

Using semantic meanings in photographs used in advertising design

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Summary:

Meaning is the essence of visual communication drawn from cultural, social, popular and religious backgrounds and all values and standards. I have the actions and practices of individuals and groups as each civilization represents its basic public symbols that establish the background for the meanings of thinking for each individual or group where they organize their lived human experiences in a set of agreed codes as basic beliefs for understanding to be possible among them to express their experiences with their bottom line and their overall joined meaning, which is the targeted content of the communication messages carried by the mediator, which is loaded with symbols and signs that are being agreed upon and shared by a community. It expresses a certain meaning that can be generalized or allocated and expanded with a group, and there are many types of semantic meaning that are derived from the surrounding environment, and among them there are types that contribute to increasing the efficiency of information delivery, which is what any declared institution or company may aim to stand on and focus on its use within its formulation of the components of the advertising image and building symbolic meanings of the content, of its message for the purpose of communicating the information efficiently within its communicative goals, to achieve material profit and achieve purchasing gains, and to ensure the satisfaction and loyalty of the target and prospective groups of the brand and reminds them when responding to the decision to purchase by announcing the road within our Egyptian society in which the image plays. The photographic image as an attractive attractant and an essential role in its design. Therefore, the importance of the subject of this research in its field study came through the following question: What are the different semantic meanings in the images that can be employed to ensure the efficient and successful arrival of the information within the advertising image by announcing the unipolar road in order to achieve the communication goals? In order to determine the most types of semantic meanings included in the photographs, the research relies on the experimental descriptive approach in the field study, and analyzes the results of unipolar advertising units and their suitability with communicative goals in order to verify the research hypotheses.

Keywords:

Unipole - Different metaphor in photographic images - Formulation of visual image content

Preface:

Today, the photograph has become a text ^(7* p. 1) of a visual language as a result of the expansion of the new horizons and the advances of knowledge and technology in the science of visual communication. It was distinguished by its various effects reflected on the various aspects of our lives as it is more powerful and more accessible to the mind and emotions of the audience, the image is no longer just an honest transmission of reality, not just a graphic element of advertising to attract attention and arouse

interest, as the visual image^(9- p. 152) today expresses the relationships between people, their reality in various ways and methods and merging them with advertising design or stripping them, reducing them to reach beyond the meaning to advance the idea towards acceptance and positivity, they represent symbols of artistic formation and visual embodiment of the idea of substance (emotional and intellectual) and access to the target groups, and the type of target response achieved and which are consistent with the nature and type of product and subject matter.

With the development of the visual language, the meanings and indications produced by the photographic visual text have multiplied, and the feelings and sensations that it transmits, and the emotions and passion that it delivers, are deepened with it. The designer as part of his communicative goals exploits to generate the desire to acquire the product, or the demand for the advertised service and stimulate the response and purchasing movement. The semantic meanings included in the visual messages do not differ according to the language in which they are sent, whether the language is spoken or visual, so the difference in meanings is related to the nature of the symbolic communication language and the method of visual formulation and utilizing it in a specific system and path. Based on this it arises Q meanings according to the type of symbols that are being used to announce.

The research problem:

The research problem depends on; that despite the importance of using the image in the advertisement, it is noticed that some ads lack good visual wording, the lack of clarity of semantic meanings in the used images which cause perceptive errors that can make sense of the message, and hinder the efficiency of the communication process.

Research Objectives:

The research aims in both theoretical and practical fields to monitor the different semantic meanings in photographs, which can be used for the success of the advertisement, including the Unipole Road Declaration, which contributes to increasing the efficiency of information delivery, and enhances the level of understanding and remembering at the target groups for the form of the message and its content, in order to achieve the communication goals and its effectiveness.

Research question:

The research answers both theoretical and practical aspects of the following question:

- What are the different semantic meanings in photographs that can be used to ensure the success of the Unipole road advertisement within the advertisement image in order to achieve communication objectives?

Research imposition:

Choosing the appropriate symbolic meaning of the advertising message contributes to increasing the efficiency of information delivery. This enhances the level of understanding, awareness and remembering at the target groups of the message content to contribute to achieving the communication goals within the "Unipole Road Declaration" and achieves maximum effectiveness.

Research methodology:

Research conducts in its theoretical and field framework the experimental descriptive approach, and analyzes the results to test the hypotheses of the research.

