

MAGICAL REALISM IN ADVERTISING

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Abstract:

Several publications have been published featuring graphic design. However, there are no systematic and clear findings on the relationship between Magical Realism and graphic design. Graphical design and Magical Realism are highly important in coming up with an advertisement design. Magical Realism depends more on creative graphic design to bring forth a touch of the imaginary into the factual coherent world anchored on reality. Magical Realism marks an established fact that visual imagery coupled with sound makes the communication process embodied in advertising more fruitful and successful. The main goal of advertising is to create awareness and stimulate interest resulting in actual sales. For as long as business has existed, advertising has been there and this underlines its importance in the business cycle. The whole process of advertisement is very dynamic and any change that can improve it should be welcomed whole heartedly because it changes the phase of the nature of producers. In this research, therefore, a lot of discussions are revolving around graphic design and Magical Realism in the light of the advertising. Moreover, the paper tries to find out possible ways through which producers can incorporate Magical Realism in their advertisements to ensure that they achieve their goal of reaching their customers.

Keywords:

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: Introduction

There has been an increase in the number of graphic design publications in the recent past and most of the publications use Magical Realism in the designs. However, there are no identified systematic findings so far on the magic realism. Despite lack of systematic findings still Magical Realism is the most successful means of quality advertising and promotion. It is the lack of reliable data on the use of Magical Realism that gives the leeway to the problem that the communication between the producer and the customer is not visually supported. There is no clear information about Magical Realism and the possible negative effects it is likely to bring to the customers. Due to the visualization aspect, therefore, Magical Realism comes in to supply the visual part where the customer can link the communication with the picture he or she is seeing. Technological advances have gone higher with the help of the computers and computer designs. Therefore, most of the advertising firms use the computer designs and Magical Realism combined to advertise particular products. Moreover, the producer may simply create awareness of the existence of the product in the market. In order to have such a combination, there is need to expound more on the existing knowledge about Magical Realism so that both the producer and the customer can understand each other. If the producer and the customer

understand the term used Magical Realism any misunderstanding in the advertising is eliminated. Additionally, both the advertising firm and the graphic designer must also be included in the chain because they are the ones who come up with the final design. The graphic designers and the advertising firms are responsible for the Magical Realism used in the advertisement hence they should come up with something that the customer easily interpret or understand. The intended message should come out clear and as appealing as possible so as to improve the sale of the business.

There are some terms that we need to first understand so as to help carry out the research process. When used in the business field, advertisement is the process of awareness creation and drawing the attention of the potential customers to have knowledge about a particular product. The main aim of it is to increase the sales of the firm. Graphic design on the other is the process of passing a communication through visual means and problem solving using space and image. Graphic designs therefore brings advertisement on the digital phase with the ever growing technological advancement. Magical Realism is a form of literature that uses the images that are not real or surreal fantasy to represent them in a realistic way. When the two, that is, Magical Realism and graphic design are used

together, creative advertisement can appear to be real and alive by adding some unreal components into a real daily environment to come up with a good and appealing information to the customers.

Literature review

Magical Realism is seemingly a contradictory style in used in both arts and literature. It is usually very difficult to differentiate Magical Realism from other artistic works like surrealism, fiction and fantasy. It is characterized by the accepting an unreal as part of the reality. Despite the fact that Magical realist works overlap with other artistic works like surrealism, critics has it that Magical Realism is mostly apprehensive with the exterior subjects. Magical Realism is one of the ways forward for many business-oriented organizations as well as creation awareness to the potential customers. Franz Roh (1925) denoted that calm admiration of the magic realism is a technique that is inherited from the previous period. In the 1940s and 1950s Magical Realism as a term was used give a description of an unusual realism. Magical Realism is usually a regional trend that has been restricted to the Latin American writers like Lois Parkinson Zamora and Wendy B. Zamora, L. P., & Faris, W. B. (Eds.), 1995 gave an account as well as the philosophical background of Magical Realism. The impact of Magical Realism on business enterprises in the USA was brought to the limelight by Zamora, L. P (1995).

