

## **Symology of designing and production of shocking images between technical and functional development in the modern media**

**Assist. Prof. Dr. Eman Mustafa Abdel Hamid**

**Assistant Professor Department of Photography, Cinema and Television Faculty of Applied Arts - Orman – Giza - Helwan University**

**dr.mana66@gmail.com**

### **Research Summary**

All of efforts that is done by the designer in the creation of new types of communication messages is nothing but a quest to produce a message that grabs the attention of the recipient and reach his mind faster than the surrounding letters of the surrounding and thus there is a success in the process of communication and undoubtedly the characteristics of the current era have a significant role in the difference What is the shape in the picture on the recipient in the process of communication due to the existing saturation and the difference of taste of the public, which requires him to raise the thought of design and production of his image as planned by what is known creative visual thinking to promote and keep pace with the progressive era with all innovation and innovation and through Brainstorming and intellectual technology to activate the role of technologies and applications and employ them effective recruitment within the limits of the production of new thought in the picture. In this framework we can identify the problem of research in shedding light on the role of modern technologies in the development of design thought of the image within the framework of the design and production Simology and employment in modern media, Specially we can call it the production of shocking thought in the image because of its important functional impact on the future message in modern media

**The aim of the research:** - To identify the simology of the design and production of the shocking image in the modern media as well as the techniques and possibilities of modern design and production and its role in raising the efficiency of design thought to produce shocking thought in this media.

**Research methodology:** The research follows the descriptive analytical method

**The importance of research:** shed light on the role of modern technologies in the development of design thought of the image in the framework of the methodology of employment in modern media

### **Research axes**

- 1- The importance and role of shocking image in modern media media
- 2 - Simology of the production of shocking image in the media
- 3 - Presentation of new technologies and applications and ways to employ them to serve the artistic creativity to design its shocking

### **Key words:-**

Semiology is the science of signs, signs, or linguistic or symbolic states, whether natural or artificial. This means that marks are either man's term by inventing and synthesizing them and agreeing with his fellow human beings on their meanings and purposes such as: human language and the language of traffic signs, or nature resulted in it spontaneously and

instinctively without involving the human in this as the voices of animals and the sounds of elements of nature and mimics which show the ache, wonder and pain and screaming such as: Ah, Ai.

The shocking image is a kind of image that captures the attention of the recipient (viewer) suddenly without any introductions and is highly effective in conveying the content of the message knowing that it may be contrary to social custom, morality, customs, traditions or cultural beliefs.

-The strategy of shocking image action

The strategy is perceived as a moral concept that can't be seen or touched and is created from the imagination of a particular person and the strategy of the shocking image is done according to the theory of selective exposure.

Modern media are the modern means of communication. They are the ways and means to enable people to communicate with the outside world as a whole. It has become one of the necessities that no one can dispense and live without, because it has facilitated human life because of its ability to connect people from far distances, through a kind of new media.

## Discussion

The new media emerged as a broad term in the latter part of the 20th century to include the integration of traditional media such as films, images, music, spoken and printed word, with the interactive ability of computers and communication technology, and the applications of the scientific revolution in communications and media. Overcoming the geographical space and political boundaries, New Media has created a structural change in the quality and quantity of media.

The shocking image of modern media is an evolving form of visual rhetoric, not transparent reflections of reality. It requires the viewer to take advantage of figurative symbols, as it does not focus on the beautiful, fun and magical powers of reality, but it often shows the reality whether it is painful or hurting. It is a mirror of reality in details so as to ensure delivery of the message to the recipient, so it follows the iconic representation, whether it is by the simple impact or the very shocking one, which illustrates with it a kind of the paradoxical representation of the image in both the old and recent time in the modern media. It can also work on penetrating the ideology of society to work on its strengthening or changing (ideological paradoxes) by combining the characteristics of the society with its beliefs, ideas, traditions and problems, studying its ideologies successfully and presenting its problems through the image in the modern media and proposing solutions , So the image must be meaningful through the required purposes as it represents a very large force that makes the recipient think about the relationship between the sign and the meaning (interpretive paradoxes) and how to manipulate the emotions of the recipient and his ideas and remind him of things that capture his attention and interfere in his components.

The main objective of the shocking visual message is to surprise the recipient by creating new unfamiliar methods that combine the shock, the object clarity and the elements used to shock the recipient as a condition for receiving the recipient's attention. In the event that the recipient is presented with a different stimulant than his familiar experiences, then he should review its aspects and components so that he has the opportunity to test it on the basis of (guessing) and this test usually goes through three stages:

A. The Stage of attention: This stage is achieved by raising the intensity of the visual attraction and the probability of the prospect.

B) The stage of the puzzle: the stage of searching for the implications included through the formal elements.

C) Integration stage: the stage of integration of the symbol with meaning

In the subject of the shocking image there is always a difficult equation for the designer to achieve between the mental image stored and cognitive image related to the objective reality surrounding it, he wants on one hand to achieve its own personality and to give priority to what is happening in his mind from the pictures of several sites, but on the other hand he sees that the mental image that was in his mind has varied a lot or a little from the changes in aesthetic values in his society, while finding himself strained to his mental unrealistic imagination, he finds himself on the other hand strained to the reality that he wants to achieve compatibility with, so he tries to make homogeneity and harmony between the mental picture and the reality so he sometimes try to increase the level of reality to the level of mental image, and in other times hr attempts to modify the mental image to correspond with reality.



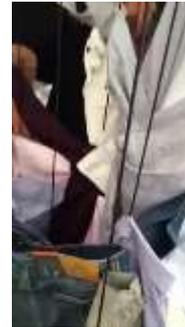
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### Results:

- 1- In the subject of the shocking image there is always a difficult equation for the designer to achieve between the mental image stored and the cognitive image related to the reality surrounding the subject.
- 2- The modern techniques, which are the programs of graphics processing for images and graphics as well as special effects (special effects and visual effects) have an influential role in the development of the design thinking of the shocking image in the framework of the semiological employment in modern media.
- 3- The shocking image in modern media is a sophisticated form of visual rhetoric, not transparent reflections of reality.
- 4- shocking image is a kind of images that grabs the attention of the recipient (viewer) suddenly without any introductions and are highly effective in conveying the content of the message, knowing that it may be contrary to social custom, morality, customs, traditions or cultural beliefs and the shocking image creates awareness of consciousness within new time and spatial categories and may be immediate in the present place or temporary for the future.
- 5- The shocking image occupies a place in the memory of the individual and the community and evoked by the individual at any time from the stock of his memories due to his rapid recognition of it as a result of the visual shock that occurs to him when he sees it, the shock should be used with a high goal and in the interest of the receiving audience.

### Recommendations:

There is a need for the shocking image to present a great aiming media force in the modern media where it penetrates the ideology of the community to strength or change it through the integration of the characteristics of the community with its beliefs and ideas and traditions and problems, studying its ideologies successfully, presenting its problems and proposing solutions for it. And we should pay attention to its use by mastery and this by developing the creative thinking of the designer and in the development of this design thinking we should provided by the digital technology and its applications that are unlimited. rely on the modern technologies

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