The impact of children's poems on cartoon characters' design of Digital Children's Book (Descriptive and applied study)

Assooci. Prof. Dr. Nasser Ahmed Hamed Mohamed
Associate Professor Advertising Department - Faculty of Applied Arts - 6th of October University
nasser.h.art@o6u.edu.eg

Abstract

The poem presented to the child is a type of poetry that is defined as balanced rhythmic speech that suits the child's mindset. Perhaps the child's poem is written in a colloquial language that the Egyptian child understands or is in an Arabic language so that you need to explain the meanings of her words and then their verses, and in most cases children's digital books that contain On poems in illustration are equal in that with children's stories books, so they have characters drawn in the style of cartoon or natural style, and they have artistic richness, either in terms of accompanying backgrounds or the colors that they cover, all of which pour into the melting pot of attractive artistic direction.

There is no doubt that the design of cartoon characters accompanying children's digital poems requires the cooperation of both the poet, because he has the talent and imagination that translates the poetic verses of the poem into graphic forms, and the designer who coordinates the literary material (the poem) with the drawing and takes into account the appropriate technical specifications of the book and technical methods When print it.

because the cartoon character in children's digital book poems requires an important graphic and psychological treatment, it must have a set of specifications such as (excessive gravity through the shape and color of her clothes and the anatomical composition of it and then its suitability for the age of the children), and also because it contains psychological vocabulary it must describe Precisely the poem accompanying it, through expressions and gestures emanating from it, and in fact we can almost be tempted that the first thing that a child looks at when browsing a book that contains a collection of poems is cartoon characters and their environments with different patterns.

Key words:

cartoon, poem, poems, digital, book.

Introduction

The children's poem plays an important role in designing the accompanying cartoon character in the digital book of the child. Childhood is a story of a dream, a poem of hope and a sweet thought, and therefore if we want to achieve real peace in the world, we must start by teaching children, they are a white page and a life of serenity, so it must be generally recognized that The cartoon characters accompanying the poems of Egyptian children's books are nothing but a form of showing and confirming the meanings of the verses of the poem; Hence, it is considered an important factor to teach the child some positive values and principles, and avoid abnormal behaviors, it is likely that the communication between the written language and graphic forms increases the richness of the information of the receiving child.

In the past, children's poems were narrated in the form of chants recited by the poet himself or

the poet-loving, and with the rapid technological development and discovery of printing, the children's poems were fed with cartoon characters drawn to children, and they were placed in special books carrying many meanings and lessons through the great situations covered in the poem, These situations are embodied by heroes; Which was painted by specialized artists, and recently there is what is known as the digital poem of the child through children's books that are broadcast on the Internet; It is accompanied by drawings of popular or legendary characters, or embodiments of love and love stories, or battles and invasions, or perhaps the subjects of the child's digital poem are frightening, called by the researcher so to speak, the children's digital poem depicted (Digital illustrated children's poems).

The researcher believes that the children's digital poem pictured, although it has distant roots, did not take its luck from fame despite its ingredients that amount to the art of successive illustrated graphics (special for children's magazines and based on fictional scenarios), it is an art that combines story photography and the art of poetry (pendants) that was The Arabs previously loaned it.

The reasons for choosing the research topic are many:

1- The scarcity of children's digital books containing poems inlaid with cartoon characters.

2- Shedding light on children's digital poems and their apparent effect in handling accompanying cartoon characters.

3- Maximizing the role of distance education for the child through the poem that accompanies the cartoon.

4- Sowing good qualities in the hearts of our children through the synergy of the literary direction (the poem) with the plastic approach (cartoon characters).

5- Lack of studies on children's digital poems books containing cartoon characters.

Research problem:

The research problem lies in trying to answer the following questions:

1- What is the role of cartoon characters of children's digital poems?

2- What is the impact of children's poems on the cartoon characters of children's digital books?

3- How much benefit from the synergy of literature (poem) and plastic arts (cartoon character design) in children's digital poems books?