On the account of graphic design, Heller, S., & Ballance, G.(Eds.), 2001 gave more insight based on the earlier forms and the improving technology that keeps on changing due to the technological advancement. Heller adds that the magical thinking forms one of the new inventions in the advertising in the digital era. When the Magical Realism is used in the graphic designs and advertising the producers as well as the consumers all benefit since they all get what they require or need. According to Heller (2001), changes in graphic design have made the producers to get access to their customers. The use of Magical Realism in advertising makes the customers to be able to have the experience with the goods or services even before they get into real contact with the product. In the long run having prior information about the products makes it easier to make decisions on when to purchase as well as to save their time. The modernistic design commenced the beginning of surrealism and Magical Realism and revolutionized the digital advertisement. In the 1980s, the Art Nouveau graphic designers formed the central ground in the USA and the rest of the world. The possible

challenges that are attached to the new technology and Magical Realism are also handled in the process.

The history of surrealism was briefly discussed by Breton (1924). Moreover, Breton discussed the impacts of surrealism on art and literature. Surrealism and Magical Realism are sometimes confused due to their similarities in exploring the unrealities of human kind and existence. However, the difference between the two is the fact that surrealism deals more with the things that are imagination and the mind. Moreover, surrealism tries to express the inner person or life and the mind through the use of the art. Therefore, surrealism expresses the subconscious or inexpressible things running in the mind. The impacts of surrealism are evident in most of the advertisements that have evolved to define concepts in advertising pretty well.

Many film genres do not officially recognize Magical Realism. However, films have magical realist narrative together with events that cut across the real and magical rudiments. In addition, its characteristics are evident in many literature works as well as films that have some elements of fantasy. As the advertising is continuously repeated more often, the potential customers fixate the advert into their mind, thereby influencing their decision making as far the product under advertisement is concerned. Among the early American literary authors are people such as Gabriel Garcia and Isabel Allende. The two authors we greatly inclined by the then ever growing artistic work in Europe. Garcia Marquez asserted that realism is a pre-mediated literature which includes the vision of reality. He further suggested that magic text is paradoxically more realistic compared to realistic texts. Isabel Allende's literary works such 'The House of Spirits' (1979), and 'The Stories of Eva Luna' (1991) among her other literary works employed a powerful use of Magical Realism. The famished Road (1991) by Ben Okri is another example of Magical Realism. Moreover, the Harry Potter series (1997-2007) is also among the Magical Realism used in the literary work.

Bowers, M. A. (2013) gave the preview of the use of Magical Realism long before it was adopted into the world of business with the help of increased technological knowledge. Unlike fantasy and science fiction, which are mainly for entertainment and amusement, Magical Realism makes use of the actual products or objects that are used in the actual world. The real objects used in magic realism enables the customers to easily recognize whether the product is genuine or not. In

order to be an effective seller, there is need to use the real objects that are directly linked to the product in the advertisement. Many people in the modern world live under the growing changes in technology, thereby creating the need for the producers to also make changes in the way they do their communications. To reach the opening niche, therefore, producers use Magical Realism to ensure that the customers are up to date with the developments in the organizations or firms. It is to this level that graphic designers and magical realist are brought together to provide a solution to the growing needs to move with the changes in the world. The use of improved technology is thus very crucial employing the current software in the market in bringing the advertising and Magical Realism together.

Shaver, M. A., and Ann, S. (2013) did a research and came out with a finding that the experts in advertising firms combine both the culture of the organization and the target society in order come up with an image identifiable by the customers. In this case, therefore, the unrealistic components in the society are combined with the business components with the sole aim to convince the customers to purchase the product or the service. Dewdney, A. and Ride, P. (2006) defined graphic design is an art of planning and foretelling thoughts with the help of visual content. They include the visual part either in words or in images. Cezzar, J. (2014) on his side said that inclusion of Magical Realism and advertising makes the advert to be more lively and successful. Through Magical Realism, brings to completion the advertising by ensuring that the realistic images reach the customers at the right time. The way in which information is delivered or communicated gives the potential viewers able time to make decisions mostly based on what they see. The 'realistic' images as portrayed in the media through the help of Magical Realism increases the scope of viewing inviting even more customers to purchase a particular product or service.

