

**The graphic poster as a visual communication to the values and  
behavior of the individual**

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**Abstract**

The graphic poster is one of the most popular communication means of activity and vitality and one of the most important modern technologies used in entertainment and the dissemination of information and media messages is a complex communication method with aesthetic aspects that combines the image, shape, color and word at the same time, making the senses and mind of the subject subject to excitement to the degree of impact In its direction and its integration and coexistence, which made many thinkers and those interested in public communication describe them in the design industry as an art of high degree of sophistication, and perhaps the most influential today is the progress Nei Terrible, who knows this art in the field of mixing and installation of images and tricks and tricks used especially with the technological advances in the field of computer graphic design specifically. From this point of view, this study seeks to show how the graphic label contributes to the transfer of values.

This study discusses the design of advertising, its importance to all sectors of society, and the consequent obligation of this profession to abide by the ethics of advertising design, in an attempt to establish ethical controls governing the work of advertising companies on the one hand and starting from the designer as the tool by which the ad is created and transferred to the public and therefore Advertising designers are considered to be the most important components of the communication process, because they communicate with different segments of the community, and they have a responsibility to make products and services attractive to all people, and they also help to convey and install ideas.

## الملخص

يعتبر الملصق الجرافيكي إحدى الوسائل الاتصالية الجماهيرية المتميز بالنشاط والحيوية وإحدى أهم التكنولوجيات الحديثة التي تستخدم في الترفيه ونشر المعلومات والرسائل الإعلامية المختلفة فهو وسيلة اتصالية مركبة ذو جوانب جمالية تجمع بين، الصورة والشكل واللون والكلمة في آن واحد مما يجعل حواس الشخص وعقله عرضة للإثارة إلى درجة التأثير في اتجاهاته ومن ثمة اندماجه ومعايشته لها مما جعل العديد من المفكرين والمهتمين بالاتصال الجماهيري يصفونها بالصناعة التصميمية على اعتبارها فناً على درجة عالية من الرقي والسمو، ولعل ما زاد من تأثيرها اليوم هو التقدم التقني الرهيب الذي يعرفه هذا الفن في مجال مزج وتركيب الصور والحيل والخدع المستعملة خاصة مع التقدم التكنولوجي في مجال التصميم الجرافيكي بالكمبيوتر تحديداً. من هذا المنطلق تسعى هذه الدراسة إلى إبراز كيفية مساهمة الملصق الجرافيكي في نقل القيم.

تناقش هذه الدراسة موضوع تصميم الإعلانات، وأهميتها بالنسبة لكافة قطاعات المجتمع، وما يترتب على هذه المهنة من وجوب الالتزام بأخلاقيات تصميم الإعلانات، في محاولة وضع ضوابط أخلاقية تنظم عمل شركات الإعلان من جهة وتبدأ من المصمم باعتباره الأداة التي بواسطتها يتم تكوين الإعلان ونقله إلى الجمهور ولهذا فإن مصممي الإعلانات يعتبرون من أهم عناصر العملية الاتصالية، لأنهم يقومون بالاتصال مع شرائح مختلفة من المجتمع، وتقع على عاتقهم مسؤولية جعل المنتجات والخدمات جذابة لكل الناس، وهم أيضاً يساعدون على نقل وتثبيت الأفكار.

**Problematic study:**

Today, the world is witnessing a major technological revolution in the field of communication and its means, through which people can shorten time and space and increase the use of the most advanced technologies such as posters, posters, designs ... and other means of communication. The graphic label as a means of advertising first and communication of the masses, second, has a set of characteristics and capabilities made it the most influential mass media, and the most acceptable to the concerned, so the advertising content of the graphic poster may be a danger to the family culture, containing messages containing cultural connotations, Reflected on the Arab reality.

**The importance of studying:**

The importance of the subject of the study is to try to uncover the serious role of graphic posters in the social upbringing of the individual and the family, through the variety of content provided by these posters, which carry different cultural, ethical and value dimensions, some positive and others negative. The importance of the topic is highlighted in other points:

-The wide spread of the graphic poster as a means of announcing the daily life of the Arab individual, where we are united everywhere in the street by posters, billboards or other means of communication from television channels, newspapers, radio, internet ... etc.

-The great importance of the Declaration and its great ability to influence individuals and change the system of their behavior and moral values and community.

