

The Graphic Label Was Raised as a Visual Means of Communication to the Values and Behavior of the Individual

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Summary

The graphic label is one of the most popular communication means of activity and vitality, and one of the most modern technologies used in entertainment and the dissemination of information and media messages is a complex communications method that combines aesthetic, image, shape, color and word at the same time, which makes one's senses and mind susceptible 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 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 one of the most important components of the communication process, because they communicate with different segments of society. They have a responsibility to make products and services attractive to all people, and they also help to convey and consolidate ideas.

Introduction

The graphic label is one of the most popular communication means of activity and vitality, and one of the most modern technologies used in entertainment and the dissemination of information and media messages is a complex communications method that combines aesthetic, image, shape, color and word at the same time, which makes one's senses and mind susceptible 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 (Abdul Ghani, 2008, 112-111).

Problem 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 advertising methods, posters, designs ... and other means of communication and various audiovisuals. And the graphic poster as a means of advertising first and the communication of the masses. And second, it has a set of characteristics and capabilities made it the most influential mass media, and 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.

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Importance of studying:

The importance of the subject of the study is to try to uncover the serious role of graphic posters in the socialization of the individual and the family through the variety of content presented 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 advertising the daily life of the Arab individual, where we are united everywhere in the street by advertising 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 their system of behavior and ethical and societal values.

Objectives of the study:

By studying this subject, the study aims at:

1. Identify the dominant advertising patterns in society.
2. 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.
3. Take note of the most important attractions in advertising that work to strongly influence the recipient, and creates a shift in the different values.
4. Knowledge of the health bases and the detection of the negatives of the contents of the graphic label.
5. Provide the graphic designer with some necessary controls in the graphic currency and emanating from the system of community ethics.

Terminology of study:**Advertising:****Language:**

The linguistic origin of the word "declaration", as stated in the lexicon, comes back to the verb "announced" in the language "declared by the thing" in the sense that it was 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) (Arabic Encyclopedia, 2014, 17). The French dictionary defines the declaration as "activity and art intended to bring about change and psychological impact on the public for commercial purposes" (Zuhair, Salman, 1987, 5-7).

Conventional definition:

The American Marketing Association defines the advertisement as "the non-personal efforts that are paid for the presentation of ideas, goods, services and promotion by a particular person" (Rabia, 2005, 46-47) Means used for the purposes of the sale and purchase of goods and services "(Dwidan, 2005, 116).

Procedural definition:

Based on the previous definitions, the researcher drew up a procedural definition of the declaration: "Advertising is an impersonal communication that pays the advertiser a specific price in the various media and communication, through which the advertiser to identify an institution, or promote the various ideas and goods and services produced, aimed at convincing the public to request goods or services or adopt the ideas announced.

Value:

In Arabic, "Valeur" is derived from the verb "rose" in the sense of stopping and moderating and reaching and leveling (Abdel Ghani, 2008, 111-112). Conventional definition Psychologists and sociology presented multiple definitions of value but agreed that the value is mental and emotional control, issued by the individual and society to people, meanings, objects and activities, and expresses religious and social cultural principles (Muhammad, 2002, 29-30). Their prevalence in society is divided into two main categories: the general values in society and the second: values specific to particular social groups. (Mohammed, 2002, 36).

Study Approach:

This study is part of the descriptive studies, as it aims to describe and analyze the effects of the graphic label, and Baccarat and Cesar define the analytical descriptive approach as:

"One of the forms of collecting information about the state of individuals, vocabulary, attitudes, perceptions, feelings and attitudes" Which is considered to be sufficient and accurate information on the subject under study Ad design and importance:

For all sectors of society, and the implications of this profession must adhere to the ethics of advertising design, it is necessary to mention an important point in this area is that people were convinced that the idea of any new product will be accompanied by an advertisement talks about its advantages or price or how to obtain Thus, human thought crystallizes in the attempt to establish ethical controls that regulate the work of the advertising companies on the one hand and start from the designer as the tool by which the ad is made and conveyed to the public (Abdel Hamid, 1990, 53), and shedding light on the importance of morality in advertising can work To get rid of the cultural dependency of the Western societies, which emerged as one of the secretions of globalization that undermined the original Arab cultural level and which, on the other hand, undermined the values of the Islamic religion (Abdel Aziz, 2002,87), until there was ignorance of what is acceptable or prohibited to the advertising industry. Continuous development. No one can deny the importance of design in our lives, it is found in everything around us; in the form of paintings, logos, posters, prints, television, websites and many other examples. Design is part of the consumer society and affects the lives of a large number of people every day. Some even see that designers in the information age we are living in today are like engineers in the era of the invention of steamed machines (Masri, 1987, 41). The design is of great importance in the lives of people because of its important role in providing the needs of the community of artistic products that will address the taste of all members of society and consumers according to different ages and social and cultural level. The design aims primarily to achieve luxury and aesthetics. Some designers see themselves as artists while others prefer to consider themselves as people with the creative ability to solve problems. The messages created by designers reach the corner of the globe. It affects how people understand a particular product or company, how we think about the issues that surround us, and what we buy. Based on this important role, the designers have to feel the sense of social responsibility they have to society.