Methodology

Magical Realism is one the fields that is not widely known. However, its use reaches far and wide without many of the users even realizing that they are using it. Roughly all the advertisements in the televisions and the internet are created through the help of Magical Realism. Advertising design refers to the artistic work of organizations by creating visual artwork used during advertisement of goods or products and services. The main aim of the design advertisement is to reach and if possible to make the target spectators in order to

purchase the products or services. Technological advancement grows daily with new ideas coming to use not only to the outside world but also in the business world. Coupled together with graphic designing Magical Realism use is also on the rise to match with the rising needs of different business entities. The producers, therefore, have also realized the need to use both the verbal communication and the very appealing visual aids that can help to boost their income through increased sales. Therefore, the graphic designers and the advertising firms, all of which have existed for quite a long period of time are combined by the producers in order to yield more income.

Little research has been on the field of Magical Realism and advertising making it very difficult to gather enough information that can yield very valid data. However, that will not prevent the research paper from coming up with the ways in which Magical Realism is put into use in the advertisements so as to make communications to potential customers. In addition, the research paper will analyze several advertisements that had been done. The advertisements include Colombia's coffee cultural landscape (figure 2) tourism poster and mirror among other two adverts. Moreover, the paper shall compare and contrast surrealism and Magical Realism courtesy of the information that is already available on the two body's world views that is, surrealism and Magical Realism. From the already gathered information and adverts the research paper is going to deduce most information as well as come to the conclusion on the use of Magical Realism in advertising. Most of the data available for analysis is the already prepared advertisements that employed the knowledge of Magical Realism. It is to this effect that the research paper is more concerned with the end product of the combination of graphic design and Magical Realism. There are a lot of adverts that are out in the media yet most of them are usually not thought about seriously. Hence this paper shall analyze as much as possible the available artistic works on the adverts. In a summary, therefore, the research is based on secondary data from the end product of the combining graphic design and Magical Realism.

Discussions and findings

Based on the concept of Magical Realism present in the arts and painting, graphic designers come up with a familiar image for advertising that is very alluring to the eyes of the potential customers. One of the writers known as Bowers, M. A. (2013) defined Magical Realism based on the environment of business as an art that uses very

strong thematic visual and colored images. The colors make the advertisement to be more appealing and attractive to the eyes. All the coloring and the modifications is attributed to the ever growing technology in the graphic design world. When defined from the literal view point, Magical Realism is the use of the unexplained in the real world to portray a real event or phenomenon either in books or in painting. Moreover, some novels also use Magical Realism as a style to pass their intended communication to the audience. The main aim of using Magical Realism in novels and other literary works is to make the audience to believe the unreal elements of the literary work as a natural part of the world. In the business world, the Magical Realism is majorly used in the advertising sector. The Magical Realism in the business world tries to bring the real world together through the use of unreal things so that they look real and attractive.

Magical Realism traces its philosophical roots back to the 20th century. The term was used for the first time by a German art critic known as Franz Roh. Roh used the concept of Magical Realism to describe an upcoming trend in the then days on kind of visual art in partnership with fiction to make it look like a reality. It was achieved that through the Magical Realism most the things that seemed like nothing or are unreal were used to describe real events, activities or situations. With the post modern new beginning, Magical Realism is closely attributed to the Latin America. Among the people attached to this rebirth are the like of Isabel Allende, Gabriel Garcia and Luis Borges among others. Most of these people were writers who tasked their readers and audience with the imaginations of what is happening in the world around them. They used magic as part of the real world around the audience. The same concept is the one that is widely used in the advertising world to reach the people by using the magic as part and parcel of the real world making it to appear so.