**Objectives of the study:**

The study seeks to study this subject to the objectives reflected in:

١. Identify the dominant advertising patterns in society.
٢. Disclosure of the ethical values contained in the graphic posters as a means of communication and visual communication directed by the advertisers through publication here and there.

٣. Take note of the most important attractions in advertising that work to strongly influence the recipient, and creates a shift in the different values.

٤. Knowledge of the health bases and the detection of the negatives of the contents of the graphic label.

٥. Provide the graphic designer with some necessary controls in the graphic currency and emanating from the system of community ethics...

### **Terminology of study:**

#### **Advertising:**

a. Language: The linguistic origin of the word "declaration", as stated in the lexicon, refers to the verb "declared" in the language "declared by the thing" in the sense that it is shown and revealed by it and the declaration is to show the thing by publishing it in the newspapers and so on (Abdel Hamid, 1990, p. 5) What, what, or any way of manifestation, manifestation, publicity and convention in any society (Arabic Encyclopedia, 2014, p. 17).

In the French language, the French dictionary defines the Declaration as a renewal: "activity and art intended to bring about change and psychological impact on the public for commercial purposes" (Zuhair, Salman, 1987, pp. 5-7).

Conventional definition: The American Marketing Association defines the advertisement as "the non-personal efforts it pays to offer ideas, goods, services, and promotion by a particular person" (Rabia, 2005, pp. 47-47) Means used for the purpose of the sale and purchase of goods and services "(Duidane, 2005, p. 116).

#### **Procedural definition:**

Based on the previous definitions, the researcher drew up a procedural definition of the advertisement: "The advertisement is an impersonal communication, the advertiser pays a specific price in the various media and communication, through which the advertiser defines an

institution or promotes the various ideas, goods and services it produces, Goods or services or adopt the advertised ideas.

**Value:**

a. The word value is in English "Value" and in French "Valeur" is derived in Arabic from the verb "rose" in the sense of stopping and moderating and reaching and leveling (Abdel Ghani, 2008, pp. 111-111).

B. Psychologists and sociologists presented multiple definitions of value but agreed that the value is an emotional mental control, issued by the individual and society to people, meanings, objects and activities, and expresses the religious and social cultural principles (Muhammad, 2002, pp. 29-30). In the society into two main categories: the general values in society and the second: values specific to particular social groups. (Muhammad, 2002, p. 36

**Study Approach:**

This study is part of the descriptive studies. It aims to describe and analyze the effects of the graphic label and the analytical descriptive studies. It is a kind of studies that are mainly based on research. It is characterized by a precise description of the phenomenon, the subject of study, qualitative and quantitative analysis, "A descriptive analytical approach as:" one of the forms of collecting information about the state of individuals, vocabulary, attitudes, attitudes and attitudes ", which aims at portraying the studied reality by obtaining sufficient and accurate information about the topic under study.

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### **Graphic designer's responsibility:**

The most important role designers can play is to be intermediaries between companies and the public. By sending a message to the public, they can link the company with its customers, who are responsible for how the message is understood by the target audience, both towards services and Products Designers help provide and organize information so that the audience can easily understand it. With these important roles, it is important to mention the responsibilities that the designer can not ignore. The designer must be aware that the message he creates and communicates to the public may be understood in different ways due to the social and economic differences of each segment of society. It is the moral designer who studies the effects of the ad he has designed before publishing it to the public through advertising means, You intend to target the audience, and if the designer ignores these things, the message may be misleading and false.

### **Design and Ethics:**

Many designers see design as just a work they do, and ethics do not need to be a priority. "I started worrying about what we're doing in the world and what role we play, we make a dirty company for the industry," Tiborkallman said in 1997. In 2000, Adbusters, together with several other prominent publications, published a statement called "The First Things", a document that calls for a more ethical design and criticizes the role of consumer design in the " Community In 2001, the

Association of Advertising Designers in Canada adopted the Code of Ethics and Professional Conduct Style statement things first. "Code identified a set of strict guidelines for designers and their responsibilities towards society and the environment and human rights. The Code is considered a bold step towards the adoption of ethical principles in the work of designers, and it also recognizes the importance of the role played by the designer in society and the social responsibility in return. The Code also suggests that designers must refuse to work for clients who engage in practices Unethical, including harm to the environment or neglect of human rights It should be noted that most of the studies dealing with the ethics of advertising dealing with "deception and deception" are based on two theories: the first freedom and the second is the theory of social responsibility. The authors of the first theory demand that no restrictions be placed on the advertisement and leave it free, such as other entertainment, entertainment and news. Otherwise, governments or anyone else will interfere with the content of any advertisement. The authors of the second theory, the theory of media responsibility, argue that governments and the responsible parties should protect the so-called public interest by protecting consumers from the tricks and deceptions that convince the consumer through the power of advertising and to impress them. Its advertising practice is futile because it conflicts with the interests of the consuming masses.

