

الرسوم المتحركة وأثرها في توجيه الرأي العام
(العالم العربي كنموذج للدراسة)
Animation impact in guiding public opinion
(The Arab world as a model for study)

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Summary

Animation plays an important and influential role in the attitudes and trends of public opinion and the formulation of attitudes and behaviors through films and works that are presented on different screens and platforms, which provide the viewer with information and positions directly and indirectly to the formation of a certain position or the adoption of a certain idea confirms the ability of animation in all its kinds and forms Making changes in individual and societal concepts and practices through the events and symbols of the image that present and form the opinion and dissemination of information and different issues and directions. This requires the necessity of observing the conditions of each society and its cultural, Respect the identity of this society and its specificity without ignoring the other and not recognizing its culture and civilization, as it is necessary to communicate and interact with it and to benefit from its knowledge and animation and play a large role in attracting, and attract attention and ability to enjoy until the animation occupies an advanced position And the importance of animation lies in the fact that it is a cultural art and a cultural language among peoples based on all the vocabulary in terms of image, sound and words. It is a university language that addresses the mind, heart and culture and influences them. Therefore, the research dealt with a number of cartoons The research focused on the need for animation as an expressive language influencing the behavior of the other, which requires the need to raise awareness and protect youth and society from the culture of the other distorted, which is issued to us and others through films Imported and films Translation from the other.