Various softwares are used in the process of coming up with valid advertisements that has Magical Realism in it. The designers use a design known as way finding in order to add to the magical feeling of the images. In most cases, the real artifacts used in the real product are assuming some magical power or abilities. Therefore, it is the normal things that exist within the environment in which a product exists that are usually used to bring out the intended message. Each and every visual advertisement is a product of creative design based on the environment and the message to be communicated. For instance, in the advertisement of the mattress (Figure 1), the

person sleeping is inside the mattress. In normal circumstance an individual cannot sleep or sink into the mattress, but only in a bathtub. Therefore, if you look at the advert keenly, you will realize the setting is both like in bedroom as well as a bathroom. A bedroom usually has a bed, a pillow and possibly a mattress. In the advert the main aim is to communicate to the customers the comfort ability and efficiency of the mattress. In order to do this, the graphic designer used the Magical Realism of things that are found in the bedroom but used as though one is in the bathtub. First, the room is very spacious and no other furniture apart from the bed that looks more like bathtub. Second, the person is sleeping comfortably as is she is having a bath. Third, the person is sleeping in the middle of the bed and is very relaxed as if in the bathtub. Fourth, the bed is producing some ripples as if she is submerged in the water yet the advert is about a mattress. On the sides of the bed some two racks are visible as if they are used to hang the towel when an individual is in the bathtub. All the Magical Realism used in the advertisements is aimed at convincing the customers that the mattress is simply the best for them. The use of Magical Realism in this case, therefore, is likely to appear more appealing to the eyes. In turn the appealing nature of the advert leaves the customer with a lot of imaginations and comparisons between the mattress and the ordinary mattress. The Magical Realism in has been employed here to try and convince the customer to buy the mattress because it is simply the best and one of its kind. In addition the advert is trying to bring out that when sleeping on the mattress you will feel very relaxed and comfortable like someone in the bathtub. It is also suggestible from the advert that one is free in the mattress that you can sleep the way you want yet still be comfortable.

In research carried out by Rick Poyner (1998) about 35 percent of the people who were surveyed were very raring to go when it comes to digital advertisement. Most of the people enjoy the use of Magical Realism in the advertisement prompting the designers to work even harder and smarter to win the customers' trust and confidence. The means through which the advertisements are conveyed also differs with such means as print media, website books, and magazines leading because people enjoy them over time. Other means like the televisions are only seen or watched over limited time an individual cannot make reference at his or her convenient time.

When books are used, the content is first explained before the designated designed image. The designers work line upon line to ensure that they

the texts are in unison with the images for the customer to easily connect the two principles without any misunderstanding. At the same time the customer is able to see the product under advertisement. The expectation and the partial image in the reader's mind come into existence when they see the image of the actual product. The designers on the other hand clasp on this reality

and by use of extensive color coding and three dimensional imaging are able to incorporate the magic aspect into the advertisement. The aim of the whole process is to make certain that these images are entrenched in the customers mind, thereby convincing them to do the actual purchases.



Figure 1: foam mattress advert



Figure 2: Coffee Cultural Landscape Tourism Advertisement Poster of Colombia

The positive growth in technological sector and the passage of time is fast paving way for more work on the graphic designs so as to catch up with the ever changing world. It is therefore very important to draw from that the available data that the number of enthusiasts is growing. When graphically represented, there would be more submissive customers due to the advertisements currently than there was in the past years. With the energy of the advertising industry and the uptake of digital trends all over society, by end of year 2020 most traditional forms of advertisement shall be reduced. The overall account shall less than 20 percent, leaving over 80 percent of the population in the USA and other developed economies open to graphically designed advertisements. If the Magical Realism in advertisement is included, the numbers are likely to increase higher than now. The growth is closely linked to the designers' growing ability to create placid magically real advertisements that are appealing to the consenting and submissive customers.

