

**Suggestion of meaning and expression in the design of the print advertisement****Dr. Ibrahim Hamdan Sabti<sup>1</sup>, ADra'a Ali Ahmed<sup>2</sup>**<sup>1,2</sup>Middle Technical University, College of Applied Arts, Advertising Technologies  
Department[ibrahim.hamdan0056@gmail.com](mailto:ibrahim.hamdan0056@gmail.com)[adraaali6778@gmail.com](mailto:adraaali6778@gmail.com)**Abstract**

The research dealt with the study of (suggestion of meaning and expression in the design of printed advertising) as an important topic in the advertising communication message, as one of the designer's intentions is to use suggestion in advertising design, and it is one of the important occupations as it takes a wide area of the recipient's mind, and then influence after delivering the idea of the advertisement Which was formulated with prior planning according to the strategy prepared for this purpose, as well as injecting it with ideas, meanings and interpretations, and this is done by showing the elements represented by pictures, symbols, colors, written material and other typographical elements that were used according to certain contexts in order to enhance their communicative value, as the suggestion of meaning and expression is considered It is one of the effective influences in the mind of the recipient and enhances the process of attention and awareness, and then awareness of the formal body, as well as it enhances the character of attraction and suspense for advertising.

The suggestion of meaning and expression comes from several factors, namely, the way the advertisement is presented, through images, drawings, written material, colors, signs, symbols, signs, direction and movement. In sum, the suggestion is one of the direct and effective expressive methods in conveying the content meaning of the communicative message and achieving persuasive goals and then changing trends and behavior receiver.

**chapter one****Research problem:**

The advertising designer has the main role in the advertising communication message by working in a wide area of the recipient's mind in order to communicate the idea of the advertisement presented to him as well as the applications and display techniques in advertising design, due to the ability and talent of the designer as well as his creative and innovative ability in the advertising industry and in a manner Modern and new, i.e. unfamiliar, and this is one of the priorities of the advertising designer and he has knowledge of all the variables around him as well as his knowledge of all the programs that help him to deliver the advertising communication message in an interesting and attractive way, which

requires a deep awareness and understanding of the advertising designer in formulating his advertising communication message through his creative potential that emerges by design. The advertising designer resorts to emphasizing the apparent, hidden, superficial and deep meaning and expression in the advertisement design within his idea associated with a design necessity, as well as transferring that idea to the mind of the recipient, meaning that the advertising communication message is presented indirectly, which carries many meanings, symbols, interpretations and ideas, and this is done through the elements The manifestation of images, symbols, colors, written material and other teographic elements that are used in new contexts that carry with it everything modern, which increases its communicative value. The expression that leads to the content of the message is the suggestion.

Suggestion in the design of the printed advertisement depends on the symbols in the advertising idea, as the recipient seeks to reveal it by searching for the hidden meanings of the advertisement (not visible in front of the recipient's eye). This is what the researchers found in advertising design for the purpose of communicating the advertising communication message.

According to the two researchers' knowledge of the literature of art and design, as well as the experience in the specialization, they found that there is a real problem based on the scientific and logical foundations in its study and research in its merits.

Therefore, the research problem can be determined by the following question:

**How to deal with the subject of suggestion in finding an initial and objective link with the elements of the advertisement to reach the expressive meaning in the advertisement design?**

**research importance:**

The importance of the research appears in the following points:-

1. Contributes to strengthening and enhancing the applied approach to the design process in print advertising.
2. It helps in a deeper understanding of the topic of suggestion and its role in job performance in the design of print advertisement.
3. A conversation about artistic and aesthetic suggestion to reach the expressive meaning in advertising design.
4. The subject of suggestion in print advertising and its artistic construction is an intellectual and research look in its field of knowledge and application, which contributes to highlighting the role of suggestion in the expressive and communicative aspect of advertisement.
5. The current research, with its directions and objectives, contributes to the study of inspiration and its role in highlighting the aesthetic, expressive and functional value of

advertising design and as a reference for students and researchers in the field of design in general and advertising in particular.

6. The study of inspiration helps in laying basic foundations in the design process that helps designers, scholars and specialists.
7. This study came to find an initial theoretical link in constructing the suggestion and what it contains of principles, concepts and intellectual approaches, and between the procedural processes related to the scientific application in employing the suggestion to reach the expressive meaning in the printed advertisement.

**Research goal:**

The current research aims to:

**(Revealing the suggestive context that leads to the expressive meaning in the printed advertisement).**

**search limits:**

1. Objective limits: a study of the meaning and expression in the design of the print advertisement.
2. Time limits: for the period 1/1/2021 to 30/6/2021.
3. Spatial limits: Promomedia ads\* In the city of Baghdad.

**Define terms:**

**First, the allusion:**

**Linguistically:** collecting hints<sup>3</sup>

1. "A source inspired / inspired to / inspired to"<sup>4</sup>.
2. "Effect on a person's thinking and behavior without using persuasion methods" His words were all inspired by his wife - sincere suggestions<sup>5</sup>.
3. (Self-suggestion: a mental process that ends with the individual accepting ideas that arise in himself without criticism or verification, or suggesting himself to take a position or behavior without criticism or realization that is instructed without persuasion or an order or a prohibition)<sup>6</sup>.

**idiomatically:** It is (the force that pushes an idea to materialize realistically due to the influence of feelings and images that entered the subconscious mind from an external source)<sup>7</sup>.

**procedurally:** An organized process that takes an emotional approach for the purpose of enhancing the communicative aspect by insinuating or imparting meaning to the elements of the communicative message that leads the recipient to intended suggestions for the purpose of influencing his behavior.

**Second: Meaning:**

**Linguistically: 1. "what is meant by something"<sup>8</sup>**

## **2. Content, content<sup>9</sup>**

**3 “The matter concerns me with care, so I am concerned with it, and I take care of it, and I care about things and take care of it, that is, I went down and fell.”<sup>10</sup>.**

**4. “The meaning of everything: his ordeal and the state of his affairs.”<sup>11</sup>**

**Idiomatically: 1. "It is the mental image that is generated in the mind from a word, sentence, or symbol, and the meaning is released**

**on what is meant by the thing, or on what is indicated by the saying, symbol or allusion.<sup>12</sup>.**

**2. (It is what the pronunciation indicates, or it is the precise abstract idea that indicates the subject of something)<sup>13</sup>.**

**3. (a popular term denoting a sign, the study of which is the subject of semantics)<sup>14</sup>**  
**procedurally: It is a mental image or an idea represented in the mind by the elements of the communicative message, such as the word (text), symbol, or indication of the purposes and connotations it carries.**

**Third: Expression:**

**Linguistically: "A passage expresses the vision in an expression, and through it expresses it through an expression: if he interprets it."<sup>15</sup>**

**Idiomatically: (Indicating what is in the soul by words or by any other means, representing meanings and specific psychological states in a successful and significant way, especially in artistic work, and this meaning may be mixed with the idea of the form that is the outward appearance of the artistic work, whether it is formative or literary)<sup>16</sup>**

**Showing something and expressing it with an expression that highlights thoughts and feelings, and the expression of the text is the intangible systems to which the speech is marketed.<sup>17</sup>.**

**procedurally: The researchers adopt Magdy and Heba's definition as a procedural definition because it is in line with the directions and objectives of the research.**

**Fourth: Design:**

**Linguistically: (Determined on the matter: he followed his opinion on it, the designer: the fixed past in matters, and the design: combined designs: a drawing or blueprint for a building or a road or others)<sup>18</sup>.**

**Idiomatically: defined by (Nobler): as the process of distributing lines and colors in a certain way within a form that includes a degree of regularity and delicate balance, in order to express ideas aesthetically and functionally.<sup>19</sup>.**

**“It is the art that has developed as a result of scientific discoveries and modern technologies to a tremendous degree in which all kinds of arts known old and new have fused.”<sup>20</sup>.**

**Fifth: Advertising:**

**Linguistically: 1. “to publicize, to declare, to declare: to declare.”<sup>21</sup>**

**2. I declared it, I made it known, I declared it: I manifested it.<sup>22</sup>.**

3. "Alanh: Announce the matter to him."<sup>23</sup>.