First: The theoretical framework of the study:

Symbolic Meaning:

The meaning is the essence of communication derived from cultural and social backgrounds. I have the actions and practices of individuals and groups, and it is the intended content of the communication messages carried by the mediator, whether audio or visible, the communication

message is loaded with symbols and signs which are being agreed upon and shared by a community or people and have been universally defined by it as expressing with regard to a specific meaning, it can be generalized, customized, and broadened by a group. There are several points related to the meaning, the most important of which are: ^{(5-p. 9) (2-p. 5)}

- The meanings are not self-contained entities and don't have a separate existence from the cultural reference of every individual or group within a society.
- The relationship among the components of the visual language in the photographic image and its meanings, is a relationship based on placement, that is, what society agreed upon, in giving it the perceived meaning of the symbol, that is not necessarily arbitrary, even if it contains a kind of implicit obligation to use it and the existence of special rules that regulate it.
- It is necessary to try to define the meanings and clarify them as much as possible, through the careful selection of the symbol and its associated components, otherwise interpretations and understanding will differ among various individuals, which hinders the primary function of the message, which is communication, participation, reporting and persuasion, to the extent that the meaning of the word depends on the situation and the context and its importance, the importance of relying on the relationship of visual vocabulary to the rest of the image. The study of the meaning in relation to the visual language, idea and the various thinking processes is important and their mutual relationship with some important components is influencing in reaching the common field between (the source and the future). Without the meaning there can be no language, but the visual language is only a meaning that is presented in pictures, shapes, colors and gestures, ... "And Al-Jurjani ^{(*) (19)} expressed this by saying that" meanings are the mental image in that, it is based on it in terms of words and images in the mind: it is from where they mean the word named meaning, and in terms it gets from the word it was called Understanding. ^{(5- p. 24) (2- p. 27)} We can find in it that we often use the words "meaning" and "significance" They are synonymous, especially when the meaning is limited to individual terms, so the science that studies the meaning of vocabulary - in general - translates "semantics." However, the concept of "meaning" is more general and broader than the concept of significance. Study the types of semantic meanings with photographs, and employ them in the field of advertising as a whole, including declaring the external path related to the topic of research.

Types of semantical meanings in photographs: ^{(1-p. 36: 40) (6-p. 542)}

Some people may think that it is sufficient to clarify the meaning of the word by referring to the dictionary and know the meaning or meanings written in it, but this is really not sufficient to know the meaning in its apparent and implicit - direct and indirect form, and for this reason the difference of semantics between the types of meaning that is preferred to be observed before the final determination of the meaning of the words, concepts, and ideas involved in photographs,

The types of semantic meanings in the picture are divided into:

direct meaning - additional meaning - stylistic meaning - self-meaning - suggestive meaning (semantic) - external meaning - conceptual meaning - relational meaning - contextual meaning - conditional meaning.

1- The immediate meaning: Sometimes it is called the conceptual or the cognitive meaning, and this meaning is the true representative of the basic direct function of the significance of the image by transferring the idea and circulating it as a prerequisite for sharing the basic meaning through a specific language for a group of people and according to their common culture, regarding the basis of composition. The formative components of the image are recognized and distinguished for the visible object, the characteristics of the general identifying features of the assets and objects distinguish the visual meanings of the contents of the image, and in form no. (1), there is a magazine advertisement for the H.BLIN CHAMPAGNE product that shows a model of direct meaning ^{14) -}, where the target recipient can identify the elements of the image and distinguish them and perceive the meaning in its

direct form, and the overall meaning of beauty and authenticity accompanying the drink comes with its lightness and comparison with the type of rose, and the formal symbol of the character is expressed on the product.

-2 The additional meaning (conjectural): ^(6- p. 542) it is the meaning that the image possesses by what it refers to in addition to its pure conceptual meaning, and this type of meaning is excessive to the basic meaning and has no attribute of validity and inclusiveness, but rather changes with the change of culture, time ^(1- p. 38) or experience, and the additional meaning may change with the stability of the primary meaning.

3- Stylistic meaning: It is the kind of meaning that a piece of language carries for the social conditions of its users and the geographical region to which it belongs, through which the social and geographical atmosphere of viewers (1-p. 38), Form No. (3) is published. A magazine advertisement for fashion clothes DOLCE & GABANA explains this Stylistic meaning, as the designer relied on addressing a specific category, which is the upper class, and formally as a group of women of the same social class appears in the photos, and they are distinguished by the distinctive clothes of that target segment of the advertisement and there is a contradiction between the type of clothing and their presence in a place that indicates a forest or a place that only fits with the event, it stimulates the imagination of the recipient and arouses his curiosity ⁽¹⁶⁾.