4- What are the suitable digital applications for implementing children's poems books?

Research importance:

The importance of the research is summarized in studying the effect of children's poems on the design of cartoon characters for children's digital poems books.

Research methodology:

The research adopts the descriptive approach applied through:

1- Shedding light on some of the poems printed in the form of books presented to the child, and then converting them into digital books through special digital applications.

2- Providing samples of some of the researcher's work to write poems containing cartoon characters that were printed for the Egyptian child, which may be converted into digital poems books.

Research aims: The research aims to:

1- Take advantage of the meanings of the child's digital poems in terms of meanings; The artist of cartoon characters tries to express her in order to combine the plastic art represented by cartoon characters and the accompanying environment with the literature represented in the poem.

2- Take advantage of the special features of children's printed poems books and the cartoon characters accompanying them in producing a digital children's book that has an educational significance for the child.

Research hypotheses: The research assumes that:

1- Through the cartoon characters of children's digital poems books, the artistic enrichment and emotional enjoyment of the child will be achieved.

2- By reviewing the cartoon characters, backgrounds (environment) and colors of the children's digital poems books, the child is attracted and prepared to receive the message that includes all the positive dimensions that are established in the center of his feelings.

3- Through the style of reciting the poem and the expressions emanating from the cartoon characters accompanying the poem, concepts, principles and values approach children's minds.

Research limits:

Time domain: From the beginning of this century until now.

Locality: The Arab Republic of Egypt as the incubator of digital comic books for children.

Age group: Children 7-9 years old.

Types of digital poems for children and their role in the child's education

The researcher believes that the children's poems depicted have an important role in raising a child, as they are a basis in realizing his idea, revitalizing his imagination and expanding his perceptions. Honesty, cooperation, and sacrifice, and avoiding the use of violence as a means to solve problems or ridicule others and harm them, and urges them to be kind to animals and make them feel the impact of words and balance the meanings of sentences.

The poem is part of the popular heritage and authentic human heritage, children from 7 to 9 years prefer fictional poems, and children from 10 to 13 years old are more interested in comic poems interested in trips and adventures, while girls prefer comic poems that revolve around family emotions, and this ends The stage with poems that revolve around excellence and success, projects and access to leadership.

Usually, the poem has an idea, meaning, style, language and beauty in expression. It is an art that hears, writes and reads, and then delights children through stimulating their imagination, conscience and mind, as it is a source of savoring beauty.

- The idea it contains.
- Arrange the elements of the idea.
- The language and method in which the idea is formulated.

The Arabs knew in pre-Islamic times, and after the advent of Islam, that they were more eloquent than books of poetry, as many Arab poets were famous for their immortal poems, and there are many types of poems, including:

The improvised poem, Vertical poems, Activation poems, Prose poems, Al-Sumateen, Long poems, Medium poems, concealed poems, Neglected poems, built poems, Guaranteed poems, Triangular poems, Short poems, Square poems, Attributed poems, Millennium Poems.

The content of children's digital poems and their impact on the design of cartoon characters for children's digital books

Poems for children's books have multiple classifications, the content of which varies according to the subject matter of the poem, as follows:

1- Social poems: They address issues related to social relations, such as the child's relationship with his parents and the rest of his family .. See Figure No. (1).

2- Educational poems: It contains a presentation of good qualities, morals and noble values through which the poet aspires to instill in the same child .. See Figure No.(2) .

3- Educational poems: concerned with facts and knowledge that the child should be familiarized with, whether they are present in his environment or in other environments .. See Figure No . .(3)

4- National poems: For the national spirit to be cultivated ... See Figure (4), (5).

5- Poems that talk about nature: It is what captures the child's attention and attracts him, so the beauty of nature is the common factor among all children .. See Figure No.(6) .

6- There are poems that dealt with the child's relationship with animals: the aim of which is to encourage children to have compassion for an animal because it serves a person, and poems that came in the tongue of the animal: the aim of which is to introduce these animals.

