instructions transmitted by the television advertising message, where persuasion plays a major and vital role in life, so parents sometimes want to persuade their children of his point of view. Parents in order to achieve persuasion, as it (persuasion) plays a major role in life because it is a field of communication and communication, a human and life process with a social and psychological aspect. Social life may not be straightened and completed without it, and persuasion comes to play the main and important role in communication. (Mustafa, 1997)

**Research importance:** The importance of research is evidenced by the importance of persuasion to an important segment of society represented by children and the possibilities of convincing them of the intellectual, directive and indicative contents through the rules of the cinematic language embodied in television advertisements.

### Research aims

- 1 -Simply conveying the persuasive message and avoiding complexity in order to easily absorb it, depending on the television advertisement.
- 2 -Knowing the intellectual contents and the possibility of their delivery and achieving persuasion through the elements of the cinematic language.

### Research limits

*Objective limits:* It included a place to convince children of the guiding and indicative contents on television through advertisements

*Temporal limits:* Ads produced 2019-2020

*Spatial limits:* advertisements broadcast by Al-Sharqiya TV / Iraq

### **Defining terms:**

**Persuasion:** in the language, it is the question, the humiliation, and the conviction: satisfaction ... like conviction (movement) and a persuasive witness, that is, satisfied, persuaded by it or by his judgment, or by his testimony, and he persuaded him: he satisfied him, and persuaded him (by tightening the nun) in conviction, that is to satisfy him. (Majd al-Din, 1987) And in Lisan Al-Arab (He convinced himself with conviction and conviction: satisfaction, and the one who is convinced (to open the meme) Justice is from the witnesses, it is said: So-and-so is a convincing witness, i.e., satisfaction with which he is convinced.

**Conviction:** contentment with the oath, and the thing persuaded him, that is, satisfied him, and convinced me such-and-such, that is, satisfied me.

Mustafa al-Dabbagh is defined as a term as the deliberate and organized effort that uses various means to influence the opinions and ideas of others in order to make them accept and agree to the point of view on a particular topic, through the psychological and social knowledge of that target audience (Mustafa, 1997)

**Advertising:** (Abd al-Salam Abu Qahf) is defined as “any form of non-personal, paid-for communication to transmit an idea or information related to a good or service, by means of a specific person or organization” (Muhammad, 2007)

### **Literature review**

#### **1. The concept and nature of persuasion**

Persuasion contributes in a vital way to life relationships. The father is in his house trying to convince his family and his point of view. Likewise, the official in his position wants to persuade the subordinates, as is the case with the merchant who tries to persuade customers and the teacher seeks to persuade his students and the media wants to persuade the recipient, persuasion is characterized by the introduction of the communication process has lost the recipe Plato ((that it is a deception to show the truth void and falsehood is true, and Plato developed a number of principles by which persuasion events can occur, but these principles were not based on a scientific basis, but were set according to special purposes), and the concept of persuasion may focus on the morality of persuasion. For he sees by persuasion ((uncovering possible methods of persuasion in any subject matter), and that task is not the concern of any other art, but every one of the arts is able to teach and convince in his own subject area). He says it, but he must also know how to say it, and this greatly contributes to making the speech appear of a certain character. And the first thing that we cared about was of course what comes first, I mean how persuasion occurs based on the same facts (Abd al-Rahman, 1986) The means of persuasion varied and varied and distinguished in a way. clear Means of communication such as cinema and television, as these media present the content of persuasion through images and models that address minds with sight and hearing. Persuasion can be classified according to two levels:

- 1 .Technical level and includes
  - A- The expressive level
  - B- The artistic and aesthetic appealing level
- 2 -The practical level, and it includes it

- A - the persuasive level
- B - the media level
- C - the abstract theoretical practical level
- D - the level of normal social work