### **Media Charters:**

In the recent history, the so-called media covenants that regulate the work of the media have emerged, including the organizing of the means of advertising and the rules governing the advertisement. The most important charters that spoke about the ethics of advertising design are what the American Advertising Federation has set out in a set of rules that must be observed in advertising , The most important of which:



Honesty: Advertising must reflect honesty.

Comparison: The ad does not contain phrases or claims that are subject to the competitor or a product

Warranty and Guarantee: The rules and conditions must be visible in the ad in bold.

Price: Advertisements should avoid false claims of price or misleading.

Taste: Advertising must take into account the general taste and fitness.

In Jordan, the Jordanian Journalists Syndicate Council approved in 2003 and in its latest amendment (the Charter of Press Honor), which included the following rules of advertising: Article 13 of the Charter stipulates that women have the right to press not to discriminate, discriminate or exploit because of sex or social status, Article 17 stipulates that the article should not be confused with editorial material. Differences between opinion and publicity must be clarified. The reader should not be given any political or propaganda opinions or ideas in the form of editorial material.

### **Advertising and laws governing graphic design**

There are a lot of laws and regulations in a number of countries of the world, which sets the specific controls for the content of the article, and the items of these systems as follows:

- The designer of the graphic label or message should respect human values.
- The graphic poster designer is prohibited from including insulting or degrading human dignity, or any form of discrimination in relation to race, gender or nationality.
- The advertisement shall not encourage the public to adopt behavior that poses a danger to its health, security or safety or to the protection of the environment.
- Promotes the promotion of cigarettes, cigars and tobacco of all kinds.
- Prohibits the promotion of medicines or medical treatments, which can only be obtained as a doctor.

**Results:**

- Designers should be aware of the need to involve as many people as possible in the process of developing and defending effective communication. The main concern of designers should be to create meaningful communications for the public and users, and to meet their needs with dignity and respect,
- The designer should not mean misleading and deceptive in his advertisements. , And not to use information obtained from members of the public or users in an unethical manner, designers must carefully consider the needs of all potential viewers and users, especially those with disabilities and the elderly. We must recognize that the work of designers contributes to the well-being of people in general, especially with regard to health and safety.
- Good morals are the source of high human values and the source of societal norms. It is also the selection of the prudent human mind, which is desirable for morals, and then to develop values, customs and traditions and ways to activate them and remind the generations present in order to raise awareness among all members of society, The changes witnessed by humanity and developments in society.
- Thinking about values in the contemporary world is a reflection of meaning, especially since its loss is often attributed to the loss of values and to the extinguishment of the courage of existence that foreshadows the loss of meaning with the nihilistic nucleus of some aspects of culture, lifestyles and contemporary politics. It is difficult to maintain a strong ethical project that transcends distinctions, so that the distinguishing signs and amplification if necessary makes values tradable and exchangeable as commodities in a market adapted to the tastes, social and economic needs and changing moods.
- This era has witnessed and continues to witness significant changes in human life and work in private and public environments, whether

related to the system of life or natural and social environment to the relationship of man and his future technology, economy and environment, and under these transformations is related to the ruling values directed at all those joints Human life and its causes.

- Ethics is the organizing force for the proper and proper relationship between man and human brotherhood in which cooperation, support, enlightenment, generosity, and consideration of lapses, forgiveness of slanders, tolerance, pardon, loyalty, honesty and many qualities that are difficult to enumerate are common to mankind since its earliest times and unanimously agreed upon by all the peoples of the earth All in the distant past and present present

- Demonstrate the high standards of human morality that are supposed to be directed to the behavior and the leader of the actions in all people and young people in particular the young people are the future and hope and they will be the banner of homelands in the near future.

- o Despite what may be different and divergent - agree on the importance of morality and its necessity to achieve human perfection, which can only be achieved to the extent that it contains morals.

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