The poems of children depend on the rhyme, which is the last word in the poetic house, and the sea is the rhythm of repeated activations and is known by the methods. it means melody, and it is called the complete house.

Figure No. (2)   **Figure No. (1)**

Figure No. (4)   **Figure No. (3)**

| Figure No. (6) | Figure No. (5) |

(Figures 1: 6) from the book "Hana Gouda" Poetry, by Abdul Majeed Sharif (Hands on Hands - Songs for Children), Ministry of Culture, National Center for Child Culture, 2017

The specifications that must be found in children's poems

Children's poems are a literary multi-content color written by poets for children, and the poems include building elements such as event, personality, environment, temporal factors, spatial, narrative and stylistic narratives and artistic knots, so that the writer of the poem directed to the child takes into account the simplification of these elements to suit the age stages of children, and the poem has several goals, including making room for imagination Reincarnation and representation through rhetorical events and formulas, building the correct pronunciation, sound language, dialogue, providing the child with many ideas and information, developing spiritual values and religious awareness of the child, and the poem in general is an artistic term based on expressing a human experience in the form of poetic verses and an influential pictorial language, and the importance of the poem in terms of Educational educators called for their inclusion in educational curricula, as they have a great impact on the suspense of the child, his education and his upbringing. The poems depicted in it are educational techniques that achieve the process of providing a physical material basis for creative thinking and achieve the process of linking between theoretical and practical study so that it helps in verbal preservation, and therefore it is clear from the above The pictures provided by the poems of children to the imagination of children are harmful Build knowledge.

There are some specifications that a poet should take into account when it comes to recounting a poem intended for children:

1- It is simple and avoids artificiality and confusion in formulating terms.

2- It departs from poem systems that are characterized by the difficulty of their vocabulary and their meanings.

3- One of the most important purposes of poetry in the Arabic language is to express a specific issue or idea, so the idea of writing poems is the main building block upon the poem and the description of the images gradually when moving between the verses of the poem so that the child receiving the feeling does not feel dispersed.

4- The main column of the poem is its poetic weight, so weights and poetry must be known.

5- It must be taken into consideration that the ends should be tipped until the hair is completely and properly organized.

6- The beginning of the poem is considered one of the most important parts of the poem, as the poet opens his poem with it, and it is not bound by a sea or a specific poetic weight when writing it, but the verses that come after it are considered copies of it in weight and rhyme.

The impact of children's poems on cartoon characters design of Digital Children's Book

In general, there are general dimensions and bodies for creating cartoon characters in children's digital poems books:

1- Physical (physiological) dimension: It includes (gender, age, height, weight, and body).

2- The sociological dimension: (such as education, social environment, work, religion, hobbies).

3- The psychological dimension: namely (moral standards, mood, and character).

The natural origins of living organisms (plants - animals - humans) created by God are the reference for every artist, so that nature created by God; The artist draws inspiration and creativity from her, and the researcher believes that there are a number of cartoon characters that appear in children's printed or digital books of poems:

1- Cartoon characters with distortion in dimensions, the artist draws his vocabulary from nature and tries to destroy the dimensions of the components of the object to be transformed into a cartoon character, and in that he is subject to artistic sense (in enlarging and reducing those components), so in Figure No. 9, a group of pens Coloring: The artist exaggerated the change of its shapes, sometimes by slightly bending it and increasing its thickness and at other times by imparting human traits to it; By adding eyes, eyebrows, mouth, and hands to them.

2- In Figure 10, we find excessive exaggeration in the main character of a selfie picture book, which is the child's personality based on a crutch, and this is evident in the exaggeration of the enlargement of the character's head size compared to the size of his body, and the transformation of all secondary characters, whether they are figures of animals such as the little bear or Inanimate characters (phone, sphere, wheel, book) through processes of dropping human traits on them.