As evident from Magical Realism, the concept of drawing in art and paintings, creative designers are able to or come up with constant images for use in the advertisement. The advertisement shall be appealing to those who like graphic advertising with the same outstanding effect on customers. By making use of a variety of colors, creative designers can come with images that are not overly graphic. The end products shall still contain the real concepts and retain the magic to appeal to those disinclined to excessive graphics. An example of the use of colors is the advertisement of Colombia coffee. In the advert, the graphic designer began by first giving a familiar background of coffee plantations. Coffee grows well on the highlands so the advert is based on the highlands. The highland is depicted by the mountain that is visible from a distance and is joined to the coffee plantations. As one moves down the highlands there is a house possible an inhabited one. Moreover, there is a route or a path that seems to cut across from the house continuously into the cup of coffee. In addition, the coffee plantations are continuous into the cup. Workers picking the coffee are also in the advert with both genders represented as they pick the coffee. To further enhance the nature of where the coffee has come from a common means of transport in the countryside which is the donkey is also on the advert carrying the coffee in a sack. Beside the cup that is mounted on a saucer is a sample of coffee berries. There is also the hand holding the saucer. Next to the berries are some writing that adds more information about the

coffee. In a nutshell, the coffee farm is absolute with both male and female coffee pickers and permeates the background with an old farm house visible from a distance. The advert depicts the setting where the coffee is planted which is in the country side. The kind of the cup in the advert captures the urban setting. Therefore, it portrays the use of coffee in both the rural and the urban environment. The advertisement, therefore, has the capability to convince and appeal to both the urban and country coffee consumers as well as all genders in view of the fact that it encompasses all these facets and convey them out into one image.

Ogilvy (2013) quoted from Ogilvy, D., & Atherton, R. (1963) in their book *Confessions of an Advertising man* asserted that the main aim of the producer is to supply the needs of the customers as they also earn profit in the process. In the threshold and eagerness to meet the customer's desires and wants, producers sometimes may fail to notice or make smaller their role in bringing up to date the customers on the significance they have fashioned for them. Normally in the business world, it is advisable that the customers have the true knowledge about the product even he or she makes the step to purchase it. However, this has not always been the case due to the competitiveness in the market economy and the defective market environment. The defective market and competition in the marketplace, therefore, form a forte in the market filled by advertising and advertising agencies through their graphic design.

At its setting up stage, advertising was carried out mostly by print media such as books and periodicals as well as newspapers and magazines. However, several changes have taken place with time that has made the customers and the society in general to also submit themselves to the numerous changes. All these changes necessitate a change in the advertising sector too. Stimulated by advancement in technology, advertisement basically entails communication from producers aimed towards the consumers and society. Several revolutions have taken place to match and suit the new demands of the customers.

As time passed by, more changes in technology took place hence the shift from print media to early digital platforms like radio and television. Advertisement also had to adjust to the new technological changes that had taken place in advanced digital platforms as well as the traditional methods. The changes in technology, however, have not affected the quality of sound. On the other hand, the qualities of visual aspects of picture have been changing. From the

beginning of arts, the drawings have also developed. Initially the drawings were the use of sketches. From the use of sketches, the use of black and white picture came into use. The black and white images in the magazine and books later evolved through technological changes to the current three dimensional (3D) figures. The three dimensional figures are commonly used in the billboard and colored televisions. Advancement in technology as well as the adaptation of graphic designers to the changes in technology has so far made it possible to come up with an ideal image accompanied by the right sound. The two, that is, the sound and graphic images has made it possible come out with the best adverts ever. As the days progress the designers also get smarter and more quality work is brought forth.

The combination of Magical Realism in graphic design has by far increased the efficiency and impacts of advertisement beyond the imaginable levels. It has brought together the concepts of the real and the unreal and taken graphic design as well as advertising to new level. The new level created by the Magical Realism is to the advantage of the business and positive wellbeing of the business society. In advertising, therefore, Magical Realism is used in giving support to the communication process. The adverts make it clearer to the customers the worth qualifications of the products in the market. When advertisements are accompanied by live three dimensional images, or when advertisements on corporate websites or on periodicals are accompanied by otherworldly images of products, the impacts on the customers is greater than if the advertisements were without images or were accompanied by poor quality or black and white images.

The effects of Magical Realism on advertisement is that it brings the picture of a real life situation under the umbrella of fiction that is related to elements that has direct and positive effects on the customers. By the use of Magical Realism in advertising, producers are able to establish company distinctiveness that makes a distinction between themselves and their competitors. In the past, advertisements for different brand of the same product were distinguished by the product names and company name only. The days when the only difference between the products of one company was differentiate by company name are long gone and a forgotten case. The use of Magical Realism has enabled graphic designers to come up with several different advertisements that belong to an analogous brand of the same product. The new adopted feature of Magical Realism in

advertising gives the dissimilar brands instantaneous and visual advantage. In addition, it adds more insight to the customers by creating room to customers to assess the products. In turn, the sales are guaranteed provided that the products required are of good quality.