4. "A man who is public, who is public, and who is public, who is public: his affair is apparent."<sup>24</sup>.

**idiomatically:** "highlighting and promoting the advantages of a product or activity. Advertising is linked to advertising in various fields of culture, politics and the arts."<sup>25</sup>.

"It is a set of means used to inform the public of a commercial or industrial establishment, to convince them of the advantages of its products, and to suggest to them to acquire them."<sup>26</sup>

**procedurally:** It is a means of visual communication that aims to promote a specific good, service, or topic for the purpose of influencing the recipient.

**Fifth: Print Advertisement:**

(A means of introducing a good or service for the purpose of selling or buying, or an idea that aims to gain acceptance and support, and this is done through printed means)<sup>27</sup>.

## Chapter II

### The concept of inspiration and its relationship to design

Many researches and studies have dealt with the concept of revelation, and we see it as indicating (to indicate the effect that a message has on our behavior when it enters the soul, as its strength depends on its direct direction to our consciousness)<sup>28</sup>As it is a message that works to change our attitudes and behavior, it is (a decided issue, formulated so that we tend to accept it without thinking).<sup>29</sup>It is an idea that was cleverly formulated to display temptation, achieve persuasion and purchase, and change our thoughts towards what is presented.<sup>30</sup> Therefore, the common meaning of suggestion is that it is "an idea or a work project that is not automatically generated in the mind, but rather is suggested to it from the outside, such as a glimpse, or advice when there is a suggestion."<sup>31</sup>. Inspiration, then, is a form of generating ideas or perceptions that would influence an action or feeling. Therefore, revelation is "a process by which a person directly influences another, making him accept an opinion, idea, or belief without discussion."<sup>32</sup>. Suggestion is one of the easiest and fastest ways of positive change and transforming negativity into positive. In advertising, it is possible to instill virtuous values and noble morals and modify behavior through disciplined suggestion. The indirect idea in advertising targets the mind and mind of the recipient, that is, the advertising designer employs suggestion in his design through his ideas. Which revolves in his mind, as it depends on his idea and the clarity of its vocabulary. Suggestion can be used in terms of expressive symbols and images, as the idea has meanings and symbols, as the advertising designer employs (suggestion to express what is going on in his mind as in posters and logos, and the use of suggestion with symbolic significance)<sup>33</sup>.

The designer uses semantic formulas to give suggestions that enable him to convey the idea of the advertisement to the recipient, which is an important link in the delivery of the communicative message. In building advertising, as (the understanding of the elements

depends primarily on understanding the relationship between the structural elements that make up the design)<sup>34</sup> For the purpose of clear and easy content delivery.

Suggestion has an effect on thought, as meanings are presented in the advertisement in order to find it, explain it and realize its existence, because the advertisement (not only the process of presenting the design, but its performance turns into a summons and preparation that invites to attract attention, contemplation and enjoyment of the idea of advertising)<sup>35</sup> There is no doubt that all the symbols, shapes, and spaces, as well as the processors within the advertising design, aim to give suggestive elements, and this is what the designer tries to master in order to be expressed, with the appropriate appearance and performance mechanism of the advertisement that achieves communication between the designer and the recipient.

The process of communicative dialogue is carried out through the communicative message, as it depends in its delivery to the recipient on a set of design elements that are interconnected, overlapping and intertwined with each other, which have an impact on the process of transmission of ideas and information, as the communication process takes place as follows<sup>36</sup> :

1. Sender: The person who formulates ideas according to symbols that express the meaning of the content of a message addressed to the recipient.
2. Message: The goal of the communicative process is represented in form and content by achieving the aesthetic and functional purpose.
3. The receiver: is the most important link in the communication process, when the advertisement affects him intellectually and behaviorally.

The advertisement consists of many elements that embody the idea of advertising, and these elements give the meanings of the content of the advertisement, and these meanings with semantics give “the suggestive meaning that relates to words that have the ability to suggest due to their transparency.”<sup>37</sup>, as the designer employs a set of elements to get inspiration in the idea of advertising directed to the recipient.

#### **Attention and suggestion:**

Attention is one of the most important processes of focusing on advertising, and it is the important stage that precedes the process of realization, that is, it confines the recipient's mind to the relevant thing from the advertisement. An idea related to something objective or focus in an abstract idea, then it is a mental process related to the emotional side's interest in a specific thing.<sup>38</sup>, as attention in the field of advertising is the focus of the mental energy of the recipient on the advertisement and the reason is the presence of a motive outside his energy and will and this is done through the senses, and follow (the process of attention to advertising is the process of sensory perception, as the factors of attention affect how the advertising message is perceived)<sup>39</sup> As the designers seek to make the advertisement have an impact on the recipient, which is the ultimate goal of the advertisement.<sup>40</sup>\*

1. **Formal form of the advertisement**The advertisement consists of a group of suggestive elements such as the size and location of the advertisement, the colors and the way the advertisement is designed, which must carry something of strangeness, modernity and out of the ordinary, as well as some other suggestive elements such as contrast, singularity and movement.
2. **Elements of attraction and suspense:** The advertisement consists of a set of images, headlines, sub-headings, advertising text, and graphics. The elements affiliated with the formal body of the advertisement help in attracting and attracting the attention of the recipient as a whole and as an integrated unit, while the secondary elements in the advertisement act as an aid in pulling and attracting the attention of the recipient to a particular part or element in the advertisement. These elements help maintain attention and arouse interest in the content of the advertising message.

### **Perception and Suggestion:**

Attraction enhances the degree of attention of the recipient and the concentration of his sensory perception, as the perception process begins (the recipient receives sensory stimuli through one of the senses.<sup>41</sup> When the recipient pays attention to a stimulus and gives him his attention, the information about the stimulus is transmitted to the brain, which absorbs it, understands it and processes it, then forms a meaning for it, so that the recipient has a mental image, as the sensory perception (the ability of the recipient to organize sensory stimuli received by the different senses, and mentally process them within the framework of Previous experiences, getting to know them, and giving them their different meanings and connotations)<sup>42</sup>In advertising, the attention of the recipient depends on the advertising message and on the subject of the advertisement, whether it is on his idea, or the treatment and coordination of the suggestive elements, or the way they are presented, in addition to the fact that attention is related to the formal aspects of the advertisement, so we find that the interest is related to the content of the advertisement.

Talking about sensory perception is closely related to sensation, as we cannot talk about the process of perception in isolation from the process of sensation, and that sensation and perception are not one process, but rather there is a difference between the two processes.