4- The subjective or psychological meaning: it is a restricted meaning that is not distinguished by generalization and depends on what the vocabulary and symbols of the image elements contain within the viewer and what they refer to and what they indicate and what they mean in relation to him/her, which is thus an individual subjective meaning where the subjective meanings are reflected in a strong and clear way towards the different concepts.

5- The semantic meaning (structural-constructive): is the type of meaning that relates to symbols and visual elements that have a special ability to suggest a semantic hint due to its transparency, such as metaphor, metonymy, and the use of formative properties to confirm meanings or meanings through something or vice versa through the representation of the message concerned, it can indicate softness through circular and curved shapes, rigidity from engineering or sharp angles, and fun through flexible or free shapes. By experimenting with the processing of formal symbols, endless possibilities can be reached as visual communication tools as they relate to their ability to emotional impact and its indirect effect on individuals, suggesting some reflected actions. It is necessary to distinguish between the semantic meaning; (donative meaning) and the implicit meaning of the image (conative Meaning) ^(3-p. 106). The semantic meaning of things exists when individuals reach a certain stage of their lives to be a general thing that most people participate in, while the personal experience of individuals gives an implicit meaning to the things and assets around it, such as linking something to a painful event that is called whenever he sees or hears it, and in form No. (4) there is a printed advertisement of a cat food product shows a model indicative derived from the symbol used in the image where the cat lurks and its association with food, a mother who looks like a hunting delicacy, and that inspiring state of hunt has been hired by the designer to suggest in the sense that you must seize the opportunity and do not hesitate to win the product for your cat.

6- External Dimensional Meaning: It is a meaning that refers to the thing represented by the image as a general concept. (for example, the word apple can refer to this round red or yellow fruit called apples.

7- Intentional Meaning: It is intended as the meaning that is understood through the concepts adopted by the image, the problem of meaning, as they are not meanings generated by direct symbols, but symbols call for thinking and reflection to extract concepts, because jewelry raises the vitality of women and moves their various motives, evident from model (6) shows a magazine ad for global watches and accessories brand Chopard emphasizes the conceptual meaning, there are multiple interpretations, but they are all positive.). ^(10-p. 7)

8- Associative Meaning: It is visual vocabularies and symbols that carry more than one meaning. The palm in a particular society and environment carries the meaning of "objections" of envy, magic and sorcery (five and five) and it is understood in another society and environment as the meaning of stop, as there are some things that are related to each other in contradiction so do not mention the first, but find the second chasing your mind, such as (rain and umbrella), (sun and moon), (night and day) and in Form No. (7) there is a magazine advertisement ^(11-p. 99) reveals the correlative meaning between the water shower for bathing and the skin cream Neutrogena that moisturizes the skin as an added value that penetrates the skin texture to nourish it and make it more beautiful and brighter. They combine both of them in this image ad, shares with us an implicit component through advertising.

9 - Contextual Meaning: the meanings of technical vocabularies by the context in which they are presented, it is possible to add formative meanings to the image to give multiple meanings according to the vision of the designer and his/her sense of formation and composition. Model No. (8) shows a magazine announcement ^{12 (p. 2)} of Hawa Pasta product shows that the contextual meaning of the image used in the advertisement and the formal and linguistic symbols where the choice of the famous advertising character Chef Alaa Al-Sherbiny represents the product in its quality through the expression of the formal and physical body and the attributes associated with it in terms of reliability and familiarity, hence the target group became part of the meaning context in directing linguistic symbols "did not accept any pasta to emphasize the formal meaning associated with the symbolic symbols of the brand and the language of the personal body and the side pose expressing self-confidence and achievement related to the efficiency of the product.

10- Conditioned Meaning: through which the meaning of a set of symbols and visual elements can be transformed as stimuli that are associated with reference to it, whereby the definition of meaning is associated with the presence of an (stimulus) as an explanation condition for it. Model No. (9) shows a magazine announcement ^{13 (pg. 29)} for various products for City Center Bahrain. The conditional meaning was illustrated by the image used in the advertisement, where the ad phrase "The Fashion of the World in Your Hands" indicated - which reinforced the meaning of the image and its symbolic symbols directed to the target group of women. She promises them elegance and fine taste through Bahrain City Center in an atmosphere that drives the imagination and the symbolic symbols of a woman representing all groups of women who are interested in fine taste and tend to keep pace with current times and fashion, while eating and having distinctive drinks, sweets and baked goods, an iconic visual symbol represented came to take the optical character who has seen and derived from city center and was translated visually within the components of the image and vocabulary in a consistent format with the conditional meaning of the picture is what has been emphasized through the declaration.