Advertising brands most especially from different producers have a major problem in that the customers find it pretty hard to distinguish between deals and offers given by various competitors. The reason for the challenge is because the brand specifications are lost on procedures and the line between the different brands from diverse producers becomes blurred. The use of Magical Realism is capable of helping to work against this matter and to save the customers' their time. When the customers' time is saved, the rate of direct purchases of their preferred brands is increased. In the mean time the loyalty to the brand and product is enhanced and this is the eventual objective of advertising. In order to cancel out the problem of much resemblance between the brands in advertisements, Dewdney, A., and Ride, P. (2006) says that graphic designers affix their advertisement on the basic differences that are likely to exist between the brands. Thereafter the graphic designers expand the advertisement images into a different direction into the unrestricted illusory or fictional sphere. For example, in the advert of the mirror (Figure 3) the normal way we know that a mirror functions is that it reflects what is in the opposite direction. However, on this advert, the mirror is illuminating the background and the area covered by the mirror is clearer compared to the other parts. Instead of the mirror being on the chair as the stand, there is someone behind holding it. Only the legs and the hands of the one holding the mirror are visible. The advert is trying to communicate to the customers on how clear the mirror is. Moreover, it depicts the quality of the reflection or images that the mirror can produce. Graphic designers may use a slight difference such as the one clear reflection of the background to signify the quality of the mirror. In addition, when a comparison is done on the probable weight of the mirror due to its size it may not be possible to carry it so easily. However, the way it is in the adverts signifies that the mirror is light and portable making it even much easier to use at the comfort of the customers. All the descriptions derived from the given information based on the advert makes it even much easier for the potential customer to opt to purchase it.



Figure 3: the mirror advert

Roh, F. (1925b) from his published work titled 'After Expressionism: Magical Realism: Problems of the Newest European Painting' explained that Magical Realism is strongly connected to our daily reality though with some little connotation of flight of imagination and conjecture. Roh, F. was a German art critic and was termed as the father of Magical Realism. Though Roh, F. referred to Magical Realism on the basis of arts it is also of great importance in the advertising sector. In graphic design and advertising firms the Magical Realism knowledge is used greatly because it enhances the communication between the

producer and the customer. Inclusion of Magical Realism in advertising is enabling the producers to now stepping out of their comfort zones. To this effect of the use of Magical Realism instead of just casually presenting the customers with little information, the producers can communicate a lot of information about their products to the customers. Graphic designers and advertising firms are currently using the Magical Realism to a great extent so as to be on the lead with the changing world. Therefore, they are applying digital formats and employing a number of methods and style so as to come up a quality work appealing to the potential customers, thereby

influencing them to go and buy the product or the service. Effective use of creative advertising has a ripple end product on the entire business succession leading to growth and expansion of newer and better products that go further than the range and prospect of the customers.

Just like Magical Realism, surrealism relies on fanatical and magical content. However, Magical Realism does not hang on to a hold on the coherent world. Bowers, M. A. (2013) explain this phenomenon that surrealism looks at features of the fictional world with ties to material reality the way they are found in the natural world. Moreover, surrealism uses imagination and the mind to present the extraordinary through the cerebral and unconscious mind. Surrealism is therefore more personal to the artist or initiator. Magical Realism on the other hand, is initiated by an individual. Nevertheless, Magical Realism is put out to manipulate and be shared by many. Surrealism is largely of French origin and it is majorly drawn from Sigmund's Freud's 'The interpretation of Dreams'. Since surrealism idea was depicted from the ideas of a renowned psychologist (Freud's ideas), this explains the reason why it focuses on dream reality. When people dream, they enter into a world where logic as we know it does not exist hence it is at this state that surrealism comes in to present this world as the bona fide one. It is these two world views that portray the difference or the discrepancies between Magical Realism and surrealism in that Magical Realism is anchored on rational world while surrealism is anchored on dream world. Even though Magical Realism borrows heavily from surrealism it is this basic but contrary ideology that differentiates them.