Persuasion is not limited to the levels of linguistic expression, but rather the methods of expression collectively seek to achieve it. The persuasive speech embodied in the means of mass communication has become a sign of the art of using language to influence others and their behavior, so the human voice became the main means of communication as a tool and was distinguished by the eloquence of the voice, as it is an important means of communication that can be used for the purposes of persuasion. By changing perceptions and actions (((that everyone who understands you a need without restoration, imprisonment or assistance, is eloquent, so if you want a tongue that appeals to the tongues and surpasses every preacher, then show what is obscured of the truth and portray the falsehood in the image of the truth))). The means of communication are identified as tools for persuasion in the terms and constructive components of the media, which is based on honesty, frankness, addressing the minds, and raising the awareness of public opinion, enlightening and educating it, and it is necessary to differentiate between media and propaganda. (The media aims at awakening, growth and cultural adaptation, but propaganda is concerned only with achieving a specific goal that may lead to Sacrificing some details in order to achieve these goals (Soheir, 2003). Persuasion depends on the media logic, as it becomes an important means to mobilize the masses through media logic and directing minds and emotions towards the desired goals. As for propaganda, it may address instincts, that persuasive speech works within the media logic to win the support of the mass's resorts to analysis, criticism and specific suggestion. Media logic is what gives persuasive speech an enlightening character in guiding public opinion and raising its level. Persuasion is a planned communication that targets some changes in the behavior of the shifted, and this necessitates that we study the principles of persuasion within the framework of mass communication methods.(Gerald, 1987) As for persuasive discourse, it lies in the prior intended use of persuasive messages that are broadcast through the media and communication with the aim of influencing the behavior of individuals, including television advertisements with their means of expression. Persuasive discourse studies the forms of behavior that can be influenced through messages that target persuasion, as it is an attempt to convert or subdue the opinions of others towards a targeted opinion by using the television speech maker for images, words and signals that may affect creating a change or reinforcing the trends, tendencies and behaviors that the children segment will behave. Intellectual and formal processes occur in which the speech maker tries to influence the other and subject him to an idea or opinion, and this is a sound and acceptable influence on the convictions to change them in whole or in part by presenting the facts with evidence acceptable to the reciter, especially the children of whom the subject of research is concerned. The study of persuasion as one of the elements of the communication process, where the art of persuasion, especially since the segment to be persuaded, depends on the children on the presence of two parties to the persuasion process. To a sender to a recipient via a channel or medium (television) and these elements consist

of the communicative, referential, and persuasive function (Mohsen, 2002) from the following:

1-Sender: The sender or the source, the person who communicates after having the intention to work to change the manifestations of the response related to a specific situation and expressed in it. Here the persuasive speech assumes two logic, a logic owned by the person to whom it is directed, and another logic owned by the sender or the communicator.

2-Persuasive material: (the message) such as scientific facts, or any material that contains written, spoken or visual symbols intended to persuade.

3.Means: (TV ads)

4 .The recipient: the person represented by children who are subjected to the persuasion process.

The events of persuasion require an understanding of the structure of the direction that we aim to change, in connection with the absorption of the content and then the occurrence of persuasion. The persuasive message, the more it moves away from the complexity, leads to being easily absorbed, which in turn leads to a greater impact in the future, but this is not without some doubts about the respondent's tendency to believe That a simple persuasive message is an underestimation of his abilities, or that the simplicity of the message is an indication of the sender's naivety and thus it has adverse effects (Eagly, 1983) shows us from the foregoing that communication includes media, persuasion and expression. For large numbers of people, they differ among themselves in terms of economic, social, cultural and political aspects and spread in separate areas (Marcel, 2009). Fictional messages refer to expressive communication that includes stories and series, novels, films, music and other colors of artistic creativity, which may be employed in advertisements directed to children.

## **2. TV advertising and constructivist elements**

Art is no longer reduced to the camera registering everything presented in front of it in order to enter the deep worlds of the human being. Rather, it has become the basis for everything that is produced, as it has become the embodiment of the inner life of the character, which is a difficult requirement, so the language of the moving image of a special nature with what it possesses of continuous brevity can say more than what appears on the screen, the employee of the power of suggestion that she provides, Marcel Martin identifies the brevity in the picture with three main reasons (Ahmed, 1973):

The first is that the moving image is an art, so selection and organization is an obligation. The group of choices from the mass of reality and their aggregation enters us into the door of significance and therefore only what serves the purpose of the artistic achievement appears on the screen. And the second: the brevity required by the reasons for narrative and dramatic construction. The third reason for brevity is that which is based on social taboos when the character on the screen is confused, and the solution is in a specific product that will be at the end of the advertisement. The television advertisement as a film form uses the moving image, as it depends on intensification and amazement with its aesthetic and power effect, and television uses a means of presentation, and what is compatible with this short film form of the advertisement with its content of the elements of the graphic language, so good

composition means making the recipient of children pay attention to what is more. Significance in the image and the content because it is a decisive factor in the formation of the television advertisement image when the wandering of the human eye in the frame is led to specific areas where “the human eye tries to compose automatically between the main structural elements of a unified composition” (Lewy, 1981). Clear the children and convince them through it.