3- Cartoon characters that adhere to reality and have distortions in dimensions to some extent, and the artist in them adheres to the dimensions of characters and at the same time misrepresents in some components of his characters such as the head and the eyes and nose it contains by enlarging or reducing it, see Figure No. (11).

4- Cartoon characters that adhere to reality in dimensions and form, see Figure (12).

There is no doubt that the design of cartoon characters for children's digital books is subject to the type of poem presented to the child and at what ages it is, if her verses address the middle childhood stage (7:12 years), then a cartoon character must be presented with a lot of exaggeration in the dimensions, which is expressed In Figures 9 and 10, and if they were presented to a late-stage child (12:18 years), the merger appears between the true dimensions created by God Almighty and the simple exaggeration expressed in Figure 11, but if the poems of the children in the digital book target For adults, the characters must appear in their natural forms and dimensions. See Figure (12).

Figure No. (10) cover of the book (Selfie) issued by the ''National Center for Child Culture, 2019,'' written by Mohamed Mohamed Mostagab, the ''researcher'' drawings.

Figure No. (9) cover of the book (Colors) issued from the book series Qatar Al Nada, the Egyptian General Book Authority, 2018 AD, number 330, poetry of Barakat'', drawings by ''the researcher''

Figure No. (12), page 3 of the book (Habiba - A Novel for Young Women), Ministry of Culture, National Center for Child Culture, Egypt, 2019 AD, authored by ''Shehab Sultan'' and drawings by ''The Researcher''
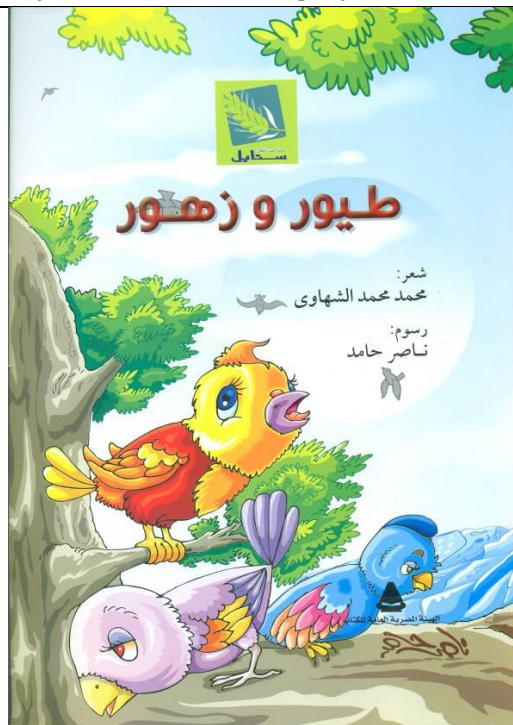

Figure No. 11 cover of the book (Birds and Flowers) issued from the Sanabel series, The Egyptian General Book Authority, 2019, poems by "Mohamed Mohamed El Shahawy" and "researcher" fees

Some poets saw the most popular types of digital poems for children (7 to 9 years old)

Through the poem aimed at children, the poet aims to contribute to laying the foundations for the mental and emotional formation of children and also the development of their passions and their imaginations through entertainment. The poems of children contain social, ethical, national, cognitive and human values, which can be used to raise children and help them with society.

The author Yasser Nour "Doctor" believes that (vertical poems and activating poems) are aimed at the child from among those types of the above mentioned poems; This is because they contain weight and a clear rhythm, which tends to sing somewhat, and because the child loves to sing according to repeated tones, and it is preferable that the child's poem whose events take place in one idea or one topic, it is not desirable to take all ethics but take from one subject such as honesty for example And also it is preferable to organize it in the form of quartets (four halves), so that the rhyme of the fourth part is united, and the previous three rows have one rhyme, and this applies to the whole poem.