**"Sensation is a physiological process represented in receiving sensory stimulation From the outside world about road members sense, and converting them into electrical nerve impulses in the nervous system"**<sup>43</sup>The realization of the suggestive elements in the advertisement is a process of interpretation of it, as it then explains the special meaning of the advertisement."**Perception is a psychological process with a sensory dimension related to sensation on the one hand And after my knowledge Associated with thinking and remembering On the other hand"**<sup>44</sup> Therefore, we see that the link is direct between perception and feeling.

## **Elements of Suggestion for Meaning and Expression in Print Advertisement<sup>45\*</sup>:**

- 1. Suggesting how to display the ad:** Studies and research in the field of advertising have found that the method of displaying the suggestive image enhances the attraction and attraction of the recipient more than the rest of the advertising elements. Therefore, the skill of the designer here is manifested in the ability to create, formulate and choose an impressive and attractive suggestive image.
- 2. Suggestion through pictures and drawings<sup>46\*</sup>** It is one of the important elements used in advertising, as it plays an important communicative role, as well as contributing to conveying the idea of advertising to the recipient, as ((images and drawings play a role in attracting the attention of the recipient, as it became necessary to use the image element in a positive and appropriate manner, which leads to an increase in The effectiveness of advertising in attracting and attracting the attention of the recipient, which leads to the achievement of other psychological objectives of the advertisement.<sup>47</sup> Advertising images and graphics are among the suggestive symbols that the advertising designer relies on in designing print ads(**Ads are based on Other nonverbal components of Providing meanings and ideas that words cannot express Or to reinforce the meanings provided by the words The image speaks to us quickly, has an exciting force and is able to convey multiple inspirations**)<sup>48</sup> As the process of pulling and attracting the attention of the recipient of the advertisement is one of the basic functions, the suggestive images and drawings in the advertisement are attractive, as well as the psychological aspect of human feelings that we wish to leave in the recipient, and thus he has achieved the psychological goal of the advertising effect and related to attracting attention, as presenting a specific suggestive sign is linked to the purposes Advertising idea.
- 3. Suggestion through titles and texts:** Headings and texts are among the important elements in the design of print advertising, as they enhance the delivery of the idea and content of the advertisement to the recipient, as "the title plays a prominent role in achieving the memorial goal of the advertisement in addition to attracting attention and arousing interest."<sup>49</sup> The titles are designed in a distinctive and different way from the rest of the advertising elements, and it is the most influential element in achieving the goal of the advertisement and may play an important role in conveying the idea and content of the printed advertisement in full, as it enhances the suggestion of the idea ((Suggestion uses a title that creates a certain impression or a specific idea))<sup>50</sup> And the realization of the titles leads to the recipient continuing to read the texts, as it helps to



know the nature and content of the advertisement ((It is necessary that the title be effective, effective and attract attention, and the designer can employ the titles and benefit from it in achieving the attraction of the advertisement)).<sup>51</sup>It is the responsibility of the advertising designer to employ his experience in how to arrange the elements that lead to attracting and attracting the attention of the recipient through headlines and texts, especially if the advertisement is directed at many culturally different levels., The focus on ad text is increasing in newspaper and magazine ads(**toThe text plays an effective role in arousing interest receiver By advertising and the advertised merchandise, as well as in understanding the content of the advertising message and being convinced of the arguments presented**)<sup>52</sup>.

4. **Suggestion by color:** Color has a physiological effect and psychologyThe use of colors in advertising leads to symbolic communication events, where the color symbolizes a group of feelings and that it is one of the important and influential elements. It depends on the nature of the advertisement, the elements used in it, and the nature of the advertised commodity. The green color, for example, is associated with relaxation and serenity, but it is not popular when it is associated with foods. The symbolic communication function that is left by the use of a certain color is linked, and there is no doubt that the personal taste of the individual with regard to colors is affected by the educational and cultural level, as It can be said that the use of colors works to create an emotional impact on the recipient and is one of the important elements that enter into the composition of the design of the printed advertisement.Color to the recipient, as the significance of color varies with different peoples and this difference is related to the culture of those peoples. Color is one of the basic elements that can make a psychological impact on the recipient as well as achieve the aesthetic pleasure of advertising, in addition to the fact that the function of color in advertising design helps in promoting the idea design.
5. **Suggestion through the connotation of symbols, signs and signs**The study of semantics in the design of printed advertising is one of the most important topics, as advertising is a communicative means, the need increased insistently to understand it by following the semantic performance of the design, as the employment of symbols, signs and signs enhances the suggestive contents in the advertisement through which the communicative message is delivered to the recipient The symbol bears a suggestive

character, as it is used to highlight the idea of advertising design in a reduced form, through the linguistic symbol.

As for the sign, it is one of the aspects of the sign that plays an important role in the announcement, as the sign gives one meaning, and it is recognized by all peoples. The sign needs to be directly related to the thing referred to and does not bear any other interpretation, and that most of the signs are associated with other significant signs. It affirms the meaning of the sign, and the color may be one of the elements that complement the shape of the sign and justify it ((**Van Lay Signal Form, meaning and interpreter**))<sup>53</sup>.

The design process in the printed advertisement aims to link the suggestive symbols with meanings, which makes the design process of the signs give a wider field of suggestive concepts, so it is a wide field that includes all the perceptions inspired by reality and connects the connection between the (significant) form related to that image (the signified) because the science of Significance "is based on determining the relationship between the signifier and the signified, a relationship that cannot be controlled unless we know the nature and properties of both signifier and signified."<sup>54</sup> And when talking about the sign, it is necessary to talk about the sign because it was born since existence, as man was in contact with nature and interacted with it in order to explain its phenomenon and interpret its significance, and this is done by the presence of a term of signifiers (the term is the linguistic evidence on both sides of the semantic process (the signifier and the signified), so the signifier is The formal value, while the signified is the mental or intellectual content of the recipient)<sup>55</sup> As the signs are communicative signals with the recipient, their function is to tell us about the identity of the thing, as well as to transmit information that is useful in organizing and coordinating the design process of the printed advertisement, since the sign is a relationship formed between the signifier and the signified, as the signifier is the form of the sign and the signified is The concept of mental perception of the recipient, and that the sign is the code to which it belongs, and the sign does not give it the meaning of the most important by interpreting it to the linguistic signs.<sup>56</sup>:

1. Iconic or pictorial mark.
2. The pointer, or indicative.
3. Avatar.

The trademark is one of the important elements that enter into building the advertising components that add the characteristic of distinction, as we can distinguish between a company, a brand or a product from another among the competing products. The trademark may be a letter, a symbol, a shape, a word or a name.

## **6. Suggestion by direction and movement:**

The trend is one of the important and effective elements in building the design of the print advertisement, as it works on (forming effects to create attractive and striking motion suggestions through which the recipient's eye is directed)<sup>57</sup> As the recipient's eye moves according to a specific path within the visual field of the printed

advertisement, as the direction is related to the movement, and both of them are important in building the advertisement design. direction towards the recipient)<sup>58</sup>, and that these trends suggest meaning and expression within the printed advertisement design, which contributes to the delivery of the advertising message to the recipient, as the designer uses (the direction in order to exploit the void and the simplicity of the output **To give the feeling of space and beauty maximum effect**)<sup>59</sup>, As the trend contributes to creating a kind of activity and movement within the advertising design space, which prompts the recipient to follow the design of the advertisement by affecting the eye with kinetic suggestions, which in the end is the goal of the printed advertisement design by stimulating the sensory pleasure of the recipient.