What is advertising?

The Declaration is an essential part of our daily, social, economic and political life as all members of society - consumers, producers and traders - need it. Advertising for consumers is an urgent need to achieve their goals of saturation because it provides them with information and surrounds them with the best types of goods and services offered. Differentiation and differentiation between different species and alternatives (Egyptian, 2000, 113) and helps them to make purchasing decisions on a well-considered basis. As for producers and businessmen, advertising is a spokesman for their activities everywhere, which prompts them to maintain their lasting relationships: the masses of consumers as they aspire to understand On the one hand, and the achievement of profits on the other, all these things made the Declaration a special importance and an important role in economic activity, social and political, and made him at present aware of its rules and scientific assets based on scientific knowledge of psychology and social management, Of science (Fenor, Tn, 17). In addition to being an art in practice and practice, advertising is no longer merely the artistic output and creativity of the message, using some sound or visual effects, it has become an effective means of communication between advertisers and the current and prospective audience, The audience has become increasingly important in advertising and the development of its concept, and has taken advantage of its modern concept of marketing, which focuses on the needs and desires of consumers and is based on the principle of: belief in the need of the public for honest and sufficient information about goods and services.

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 help designers to provide and organize information so that the audience can easily absorb it (Abdelghani, 2008, 81). With these important roles, it is important to mention the responsibilities that the designer cannot 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" (Talaat, 1990. 41), a document that calls for " To design a more ethical and critical role of consumer design in society in 2001, the Association of Advertising Designers in Canada adopted the Code of Ethics and Tuberculosis Your professional style statement things first. "Code identified a set of strict guidelines for designers and their responsibilities towards society and the environment and human rights. This code is considered a bold step towards the adoption of ethical principles in the work of designers (Tarabishi, 2006, 98). It also recognizes the importance of the role played by the designer in society, and the social responsibility in return. The blog also suggests that designers should refuse to work For clients who engage in unethical practices, including harm to the environment or neglect of human rights (Al-Assi, 216,2006), most of the studies dealing with advertising ethics dealing with "deception and deception" are based on two theories (Tarabishi, 2006) , 141): the first freedom, the second is the theory of responsibility Social. The authors of the first theory demand that no restrictions be placed on advertising 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 (Duwaidan, 91,2005), the most important of which are:

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 recognize 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 contacts for the public and users, 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 viewers and potential users, especially those with disabilities and the elderly. It must be recognized 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 community norms. It is also the selection of the wise human mind, which is desirable for morality, and thus the development of values, customs and traditions and methods of activating them and reminding the present generations to raise awareness among all members of society and the changes that they witnessed through humanity and developments in society.
- Thinking about values in the contemporary world is a reflection of the meaning, especially as its loss is often attributed to the loss of values and to the suppression of the existential courage that foreshadows loss of meaning with the nihilistic nucleus of some aspects of contemporary culture, lifestyles and politics. It is difficult to maintain a strong moral project that transcends distinctions, so that distinguishing signs and amplification if necessary makes values interchangeable and traded as goods in a market that adapts to tastes, social and economic needs, and mood changes.
- This era has witnessed and continues to witness significant changes in human life and work in the private and public environments, whether linked to the life system or the natural and social environment of the human relationship and future technology, economy and environment, and under these transformations are related to the values governing all these joints human life and its causes.
- Morality is the organizing force of the right and proper relationship between man and human brotherhood in which cooperation, support, enlightenment, generosity, consideration of absences, forgiveness from slander, tolerance, pardon, sincerity, honesty and many qualities that are difficult to enumerate are common to humanity since its earliest times Unanimously all the peoples of the earth, all in the past and the distant present
- Demonstrating the high standards of human morality that are supposed to be behavior-oriented and the leader of the work of all people and young people in particular are the future, and hope to be the banner of tomorrow's home.
- Despite what may be different and different - agrees the importance of morality and its necessity to achieve human perfection, which cannot be achieved unless it contains the ethics.

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