The poet Effat Barakat asserts that the poems presented to children are completely different from the poems of adults. This is due to the fact that the first is required by moral and intellectual values and a linguistic dictionary appropriate to the age level directed at them, as described by psychologists and sociologists, the poem presented to the fourth child differs from that provided to a twelve-year-old child, and so on. In the poetry of the Prince of Poets "Ahmed Shawky" and the pioneer of children's books, "Kamel Al-Kilani" and other pioneers of children's literature, (modern activating poems) are considered one of the types of poems suitable for children due to their simplicity, as many poets of the Arab world present their poems to children through poems Activation, while the prose poems presented to the child did not receive much attention in the Arab world as happens in the West, although from the poet's point of view the prose poems are more creative than the activation poems; Because it is imaginative from other poems, and this is what we see in some of the poems "poet Ahmad Zarzour" presented to the child, and because the child in his early years tends to sing the poem, the activating poems are more influential in the hearts of children; Because of its musical rhythm, which helps children memorize and sing it, while other forms of poems lack this.

The poet Issam Mahran adds that the poems of children are characterized by being short and specific with a subject, purpose and message, and are distinguished by educational and social values, and they have a specific lyric tune, and this is clearly seen in the popular songs presented to children based on the poem, sometimes the poem is presented in classical Arabic; Like vertical poems, and in great times we find it in the colloquial Egyptian language.

The most important formats and figures for children's digital poetry books

Children's digital poems are a classification of e-books, as it is a new vision for children's printed paper poems books with the addition of multimedia elements such as highly interactive texts that may contain difficult words that have a glossary through special links (sites) that support its content in the book, and this comes with the ability to include These links are in one of the book's first pages, and it also contains fixed and moving graphic characters, pictures and videos, and the advantages of those books in terms of ease of storage and transportation between different electronic devices. The pages of children's digital poems books take many, varied and attractive forms and sizes as a result of the huge amount of interactive elements However, the

browser child was able to communicate with its content and then with the internet, so that the absorption and learning processes are achieved for children through instant feedback, even if the difference in individual differences between children appears, due to its multiple interactive methods.

The most popular format for children's digital poems books is that they are in PDF format on the Internet, and there is an PDF format because they are compatible with the sizes of different screen devices and smartphones, and the researcher adds that there are many forms of children's digital poems books, including what takes the form of consecutive pages Starting from the cover of the book, passing through its pages and ending with the end of it, and it has the possibilities that the child can choose a specific page from among its many pages by interacting with a click on the page number in the book content, or searching within the book for a specific title or word, and there is another type known as the book that flips A Flipbook appears to a child as a book whose pages turn like a print; The child can flip through his pages however he wants, and these types are distinguished by their rich content, so they accommodate the presence of Animation films and videos in them, this is unlike the presence of pictures and fixed Drawings, as well as the types of fonts Fonts of various sizes and colors, in addition to the diversity of icons and layout designs With pages, all of this appears in RGB Mode (Red, Green, Blue) image, as it is displayed through screens, which is a fundamental difference between it and the printed book that depends on the printing inks in its production and its medium is CMYK Mode (Cyan, Magenta, Yellow, Black).

Digital applications used to produce children's digital poems

The book of digital poems for children goes through several stages, which we mention in logical order here:

First: The artist, the painter, reads the poem well and understands what its content is and what he would like the poet to describe in his poem with the meanings between the verses of his poem.

Second: The artist knows what the appropriate pieces will appear on the book in its presentation on the Internet (Portrate length or Landscape) or it will appear in a square shape.

Third: The artist begins drawing sketches with a pencil or an electronic pen (see Figure 18).

Fourth: The artist executes the previous shot by manual or digital coloring (see Figure 19).