The direction and movement is ((the way in which the elements are placed in a suggestive way to attract the eye of the recipient, by arranging and distributing the elements of the advertisement in order to maintain the continuity of the movement of the eye of the recipient))<sup>60</sup> The trend can come true in advertising Through line, shapes, spaces, tactile appearances and latent movements that give suggestions for meaning and expression in the design of the printed advertisement, as it can be said that movement is the essence of the design process because it achieves the objectives of the advertisement according to the following:<sup>61</sup>

1. The different directions of movement lead the receiver in visual transitions until the overall design is scanned.
2. It helps to create the system and its cohesion and adjusts its reading trends to receive its visual units.
3. It helps to catch the recipient's view inside the design space and does not allow him to escape accidentally .
4. The movement has expressive connotations as well as its aesthetic value, and therefore is directly related to the design idea and thus conveys the communicative message.
5. It increases the attention of the recipient because of its visual tension .

#### **The relationship of significance to meaning in advertising design:**

Many issues have been raised, which are the main point of modern linguistics, and among the opinions that scholars have quoted about the emergence of language are their saying: “There is a necessary relationship between utterance and meaning similar to the imperative relationship between fire and smoke.”<sup>62</sup> The study of meaning in language began with human awareness, and this is what happened with Indian scientists, as Greece had their clear impact in crystallizing concepts and ideas related to semantics, and then continued studies and research with semantics and its connection to meaning., It can be said that the science of semantics has a strong relationship with meaning, but in the field of advertising, the science of semantics and meaning is concerned with studying the idea of suggestive design in advertising, as there can be no advertising design without meaning. And the suggestive

sentences in the advertisement on the one hand, as well as understanding the nature of the meaning in the advertisement on the other hand, as the significance is (the general theory of symbolic thought on the one hand, teaching the recipient's use and understanding of signs, and on the other hand studying the formal structure of the advertisement).<sup>63</sup> Therefore, the advertising designer should choose the appropriate and appropriate symbols for the design of the advertisement so that he can express his thoughts and emotions, as symbols have a strong relationship with the content of the advertisement and its design idea, as symbols are the only way to express the suggestive content of the advertisement idea, and the importance of studying the subject of semantics, especially In advertising design, it is a means of communication that needs to be understood, so the advertising designer uses the meaning in order to convey the idea of advertising among the many meanings, the most important of which is<sup>64</sup>:

1. **The main or central meaning**It is sometimes called the conceptual or perceptual, which is the main factor for advertising communication, and the true representative of the main function of advertising in conveying the idea of the communication message.
2. **Additional or secondary meaning**It is the meaning of the printed advertisement which refers to its main meaning, and this type of meaning is added to the basic meaning and does not have the attribute of stability and comprehensiveness, but the meaning changes according to culture, time or experience, and there are many additional meanings that are subject to change from one time to another, and from one society to another. Society, as the additional meanings show some psychological and social characteristics, as well as some characteristics that relate to the mind of the recipient, and the additional meaning is open and gives an additional meaning to the basic meaning, and that the additional meaning is subject to change with the stability of the basic or original meaning.
3. **stylistic meaning**It is the meaning that it carries with connotations that are characterized by characteristics in relation to the social conditions of its user and the geographical area to which it is attributed. It also reveals other levels such as specialization and the degree of relationship between the advertising designer and the recipient.
4. **suggestive meaning**It is the meaning related to the vocabulary of the design elements, which have the ability to suggest according to their transparency, as the advertising designer seeks to put the suggestive meaning in the mind of the recipient for the purpose of influence and then accepting and responding to the idea of the advertisement that was revealed to him.

**Meaning in semantics is divided into three categories:**<sup>65</sup>:

1. **postural connotation\***: It is divided into three sections (the first is the congruent signification, which is the word's indication of the completion of its suggestive meaning.

The second indication is implication, so the meaning of the utterance is related to a part of the meaning revealed to it, and the third indication is an obligation.<sup>66</sup>, Such as the significance of the lines in the creation of the figure or the indication of the blue color on the sky if the first indication is understood, then the second indication is understood.

2. **Mental sign:** Which **(Denotation involving self-relationship What Between the signifier and the signified, the subjective relationship refers to that type of relationship in which the presence of a signifier and the existence of a signified is required)**<sup>67</sup>, As the mind falls between the signifier and the signified by a self-relationship that transforms it from one of them to the other, such as the signification of the effect over the cause, and like the sign of smoke over fire, where the absent sign is called by the present reality, and the one that connects between the two states is the mind.
3. **Natural sign:** It is “a type of signification that includes a natural relationship by which the mind moves from signifier to signified.”<sup>68</sup>, The mind falls between the signifier and the signified by a natural relationship that transforms it from one to the other, such as the sign of blushing and shyness.

#### **interpretation\* :**

Interpretation has ancient roots that are related to the active nature of the human mind and extend since the beginning of the existence of human thought. Interpretation is one of the most important foundations through which the meaning of the communicative message of the advertisement is understood, close to the comprehension of probabilistic and hypothetical possibilities. Interpretation depends on the nature of the understanding of the advertisement by the recipient, who seeks To reveal the meaning of the advertising design, which generates many dispersed concepts that play a role in the interaction of the recipient with the suggestive elements of the advertisement and that the meanings that the advertisement carries carry many interpretations, some of which may be an intuitive interpretation and others need interpretation as (the interpretation of the apparent and the interpretation of the subconscious, and the It is difficult to separate between interpretation and interpretation sharply, as the relationship between them is dialectical, the interpretation may involve a degree of interpretation and vice versa.<sup>69</sup> Interpretation is one of the mental activities of the recipient, who strives to reveal the meaning of the suggestive form in the design of the printed advertisement. Hence, the beginning of communication with the printed advertisement is, as (the search for the deep hidden meaning, and dealing with the symbolic side need interpretation to reveal the hidden and the ambiguous)<sup>70</sup>, Through interpretation, the recipient can host suggestive meanings in the printed advertisement, and this is the goal of the advertising designer.

### **context meaning and expression**

Arab and Western scholars have realized the importance of context in determining the significance, so we find in their words indicated Concerning the significance, Al-Shafi'i says, "And from the discourse, what is between its context is its meaning."<sup>71</sup> This is a reference to **(Realizing the value of context in defining meanings in the ad)**<sup>72</sup>, and that the meaning **(toIt is only revealed by semantic unit format in advertising That is, put it in different contexts)**<sup>73</sup> Revealing the meaning takes the form of chain links that present the meaning of the communicative message.