Magical Realism as well as surrealism traces their roots to art. Magical Realism blossomed from art and spread to literature and literary work before it later spread to business. On the other hand, surrealism was more often than not limited to art. Nevertheless, it also had some little influence in other fields like poetry, scientific developments, philosophy and business. On no account did surrealism have any impact on literature as did Magical Realism. In bid to explain this variation, Balakian, A., & Balakian, A. E. (1986) tried to bring to lime light second fundamental difference between Magical Realism and surrealism. As per their argument, Magical Realism was incubated in Latin America and only adopted in places such as Eastern Europe and India. Looking at surrealism's place of incubation and its stretch, we can deduce that Magical Realism has historically tried to dilate reality to highlight and expose what is

unjust and unfair. Among the unjust and unfair that Magical Realism tried to bring out include issues of colonialism and racism. On the other hand, surrealism is not as political as Magical Realism because it struggles to embody a more personal struggle against restrictive social structures. The major influence of surrealism is in art. Therefore, surrealism explores the inner or repressed subconscious and psychological feelings of the artist these are evident in their art work. Moreover, Magical Realism explores magical aspects with roots in the rational world and leaves their work open to the masses to interpret as they wish. Surrealism, however, is a reflection of the artist inner persona.

Surrealism has also had some impact on the advertising sector, thereby enhancing more links between the producer and the customer. Breton, A. (1924) added that surrealism ideas have been borrowed and used in most the advertising techniques in the modern world. Breton, A. (1924) highlighted the common Dali's paranoiac critical method. In Dali's paranoiac, double images appear simultaneously and repeatedly associating one with another in the advertisement. The same way it is in Magical Realism, the Dali's paranoiac critical method associates two objects. The only difference is that in the surrealism, the two objects associated can be irrational while in Magical Realism one object must be from the rational world to keep the link with reality. Advertisement using surrealism has been in use for longer periods of time and it has been with great success. Moreover, graphic design has also incorporated surrealism in most of its designs.

Magritte, R., Sylvester, D., and Whitfield, S. (1992) came up with a juxtaposition which is commonly known as Magritte's juxtaposition. The Magritte's juxtaposition is also highly in use as advertisement technique. In Magritte's juxtaposition the audiences' preconditioned reality perceptions are put to a challenge. In most cases the objects are placed in environments which they do not naturally belong or fit. For instance a mobile phone advertisement can feature a mobile phone lying at the bottom of the ocean. All we know is that water and electronics do not marry. The imagery used in this advertisement is meant to identify with the cool culture of the modern generation showing the importance of this specific mobile phone in a risky or tricky situation. The advertisement can also be interpreted to show the prolonged existence of the mobile phone.

Conclusion

For the growth and the spread of the existence of a particular or organization advertising plays a very

crucial role. Creation of awareness is very important if any business is to thrive hence graphic design and advertisement is also not left out. Good advertising system enables the producers to effectively inform their customers of their products. In return, the rate of purchase is likely to increase, thereby leading to the need for more production as well as income to the producers. Improvement and creativity in graphical designs through the help of Magical Realism ensures that adequate information reaches their potential customers. The incorporation of Magical Realism and graphic design provides more information to the customers due the nature of the advertisement combining audio and visual information on the product. Graphic design and Magical Realism are supplementary to one another as far advertisement is concerned. Incorporating them therefore, creates a chance to improve the world of business. The producers therefore are striving to make use of the Magical Realism together with graphic design so as to come up appealing advertisements to the customers. Magical Realism ensures that the visual aspects of the advertisement are enhanced and this increases the awareness of the people about the product. Magical Realism can change the entire business cycle by positively impacting the advertising industry which to a large extent drives the wheel so the business world. Further research needs to be done on how the Magical Realism can spread to other areas or field of life as well as business to add more insight on graphic design and advertisement.

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