#### ▪ **Fashion**

Fashion is an important element in television advertisements directed to children because it has excitement and sometimes affects the convictions of children, as the costumes worn by the actor are not subject to moods, but are used to suggest a certain environment, through the connotations that the costumes carry, so it is not possible to imagine the character (Sinbad the Bahri). Without the sailors' clothing or replacing the (turban) with a hat, that character was associated with these garments that became a part of it, and fashion has functions that may go beyond its aesthetics as it carries meanings, customs and beliefs that “fashion has a ritual connotation that transports a person to a world other than the one in which he lives” (George, 1975) The outfits are related to the type of advertisement, as the advertisement may require a link to a specific dress or a certain civilization to express originality, and the costumes can be indicative of the time and place of the event due to the relationship of the dress to a specific people or region, and it may also express the identity of the personality and collecting these data leaves a direct impact on the behavior and convictions of children.

#### ▪ **Accessory**

Accessories represent the accessories that are attached to the decoration and costumes that are important to give the decoration or fashion credibility in order to convince children of what is going on as it "reveals the characteristics of the thing or thing belonging to it" (Ibrahim, 1977). Close to him, it reflects the psychological side of the personality, gives it a distinctive characteristic of it and the place and gives it some of its characteristics. The accessories are also formed by what the shot requires of furniture, furnishings, paintings and chandeliers to give naturalness or even imagination to the place. There are accessories that complement the character such as a cigarette box, an umbrella, a watch, a stick or a hat) \*. The purpose of fashion is to “create an image and give an ideal appearance to the real subject” (Ralph, 1995). Accessories work to suggest hidden meanings, within the general composition of the frame, to reveal the meaning by declaring instead of hinting, using expressive language. We emphasize the existence of objective connotations of artistic work related to the content of advertising directed to children, so the accessory becomes a means of expressing ideas and reveals the personality, impressions, methods, and cultural, social and economic lifestyles.

#### ▪ **Decoration**

The advertisement maker needs to embody a time in the advertisement formally and functionally, such as dialogue or commentary, where “time is the direct meaning derived from the decoration, even if the film events deal with mythical time or

abstract science fiction” (Maher, 2005). Three important formal channels are decoration, fashion and accessories, as it is the tool that enters into minute details to express the time period (events) that the advertisement poses. Decor is an expression element with several connotations. “The main role that decoration plays are to signify the geographical or social place, or both, and it can be That the decoration or one of its elements indicate time ”(Awad, 1996). It occupies a large area of the image space. It is not limited to furniture only, but includes all other elements of blocks, shapes and colors. It is interesting, especially since the slide that the advertisement is directed towards are children, not an area for making mistakes, every piece of it must be in its correct position as it is a manifestation of the subject, the character and the product.

#### ▪ **lighting**

Lighting is considered to have a fundamental effect in creating an expression and suggestion of what can be conveyed through dialogue or commentary, as lighting comes second after the camera being an important element in the process of creating the image, as it is "the second creative element of image expression and has its utmost importance" (Marcel, 2009). In their emotional expressive context within the pictures, they form a clear contrast, as they have a symbolic connotation, as lighting is associated with the atmosphere of the advertisement as it creates a sense of place and its perspective and creates multiple effects, so it is glowing with a little shadow in advertisements directed to children about (games) or seedlings, so lighting is a language to form light sentences that are related Its elements together to the extent that any change witnessed by one of these elements must affect the rest of them, and these elements will negatively affect the recipient (children), and they are as follows: Headlight and auxiliary light (fill in shadows) (Maher, 2005):

A- The angles of incidence of light.

B - Light contrast ratio.

C-color.

These elements serve to suggest the psychological atmosphere as they determine the artistic form of the image and its harmony depends on the degree of increase and anthropomorphism of the objects and the aesthetic formation of the lighting in the shot.