Since the printed advertisement is one of the activities through which the advertising designer seeks to deliver the advertising communication message to the recipient, which (contains meanings of ideas and opinions related to certain topics that are symbolically expressed, such as pictures, drawings, etc.)<sup>74</sup>, The context of the printed advertisement is a combination of experience based on interaction, and this can only be achieved by understanding the advertising communication message by the designer and the recipient.<sup>75</sup>

The context is**(sum Elements Which precedes or accompanies a specific structural unit to which the significance is related, as it can be explicit It can be implicit)**<sup>76</sup>The advertising designer implements an advertisement that may carry a direct meaning or may carry an indirect meaningR This meaning is rich in allusions **(The recipient's effort is focused on discovering indirect meanings in advertising When is the stage of realizing the apparent relationships exhausted?)**<sup>77</sup>, The recipient calls his knowledge store and his skills that help him to perceive the meaning, define it and understand it, which leads to expressing the meaning and content of the announcement. The realization of this meaning "may not only achieve within the limits of the sentence, but go beyond it to what is broader, i.e. a group of sentences that constitute a syllable or perhaps a text."<sup>78</sup>, The advertising designer did not stop at the limits of the direct meaning, but rather was interested in the meaning Indirect, and this is one of the advertising designer's strategies to communicate his intentions through the context with many elements. It is the basis of the advertisement in embodying the meaning within the context. The intent is (one of the basic ingredients, given that each advertisement has a purpose that it seeks to achieve, or an intention that it wants to embody)<sup>79</sup> As the designer's intention represents the effect on the recipient, the context is a group of elements and is responsible for directing the significance of the advertisement. It can be said that the context is<sup>80\*</sup>:

- 1. The purpose or intent of the designer who wants to communicate it to the recipient.**
- 2. Circumstances, circumstances, situations and events that help us understand the advertisement.**
- 3. The relationships between the vocabulary or the elements, which help us to communicate the overall meaning of the declaration, that is, the declaration whose parts were organized into one format.**

the meaning is not only achieved by coordinating it, and this is the internal dimension that is related to the advertisement and its composition in terms of the location of the elements, and the body in which the elements are in harmony. Includes intellectual and life foundations)<sup>81</sup> As well as all the circumstances and circumstances that define and surround the scope of the declaration.

**Indications Theoretical framework:**

1. The concept of suggestion refers to the effect that the communicative message has on the behavior of the recipient when it enters the soul, and its strength depends on its direct orientation to the conscience.
2. Suggestion is a process by which the designer directly affects the recipient, making him accept an opinion, idea, or belief without discussion.
3. Suggestion is used to express the design idea, especially in posters and logos, as it depends on the suggestion on symbolic signs.
4. The process of communicative dialogue is carried out by: the sender, the message, and the recipient, and the recipient is the most important link in the communication process when the advertisement affects him intellectually and behaviorally.
5. Attention enhancers And the revelation Which leads to reaching meaning and expression through suggestion are: the formal form of the advertisement and the factors of attraction and suspense.
6. Suggestion enhancers are: a. How to display the advertisement b. colours, c. Use of signs, symbols, signs, and signsMat.
7. The elements of suggesting meaning and expression in the advertisement are: pictures and drawings, title, processed texts, direction and movement, Brand.
8. The process of sensory perception is carried out by the receiver receiving sensory stimuli through one or more senses.
9. Sensory perception varies from one recipient to another depending on several factors, including: the efficiency of his senses and the strength of the sensory stimulus.
10. Among the views on the emergence of language is the existence of a necessary relationship between the word and the meaning, similar to the necessary relationship between fire and smoke.
11. The general theoretical significance of symbolic thought is, on the one hand, teaching the method of the recipient's use and understanding of signs, and on the other hand, the study of the formal structure of the sign.
12. The advertising designer uses the meaning in order to convey the idea of advertising among the many meanings, including:

- A. Basic or symbolic meaning, B. Additional or secondary meaning, c. stylistic meaning, Dr. suggestive meaning.
13. On the subject of the context of meaning and expression, what scholars confirm is that the discourse is between its context, and its meaning, and this is a reference to The value of context in determining meanings.
14. Context is a group of texts that frame or overlay a specific structural unit to which the significance is related, as it can be explicit or implicit.

### Chapter III

#### Search procedures

##### Research Methodology:

The researchers adopted the descriptive approach for the purposes of analysis (which depends on the study of reality or the phenomenon as it exists in reality, and is concerned with describing it accurately through the expression that describes the phenomenon and explains its characteristics, quantitatively, which gives a numerical description that shows the amount and size of the phenomenon)<sup>82</sup>The method is compatible with the study of the research and its objectives, which was adopted to reach the results that achieve the objectives of the study

##### research community:

The research community was represented by a group of printed advertisements for Promomedia for the period from 1/1/2021 to 30/6/2021, a company specialized in the manufacture and production of printed commercial advertisements. The research community was (60) advertisements.

##### The research sample:

The research sample was chosen in an intentional (non-probabilistic) manner, with (6) advertisements from the research community of (60) advertisements, thus the percentage is 10%.

##### search tool:

In order to reach the goal of the research, the researchers built a research tool in which they relied on the theoretical framework and its indicators, as well as the literature of the specialization and experts, and it was presented to experts and specialists For the purpose of indicating its validity.

##### Authenticity of the tool:

After the researchers designed the analysis form\*And after verifying its veracity by presenting it to a number of experts<sup>83\*\*</sup> And specialists in the field of graphic design, and there was consensus on the validity of its vocabulary Thus, the form is valid.



## Sample Analysis

### Model (1)

**Ad name: Rose Joker**

**Ad type: commercial**

**Country: Iraq**

**Publication date: 7/6/2021**

### General Description:

A commercial advertisement for Mada Al-Bilad Company (Joker) for the rice material (Joker button), as the advertisement included a picture of a person (the cook) as he was examining and watching the cooked rice and to the left of the advertisement a form on it or a bag of rice in two sizes, and to the top of the left hand written material (rice Joker) as well as the logo or trademark of the company (Joker), in Arabic and English.



### Analysis

#### Communication suggestion:

The communicative suggestion appeared through the image of the person who wears the clothes of the culinary profession and what it reflects of a direct relationship between the advertised material and the person while he is in a state of pleasure and harmony between him and the declared material, which indirectly expresses the quality of the material after his experience with it in the cooking process and then professional mastery And the ease of dealing with the high-quality material, which reflected on his psychological state, to appear in a state of pleasure and joy. This reinforced the other elements in the advertisement, which are the pictures of the packing bags of the material, as well as the name of the product and the accompanying commercial relationship.

#### Elements of expressive suggestion:

The elements included in the advertisement were images and titles as well as the written material and the trademark and its overlays and its connection, product Design relations that helped to suggest expressiveness through the presence of each one next to the other and the friction between them to become a news sentence for the image of the person (the cook), as well as the image of the Arab pot containing cooked rice as if it was conveying news, What appears in the picture is a state of happiness and satisfaction of a person as a result of his workers, For the advertised substance and then as a result of the qualities and advantages possessed by that substance strengthened that The hand movement of a person as if he was picking up a grain of rice, one by one, indicates the good quality of this type of rice.

#### Moral indication:

The designer sought to achieve specific meaning goals through the descriptions of suggestive elements, especially the image of the man who is in a The state of pleasure and contentment appears on the features of the face as well as the movement of the body in the case of interaction with the pot, and this is an additional or secondary meaning, and the

movement that the cooking worker makes in the ease of separating the rice grains from each other to indicate the meaning of the quality of the product intended in the advertisement, which is the main meaning or The central or conceptual characteristic of the advertised product, like that The designer tried to intensify the elements of the advertisement, which is one of the methods of advertising design that the idea needs and which is linked to the audience to which the advertisement is directed to deliver the idea as clearly as possible.

### **Suggestion enhancers:**

The design construction is carried out according to well-studied calculations that depend on the calculations of the idea and its technical and aesthetic output to achieve the goal directly and easily and contains elements of attraction and suspense, so there are many treatments adopted by the designer that enhance the stages of the communicative process from the stage of attraction, excitement, suspense, understanding, assimilation and perception, then understanding and interpretation, and finally the impact on the recipient, so the formal body came from images and written material as well as the logo to enhance clarity The formal, then the descriptions of the person's image (the cook) and the strong contrasty With the background, the attraction factor was enhanced as well as the formal clarity, thus enhancing the suggestion of the purposes and contents of the idea.