Fifth: The role of the designer comes in the work of residents of the scene or the collection of book scenes if the paintings are executed manually.
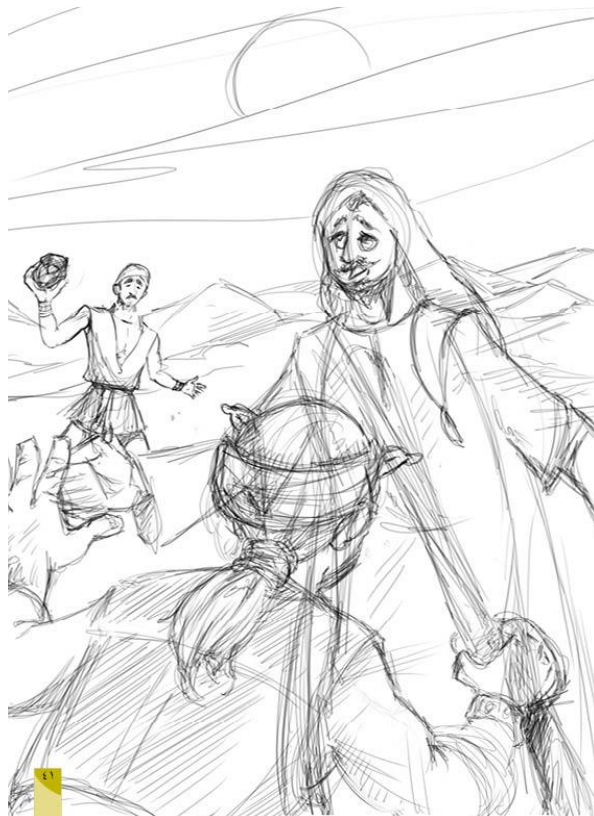
Sixth: The designer designs the book by placing and formatting (paintings, poetic verses, poems titles, backgrounds and page numbers) completely on the Adobe In-Design application, or Adobe Illustrator, because they fall under the graphic applications; This is due to its advantage of laying floors for pages, adjusting graphics and icons, and changing colors, and it is possible to use Microsoft Word to compile the book on it.

Seventh: To produce a copy in PDF format, and this can be uploaded as an e-book on the Internet.

Eighth: Or it can be produced in the form of an e-book that the child turns on the different screens (computer, tablet, laptop, etc.), and this method will be explained in the following items.

| **Figure No. (14), page 40 of the book (Habiba - A Novel for Young Women), Ministry of Culture, National Center for Child Culture, Egypt, 2019 AD, authored by "Shehab Sultan" and drawings by "The Researcher."** | **No. 13, a digital sketch of page 40 of "Habiba - A Novel for Young Women", Ministry of Culture, National Center for Child Culture, Egypt, 2019, authored by "Shehab Sultan" and "Researcher" fees** |

There are a number of digital applications designed to convert and publish books in various formats into digital books such as:

(Kvisoft FlipBook Maker), (Flip PDF Professional), (Adobe In-Design CC), (ebook Workshop), (Kotobee Publisher).

Digital books are published on one or all of the following online platforms:

(Lulu), (Payhip), (Kindle), (Google Play).

Results and recommendations

1- The cartoon characters of children's digital poems books allow cognitive mental processes in children to play their role in enriching thought and enjoying emotion, attracting their attention and preparing it to receive the literary message, so that it is rooted in the center of its feeling, so the child's mind unites with the positions that the content constitutes.

2- The cartoon characters of children's digital poems can approximate the meanings of the verses in a visual image, showing courage, love, altruism, cooperation, loyalty, giving back and other values.

3- The accompanying colors and backgrounds in the books of children's digital poems attract the attention of children and make them care about the different details of the poem and imprint in their minds.

4- Children's digital poems containing cartoon characters achieve an element of balance between plastic art, literature and sound engineering, as they support each other and the digital book becomes more influential.

5- Children's digital poems books that contain cartoon characters are distinguished by the attractive artistic direction, sound and clear performance of the narrator, so it is important that these poems receive support from ministries and bodies concerned with children such as the ministries of education, culture, information and social affairs.

6- Avoid drawing and directing children's digital poem books based on terror, which may lead to disturbance of concepts and affect the souls of children.

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