Recruitment and formulation of visual image content

The employment and formulation of the visual image and the construction of its semantic meanings (form and content) need to invent creative ideas that evoke imagination, cause movement of emotion and ensure dazzling and surprising based on stimulating curiosity in the category to which the advertisement is directed, which contributes to the participation and the realization of the idea, whether at the level of idea and concept or at the level of implementation to design the visual scene of the image, and the advertisement today focuses on the recipient's emotions with his/her interests, directions, motivations and practices and not on the product itself as the focus was on it before, the matter does not stop at merely providing information, providing the recipient with knowledge about the product, rather it extended to find a relationship and a link for a semantic link between the idea and the product and recall it when making its purchasing decision and creating a mental image and positive impressions of the brand and the announced company, through the persuasive method and all the different forms, or within a relationship that connects the recipient with the symbolic attributes that the

product acquires (causal, spatial, juxtaposition , ..) then a kind of simulation or similarity occurs, which leads to the reflection of those cultural meanings as added values after decoding them within the image, so he/she feels superior to reach their solution, which makes them more attached to their memory, and they also achieve a feeling of accomplishment, superiority, and status that they seek to obtain from the system and people around him/her, their confidence and self-realization, so the product became part of the happy relationship that is often linked in the mind to this event or happy or dramatic situation or the association of memories ...

Since the job of the advertising designer is to achieve its communication goals in the form of attracting attention, provoking interest, creating desire, persuasion, and stimulating movement (purchasing response) and then remembering, the designer must consider several things to achieve effective communication with others and to be able to formulate the message in a way that gives the semantic meaning ^(4 - P. 108). A designer must consider two important matters: first, that the message should be prepared in a manner that attracts the attention of the person who the message is sent to, and the second thing is that the message should be prepared and formulated visually using symbols indicating general and common meanings (semantic meanings). The message should be prepared in a manner and way of verification. They have a common and similar understanding between the designer and the target group in order to be consistent with the experiences and cultural backgrounds in addition to meeting him/her desires within the visual communication process to achieve more success, effectiveness and efficiency in the delivery of the content and the significance of the symbolic meaning and its value depends on the results of the understood meaning and its significance and what it provides to the recipient with proposed facts and information that can be based on the measurement, choosing to leave impressions that can be remembered and summoned.

The research results:

- The semantical meanings of the images that can be employed to ensure the success of the declaration are varied, there are; direct meaning, stylistic meaning, semantic meaning, external meaning, conceptual meaning, relational meaning, contextual meaning, and conditional meaning in order to achieve their communicative goals. From the semantic meaning and stylistic meaning and the emotional charges they contain related to the subject of the product which are mentioned in its symbolic signs.
- Providing emotional shipments within the components of the image in the semantic sense, which contributes to the association of the target groups with the product, the speed of remembrance of events and pleasant situations associated with the selling benefits of the product and instances of positive emotions reflected on them.
- Both the conditional and conceptual meaning came in close proportions related to the nature of the product and its distinctive benefits that will accrue to the target groups for their purchase of a specific type of product, which gives a feeling of self-realization, supreme status and importance to its viewers, and that what may be understood from the overall meaning of the image and its components that can give a deeper impact in accessing the mind and remembering subconscious messages, which may have direct meaning, it may not be remembered for the diversity of competing messages, but it is the basis for understanding any subject or an overall philosophical significance within the framework of real life.
- The use of more than one photograph in a single advertisement according to area and size, as it is the most common and widely used and preferred road advertisement, while using more than one image in a single advertisement is very few.

Recommendations:

- To produce an advertisement on the road that performs its functions within its semantic meanings aesthetically and functionally, it is necessary to work within one design team, which includes both the advertising designer and the photographer.
- Advertising agencies should conduct workshops for their designers to urge them to be familiar with the types of semantic meanings included in the content of the image, which contribute to increasing the efficiency of message delivery and to understand it in a distinct and effective manner, and contribute to persuading and remembering the targeted and prospective groups, which achieves the communication goals and increase their effectiveness.

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