### **Context meaning and expression:**

Context is one of the important organizations for the delivery of linguistic meaning or for organizing speech for the purpose of conveying meaning and then understanding and interpretation. The designer starts with the image of the person (the cook) down to the brand, each of which plays a specific role and a certain meaning within the general context to complete the communicative message through its installation, achieving the total unit and then the content unit, and this requires arranging the elements in a sequential manner that achieves the receipt of information according to importance and Seeing this has been achieved except for the brand's website it was better to take the bottom position of the advertisement.

### **Model (2)**

**Ad name: Zughaib Andco Jewelry**

**Ad type: commercial**

**Country: Iraq**

**Publication date: 20/5/2021**

### **General Description:**

A commercial advertisement for jewelry (Zughaib Andco Jewelry), as the advertisement included a personal picture (model), which is Wearing jewelry (necklace and earrings) and a fur coat black color She holds the coat in her hand, and to the top left is the logo or trademark of jewelry (Zughaib Andco Jewellery), as well as a written material in Arabic and English, and the icons of the means of communication.



## **Analysis**

### **Communication suggestion:**

The communicative suggestion appeared through the image of the Mirror The woman who wears the jewelry and what it reflects is a direct relationship between the advertised material and the character while she is in a state Satisfaction and harmony, which indirectly expresses The (ornaments) aesthetic value of Jewelry, so this reflected on her psychological state to appear in a state of pride. This reinforced the other elements in the advertisement, which are pictures gold necklace Gemstones, as well as the name of the product and the business relationship associated with it.

### **Elements of expressive suggestion:**

The elements included in the advertisement were images and titles as well as the written material and the trademark and its overlays and TIts link, produced design relations that helped expressive suggestion through the presence of each one next to the other and the friction between them to become a declarative sentence for the image of the character (model) as well as an image gold necklaceFor the gemstones she wears as if she was delivering the news that the one who appears in the picture is from elegance and beauty of bitteraAs a result of using the advertised material, and then as a result of the qualities and characteristics that these jewelry possess, he strengthened the movement of the character's hand by placing it on the coat towards the jewelry, an indication of the character's character. Pride and brag BThis jewelry AnddesignsHa theamazing.

### **Moral indication:**

The designer sought to achieve specific meaningful purposes through the descriptions of suggestive elements, especially the image of the womanaHe. She in a Asituation in which her beauty stands out proudly As well as the movement of thehand In the case of interaction with the jewelry and this is an additional or secondary meaning, and the movement that yDo the model to indicate the meaning The artistic and aesthetic value of the jewelry And the quality of the intended product in the advertisement, which is the basic, central or conceptual meaning of the advertised product. The designer also tried to intensify the elements of the advertisement, which is one of the advertising design methods that the idea needs and which is linked to the audience (women) to whom the advertisement is directed to communicate the idea as clearly as possible. All of the aforementioned paragraphs refer to the suggestive meaning that relates to the vocabulary of the design elements that have the ability to suggest.

### **Suggestion enhancers:**

The formal form came from pictures and written material, as well as the logo in order to enhance formal clarityas well as Characteristics of portrait (model) and strong contrasty With the background, the attraction factor was enhanced as well as the formal clarity, thus enhancing the suggestion of the purposes and contents of the idea.

### **Context meaning and expression:**

coordination process the Semantic unit, i.e. placing it in specific contexts for a purpose Uncover the meaning and note it in Coordinate elements and how they were arranged by the designer, starting with the image of the character (model) down to the brand, and each of them plays a specific role and a certain meaning within the general context to complete the communicative message through the waytidy, achieving the total unit and then the content unit, and this requires arranging the elements in a sequential manner that achieves the receipt of information according to importance andnr This has been achieved except for the brand's website, it was better to take the bottom position of the advertisement, to be the conclusion of the communication message by the concerned person (the advertiser).

### **Model (3)**

**Ad name: The flavor of the book**

**Ad type: commercial**

**Country: Iraq**

**Publication date: 9/4/2021**

**General Description:**

A commercial advertisement for a printing press (flat of the book) for publication, distribution and printing, as the advertisement included pictures Collection From the books at the bottom of the advertisement, and to the right of the advertisement from the top, a book is open in a diagonal way, and to the left of the advertisement is a cup of coffee with a sign or logo of the printing press inside. The advertisement, as well as the library's logo or trademark (flavor of the book), in Arabic.



### **Analysis**

**Communication suggestion:**

The communicative suggestion appeared through the image of books and the direct relationship they reflect with the cup of coffee. Books and coffee provide fun and exchange of ideas.,Andtheharmony betweenMondayWhich expresses in a semantic wayon that relationshipThis reinforced the other elements in the advertisement, which are books in addition to the written material and Al-UlaMaccompanying business.

**Elements of expressive suggestion:**

The elements included in the advertisement included images, titles and symbols, as well as the written material, the trademark, andTIts link, produced design relationships that helped to suggest expressiveness through the presence of each one next to the other and the friction between them to become a declarative sentence for the image (the open book) as well as the image of the coffee cup that contains the coffee It also promoted the open book movement as if it was conveying news of the existence of a printing press, and the open book was used to inform about the opening of a printing press (the flavor of the book). He made coffee a tool for everyone who loves books.

### **Moral indication:**

The designer sought to achieve specific meaning goals through descriptions of suggestive elements, especially pictures of books with a cup of coffee, and this is an additional or secondary meaning, and placing the book in an oblique way to indicate the meaning of the intended meaning in the advertisement, which is the basic, central or conceptual meaning of the advertised printing press. The designer also tried to reduce the elements of the advertisement, which is one of the advertising design methods that the idea needs and which is related to the audience to whom the advertisement is directed to deliver the idea. high clarity And all of these paragraphs mentioned above, they pour into the suggestive meaning that relates to the vocabulary of the design elements that have the ability to suggest.

### **Suggestion enhancers:**

The formal body came from pictures and signs and written material as well as the logo to enhance formal clarity As well as an open book obliquely, as it is a method of displaying advertisement, as well as a strong contrasty With the background, the attraction factor was enhanced as well as the formal clarity, thus enhancing the suggestion of the purposes and contents of the idea.

### **Context meaning and expression:**

The communication begins with the open book All the way to the brand, each of which plays a specific role and meaning within the general context to complete the communication message. And The realization of the total unit and then the unit of content, and this requires arranging the elements in a sequential manner that achieves the receipt of information according to importance and See that this has been achieved except for the brand's website, it was better to take the bottom position of the advertisement, to become the conclusion and supplement of the message.

### **Model (4)**

**Ad name: Cooling power has meaning**

**Ad type: commercial**

**Country: Iraq**

**Publication date: 3/22/2021**

### **General Description:**

A commercial advertisement for Balsan and York Company for a product (cooling device), The advertisement included a picture (the product) in the middle of the ad as well on air A written material comes out from it and to the top (with us..the cooling force has meaning) and to the bottom is a logo Or the company's trademark (Balsan and York) in English.



## **Analysis**

### **Communication suggestion:**

The communicative suggestion appeared via the product image (cooling device) and what it reflects of a direct relationship between the advertised material (cooling device) and between the cold air, which expresses in a semantic way about the quality of the product, this reinforced the other elements in the advertisement, which are the written material as well as the color, the name of the product and the accompanying commercial relationship.