#### ▪ **Thecolor**

Color addresses part of the perceptions and imaginations of children. They are aware of nature and its secrets in the colors it has borne through its symbolism. The planting season, for example, where the greenness of plants or the harvest season is yellowish, all these expressive color connotations address the awareness of man and children in particular, as the colors were not separate from what surrounds them, He did not pay attention to color as an independent perception until after he used it in decoration or for religious purposes, because attention to color as an independent identity must precede the name.” (Ahmad, 1997) The harmony between colors may differ from the symbolic value of the color. The advertisers seek to add an effective and concise phrase. Sometimes, which may be stuck in the minds and that the search for the appropriate color within the frame of the picture, adding to it the distribution of the shapes in a way that ensures infiltration into the same recipient and arousing his

attention, which may be achieved by the presence of the psychological factor of shape, color and movement in chocolate advertisements, for example, we notice that the color dominates the atmosphere, lighting and clothes. Built or zoned, which suggests that we were in a gorgeous world of chocolate. The shapes are characterized by curves in their details, so you see the shape of the bed adopting the same bends of a piece of chocolate, where the color increases the ability of television advertising to persuade, especially among children, and increases its effectiveness in influencing them, and this may be unable to achieve the black and white colors, unless they were intentionally employed which made Color advertising plays an important role in consumption due to its ability to (Nassif, 1997).

- 1- Attracting attention, to focus on some aspects of the advertised item.
- 2- Creating a positive impression and confirming the impressions that the individual makes about the advertisement.

The appropriate use of colors in dramatic work is not in its ability to imitate nature, but rather in the extent that these colors represent a human expression "for poetic or dramatic ends" (Ralph, 1993).

### **3- Children's awareness of advertising work**

There is a link between children's perceptions and the television advertisement directed at them and the aesthetic, cultural and social connotations it carries. Children have the ability to evoke mental images created by the graphic construction elements of the television advertisement, and to comprehend what is presented to them. Children often interpret what they see through their senses, especially The sense of sight that is at its highest level because of that sense of awareness of several stimuli produced by the television advertising picture, which expands the perceptions of children in line with what is presented to him in television advertisements, the elements of the image composition in television advertisements expand the responses of the recipient (children) to what is presented to them of Contents, working through the form to draw their attention and focus, which develops their aesthetic and educational taste, depending on the visual image formed by those structural elements of the advertising image that is perceived during viewing, so the makers of television advertisements from directors are keen to create graphic connotations that address children and are acceptable For them realistically and emotionally, and that attracting and arousing the attention of children within the limits of the idea that he carries The announcement, either depends on the positive image that is stored in the memory of (children), because it is closer to perception, and this image is the one that the recipient (children) interact with, because it leaves an impact on them, and brings him closer to the logic of ideas embodied through pictures, noting that this image It cannot be without the existence of the negative image, that which is not settled in the memory, and it is formed, in order to exit through it positive images "(Muhammad, 1997). The composition of advertising images directed on television towards children carries the positive connotations represented by images that carry good ideas such as goodness. Happiness corresponds to negative images such as evil, aggression, cowardice and treachery, and television advertisements seek to clarify the difference between the two images and persuade children through external treatments to interact



and harmony with positive images because they stimulate their feelings and feelings towards the positive advertising content through visual perception of what is seen in front of the advertisements "The image in any perception is (the outfit), and it is everyone that stands out and perceives, either the background (the decoration) is not differentiated through the image" (Muhammad, 1997). Perception is crystallized for children and others according to their experiences, emotions and motives through the interaction of the senses and their perception of various forms through the senses that a person possesses, whether young or old, with a difference in the percentage of perception between them. The perception process takes place through the interaction and harmony of sensory perception on the one hand and mental perception on the other hand. Perception is "the process that the individual performs, and through which the sensory stimuli are interpreted - as the sensory processes record the environmental stimuli, while perception interprets these stimuli and Formulating it in pictures that can be understood "(Saeed, 1990), that the process of perception through the human senses is the first means that children use to discover and know aspects of life that children are in contact with in order to develop their cognitive, sensory and mental experience. Television advertising images lead them to perceive the output processes sensory, so the eye is a sense that can see. It can perceive the elements of the graphic composition in the television advertisement. Yoni through discovering the shapes and colors of costumes, decos and accessories, as they stimulate the feeling of pleasure and pleasure when viewing them within the frame of the picture, which aims in the end to entertain children with the achievement of supporting goals such as educational, educational and social goals, as the sensory devices are prepared by relying on facts Sensory and sensory perceptions determination and for any age of "childhood dominates the perception, the two senses (sight and hearing) and what are other senses and other sources of reception are relatively or slightly secondary in comparison to what they receive (the eye and the ear), as the child is even in The advanced stages learn and acquire most of his experiences and concepts "(Saadoun, 2001). The television advertisements embody through them many personalities and may be interacting within the events with what it possesses of structural elements, visual and sometimes audio within the framework of television advertising, as their shapes, colors and design express the idea of the advertisement and when they are seen by children, they are their guide in addition to guiding them towards forming an idea about the contents Aden, which provides them with sufficient information through the characters with the help of costumes that work to reveal and highlight them clearly without ambiguity or ambiguity because the level of perception of the child (recipient) is limited and sometimes depends on the visual aspect, so it is necessary to move away from ambiguity in the formation of the formal building elements of the composition within the boundaries of the picture frame TV advertisement.