### **Elements of expressive suggestion:**

The elements included in the advertisement, such as images, title, symbols, and color, as well as the written material, the trademark, and their overlays, and see underlying it, he produced design relations that helped in expressive suggestion through the presence of each of them next to the other and the friction between them to become a declarative sentence for an image (cooling device). In addition to the image of the cold air that flows from the product as if it conveys the news that the one that appears in the picture (cooling device) of cool air creates comfort.

### **Moral indication:**

The designer sought to achieve specific meaning goals through the descriptions of suggestive elements, especially the image (cool air) that creates comfort, and this is an additional or secondary meaning, and the image of (cooling device) to denote the meaning of the intended product in the advertisement, which is the basic, central, or conceptual meaning of the advertised product. All of the aforementioned paragraphs refer to the suggestive meaning that relates to the vocabulary of the design elements that have the ability to suggest.

### **Suggestion enhancers:**

The formal setting came from images, written material, and colors, as well as the logo in order to enhance formal clarity, then image descriptions. (cooling device) and strong contrasty With the background, the attraction factor was enhanced as well as the formal clarity, thus enhancing the suggestion of the purposes and contents of the idea.

### **Context meaning and expression:**

seem Advertising with a picture (cooling device) As the dominant ingredient All the way to the brand, each of which plays a specific role and meaning within the general context to complete the communicative message through the tidy, achieving the total unit and then the content unit, and this requires arranging the elements in a sequential manner that is achieved mechanism Receipt of information in order of importance and see that it has come true By the general context of the advertisement.

## Model (5)

**Ad name: Okia The Art of Cooling**

**Ad type: commercial**

**Country: Iraq**

**Publication date: 2/13/2021**

### **General Description:**

A commercial advertisement for the Echo of Knowledge Company, for the product (cooling device Okiya), as the advertisement included a picture of a person (the artist) waving or Signal On the advertised product and to the left of the advertisement, from the bottom of the product, shapes in the form of wave icons towards the product, and to the top of the left a written material (Okia), as well as the company's logo or trademark (Echo of Knowledge) in Arabic and English.



### **Analysis**

#### **Communication suggestion:**

The communicative suggestion appeared through the image of the person (the artist) pointing with his hand towards the product, and the direct relationship it reflects between the advertised material and the person who is in a state of satisfaction. The advertised product, which expresses in an indicative manner the quality of the product after its experience, was reflected in his psychological state to appear in a state of satisfaction, pleasure and comfort. This reinforced the other elements in the advertisement, which are the soundR theIcons as well as the product name and tagMaccompanying business.

#### **Elements of expressive suggestion:**

The elements included in the advertisement such as images, titles, symbols and signs, as well as the written material and the trademark and its overlays, andTits connection, role in production Design relations that helped to suggest expressiveness through the presence of each one next to the other and the friction between them to become a declarative sentence for the image of the person (the artist) as well as an image (cooling device Okia) as if it was conveying news that the one who appears in the picture from the state of satisfaction and comfort of the person as a result of using the advertised product, and then as a result of the qualities and advantages possessed by that product, enhanced the person's hand movement referring toThe product is an indication of the good quality of this type ofcooling devices.

#### **Moral indication:**

The designer sought to achieve specific meaning goals through descriptions of suggestive elements, especially the artist's image in a The state of happiness and contentment Which Look on the features of the face as well as sittenge in a comfortable way This is considered an additional or secondary meaning, and the movement that the person (the artist) makes with his hand to indicate the meaning of the quality of the product intended in the advertisement, which is the basic, central or conceptual meaning of the description of the advertised product, and the designer also tried to intensify the elements of the advertisement,

which is one of the design methods The advertisement that the idea needs and which is related to the audience to whom the advertisement is directed to convey the idea as clearly as possible, and all of these aforementioned paragraphs pour into the suggestive meaning that relates to the vocabulary of the design elements that have the ability to suggest.

### **Suggestion enhancers:**

The formal form came from pictures and written material as well as the logo in order to enhance the formal clarity and then the descriptions of the image of the person (the artist) and the strong contrasty With the background, the attraction factor was enhanced as well as the formal clarity, thus enhancing the suggestion of the purposes and contents of the idea.

### **Context meaning and expression:**

badThe communication message will be coordinated with the semantic unit in the advertisement, starting fromPortrait of the person (artist) down to the brandvan Each of them plays a specific role and a certain meaning within the general context to complete the communicative message through InstallationTe, This has been achieved The total unit and then the content unit, and this requires arranging the elements in a sequential manner that is achieved mechanism receive information Andaccording to importance.

### **model (6)**

**Ad name: Phyto is nature**

**Ad type: commercial**

**Country: Iraq**

**Publication date: 17/1/2021**

### **General Description:**

Commercial advertisement for Novatrix for product (Veto) for the complete and specialized treatment of all hair loss problems, as the advertisement included a personal picture (the artist Enas) touching her hair, and to the right of the advertisement a box containing a group of products (veto) And in different sizes, and to the top on the right hand written material (veto) as well as theLogo or trademark of the company (Veto) in Arabic and English.

### **Analysis**

### **Communication suggestion:**

The communicative suggestion appeared through the image of the character touching her hair and the direct relationship it reflects between the advertised product and the person in a relaxed state. Satisfaction and pleasure Declared material that expresses in an indicative manner the quality of the product after its experience withe This was reflected in her psychological state to appear in a state of relaxation and reassurance, this was reinforced by the other elements in the advertisement, which are the pictures of the product box (Veto) as well as the name of the product and the accompanying business relationship with it.

### **Elements of expressive suggestion:**

The elements included in the advertisement were images and titles as well as the written material and the trademark and its overlays andTits connection, role in production Design relationships that helped to suggest expressiveness through the presence of each one next to





the other and the friction between them to become a news sentence for the image of the character (the artist, Enas), as well as the box containing the product as if it conveys news that the one who appears in the picture is from a state of relaxation and satisfaction OfPersonality as a result of using the advertised product and then as a result of the qualities and advantages possessed by that product, enhance that Character's hand movement Which is accompanied by a state of contentment and pleasure with touching Her hair is an indication of the good quality of this product.

**Moral indication:**

The designer sought to achieve goals with a specific meaning through the descriptions of the suggestive elements, especially the mirror image, which is a state of contentment and tranquility. which They appear on the facial features, and this is an additional or secondary meaning, and the movement that the artist makes in touching her hair to indicate the meaning of the quality of the product intended in the advertisement, which is the basic, central or conceptual meaning of the description of the advertised product. The designer also tried to intensify the elements of the advertisement, which is considered One of the advertising design methods that the idea needs and that is related to the audience to whom the advertisement is directed to convey the idea as clearly as possible.

**Suggestion enhancers:**

The formal form came from pictures and written material as well as the logo in order to enhance the formal clarity and then the descriptions of the character's image (the artist) and the strong contrasty With the background, the attraction factor was enhanced as well as the formal clarity, thus enhancing the suggestion of the purposes and contents of the idea.

**Context meaning and expression:**

starting Advertising In person (actress Ines) down to the brand This is within the process of coordinating the elements by the designer for the purpose of revealing the meaningall turn element A specific and a specific meaning within the general context to complete the communicative message through the installation ofTE, achieving the total unit and then the content unit, and this requires arranging the elements in a sequential manner that is achieved mechanism Receipt of information in order of importance andnrThis has been achieved By organizing the elements according to the order of the communicative message.

**Chapter III**

**The results and their discussion**

1. The communicative suggestion was achieved directly in all the models, and the communicative suggestion was achieved in an indirect way in the models (2,1) at a rate of (33%), and the communicative suggestion was achieved in a semantic manner with the models (3,4,5,6) and at a rate of (66%). And this is an indication or indication that the communicative suggestion is realized directly and indirectly, just as the communicative

suggestion appeared through the elements and the interpretation it carries to express the idea and then understand it.

2. Variation of expressive suggestion used in embodying the idea of advertising and enhancing communication with the recipient as well as suggesting meaning and expression, as expressive suggestion was used through the idea as in the models (2,3,4,5,6) at a rate of (83%), and through symbols and reference in all The models, and through the elements in all the models, and through the movement as in the models (1,2,3,5,6) and by 83%, that expressive suggestion enhances the arrival of the idea of the advertisement to the recipient.
3. Moral inspiration was achieved through the diversity of meanings to put forward the idea of advertising, including a basic or symbolic meaning, which was achieved in the collection of models, and the additional or secondary meaning in all models, and the stylistic meaning was achieved by models (2 and 5) at a rate of (33%), the elements carried the meanings and interpretation which pjjzz Understand the idea.
4. Suggestion was reinforced in the design construction of the advertisement through the formality in all models, and the factors of attraction and suspense were achieved in all models in a percentage, but by displaying the advertisement, it was achieved in the models (3,5) and at a rate of (33%), and the reinforcers of suggestion appeared in the design construction According to well-studied calculations, the idea is based on the calculations of the idea and its technical and aesthetic output to achieve the goal of advertising easily and easily through the elements of attraction and suspense.
5. Suggestion was achieved by means of pictures and drawings in all forms, and it was verified by the title in all forms, as it was achieved by the processed texts in the forms (1,2,3,5,6) at a rate of (83%), and it was verified by the mark in All models, check by color in All models The images were used to confirm the meaning and expression through the image, for its ability to attract and acquire the visual orientation of the recipient. With regard to the sign, it has an expressive significance of the meaning as it enhances the communicative dimension, in addition to the color, it gives an expressive connotation to suggest meaning and expression.
6. The output treatments varied according to the requirements of the advertising idea and its organizational contexts and structure. The context of meaning and expression was achieved by organizing with models (1,3,4,6) at a rate of 66%, and the information sequence as in models (2,5) and at a rate of 33%, and the structural unit in all models The elements appeared within an interactive context to achieve the communicative process in suggesting meaning and expression in the design of the printed advertisement.

## Conclusions

1. A Suggestion of meaning and expression is one of the pillars of the communicative message and one of its influential ranges, as it is a form of generating ideas that will affect the action and feeling, and then the behavior of the recipient.
2. Suggestion of meaning and expression can instill moral and educational values and modify behavior.
3. The use of suggestion for meaning and expression in advertising design is an important link in the delivery of the communicative message.
4. The purpose of using Icons and shapes is presenting suggestive elements to be expressed About the idea and the connection of its expressive contents withAppropriate appearance, as well as and performance mechanism These elements strengthen the link between the designer and the recipient.
5. The communicative message, its expressions, and its implications are enhanced byA group of suggestive elements such as the size and location of the advertisement, as well as Colors Because you have to carry a bit weird wowfor asala and get out pn fashionable.
6. The print advertisement consists of a set of images and fees and headlines andSecondary, which The elements of the formal form of the advertisement help in attracting and attracting the attention of the recipient as a whole and as an integrated unit.
7. that The way the image is presented is suggestive enhances attract andAttract the recipient's attention Therefore, it is one of the enhancers of the effect on the recipient.
8. Color has a physiological effect and psychologyThe use of color in advertising leads to symbolic communication events so The color symbolizes a group of feelings and that it is one of the important and influential elements
9. Employing symbols, signs and signs enhances the suggestive contents in the advertisement through which the communicative message is delivered to the recipient
10. The suggestion of meaning and expression reinforces The degree of attention of the recipient and the concentration of his sensory perception by shape descriptors and manipulations.
11. Semantics has a strong relationship with meaning and expression, AndIn the field of advertising, the science of semantics and meaning is concerned with the study of the suggestive idea of design in advertising, as there can be no advertising design without meaning..
12. that Reveal the meaning of the suggestive form in the design of the print advertisement It is in an advanced stage for the recipient and his interaction with the advertisement.

13. The context of print advertising is a combination organisation based on interaction Between the elements of the advertisement This can only be achieved by understanding the advertising communication message by the designer in the design stage and the recipient At the stage of receiving the communication message.
14. The suggestion of meaning and expression has been It may have a direct meaning or it may have an indirect meaning According to the idea of the advertisement and the designer's vision and style.

### **Recommendations:**

After the researchers reached the results of the research, and after addressing all its scientific and research processes, and after the continuous effort related to the requirements of the research, the researchers present the recommendations that they wanted to be specific to overcome some of the shortcomings that they went through and alerting the points related to the march of this modest effort, which are:

1. That the topic of suggestion in general and communication suggestion in particular be one of the curricula and vocabulary of materials directly related to advertising design as one of the requirements of the communication message.
2. Linking the subject of communicative suggestion with the mental and perceptual perceptions of the recipient and the speed of reception with the topic of meaning, expression, understanding and interpretation of the announcement, and then the effect and the echo returned.

### **Suggestions:**

The researchers suggest conducting a study in:

1. Digital technical manipulations to suggest meaning and expression in print advertising.
2. Suggestion enhancers for meaning and expression in the virtual design environment of the print advertisement.

### **Margins**

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- 1 . Assistant Professor, Middle Technical University, College of Applied Arts, Advertising Technologies Department, specializing in print design
- 2 . Master's student, Middle Technical University, College of Applied Arts, Advertising Technologies Department, specializing in advertising design.
- \*. Promo means (promotion), while Media means (means), so Promomedia means (promotion through the media), and Promomedia is one of the well-known huge companies, It was established in 2006, and has two locations in Iraq in the cities of Baghdad and Erbil, In the Arab world, its locations in Beirut, Cairo, and the Emirates, (interview with Mr. Ihsan Hassan Hussein, Managing Director of Promomedia, in Baghdad) was conducted on 20-5-2021, at Promomedia headquarters, at 12:30 pm.
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- \* \*1. a. M. Dr.. Nadia Khalil/ Middle Technical University/ College of Applied Arts/ Advertising Technologies Department.
2. a. M. Dr.. Siham Mohsen Keitan/Central Technical University/College of Applied Arts/Department of Graphic Design Techniques.
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**analysis form**

T	The main axes	secondary axes	Repair	No Repair	need to Modification
1	communicative suggestion	direct			
		not directly			
		indicative			
2	expressive suggestion	by idea			
		By symbols and signs			
		by items			
		direction and movement			
3	moral revelation	basic or symbolic			
		additional or secondary			
		my style			
4	Suggestion enhancers	formal body			
		Attractions and suspense			
		How to display the advertisement			
5	Suggestion elements	Pictures and drawings			
		the address			
		Processed texts			
		Brand			
		the color			
6	context meaning and expression	Organization			
		information sequence			
		modular unit			