### Methodology

**Research methodology:** The two researchers adopted the descriptive approach to analyze the content, due to the consistency and nature of the sample that was within a homogeneous society, where the same elements of formation in terms of image and sound with the difference based on the differences of the output treatments

**Research community:** In view of the expansion of the research community, especially those advertising works dedicated to children, it is therefore a vast society that cannot be enumerated numerically according to the schedules of being a homogeneous society for the reasons mentioned above.

**Research sample:** Concern for the safety and health of our children, and in order to convince them of the importance of teeth and their preservation, the researchers found the necessity to choose the sample intentionally because it has justifications embodied in the formation of decor, costumes, lighting, color and personalities

**Analysis unit:** The snapshots were adopted as an analytical unit, where the advertisement time was divided by 25, which is the television broadcast time, which is the passage of 25 frames or pictures per second, and the choice was made on eight frames representing the data between the clips.

#### **Sample analysis**

Advertising: dental statement announcements

Starring: Khaled Al-Mulla, actress Marwa Bin Saghir and a group of children

Implemented by Senyar Advertising Company

Produced: 2014

Directed by: Director Abdul Mohsen Al-Hashem

**Content analysis:** The advertisement is dominated by the humorous character, as the events of the advertisement revolve around a family consisting of father Khaled Al Mulla, Mother Marwa Bin Saghir, and a group of children, and the mother urges her son to take care of his teeth from childhood and follow his sisters, while Father Khaled Al Mulla claims that he can change his teeth when he is old, similar to his experience Personal.

#### **Component Analysis:**

**Decoration:** The decoration is distinguished by its simplicity, where the traditional style is a bedroom for five children, four girls and a boy, and the decoration is distinguished by the second corset using traditional mirrors as well, which are external treatments that the director wanted to emphasize the importance of preserving the teeth despite the variables of the time of the event and the status

**Costumes:** The director relied on old costumes of one design and one color

Accessories and furniture: The director used a similar family that was not modern in design and in the same colors, with the names of the children written on it (Farida Ferial Faten Fawzia and Fouad)

**Color:** Use the color realistically, trying not to distract children and divert their attention towards other goals, and the pink color was blue as an indicative icon for the boy and girls

**Analyzing the advertisement:** The director wanted to warn the children about the necessity to adhere to the directions of their parents and reviews the announcement in the first snapshot of the movement that the children's beds while they were asleep and the alarm clock rang, the girls woke up except their brother Fuad seems lazy and complained even while brushing their teeth, wearing their clothes and eating food on the table and attributes the reason to not brushing his teeth Like his sisters

**The Voice:** The Talaa Al-Fajr song was synthesized, a song dedicated to children, and words were formulated to the same melody in order to entice children and motivate them to brush their teeth, as this song contains motivational connotations.

### **Results&Conclusion**

- 1- Achieving persuasion through advertisements when they are distinguished by the simplicity of offering and the output treatments.
- 2- Décor and accessories have achieved an important role in convincing children of the intellectual content that hides behind them.
- 3- The color contributes to attracting children's attention by coordinating the color with the outfits, décor and accessories.
- 4- Lighting succeeded in its expressive rather than functional role in imparting aesthetic values that achieved a sense of hope mixed with conviction.
- 5- Advertising ideas reach children if they are distinguished by their simplicity and clarity of their goals.
- 6- Whenever the training elements are identified, the director can set goals and achieve persuasion.
- 7- Persuasion is achieved through the image, as it reaches the child's imagination with better verbal commentary and narration

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