

The semiology of dramatic television picture design and its impact on Egyptian societal values

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An introduction:

The function of art is to create beauty in its broad sense that stands at the limits of the sense and is not confined to a limited form, for art is the greatest means in existence through which ideas can penetrate into hearts and minds, and in light of the state of intellectual conflict that the world is witnessing now, art is the most dangerous weapon existed, after the atomic bomb and weapons of mass destruction.

Drama, like all other arts that preceded it, makes for itself a clear face and solid features, as the drama addresses the conscience and provokes it and presents reality with all its blatant facts and the entirety of its issues, and it was able to take from narration everything in it as novel is being the main component of it.

Research problem:

The dramatic image presents many connotations and implications through the design of the visual elements of the image. These connotations give effects on the viewer in the way the visual content is received, which in turn affects the values of the scenes acquired through the dramatic visual content that they reach.

Research goal:

Study how the semantics of the design elements of the dramatic image affect the viewer and its societal values through connotations that the image formulates through its design elements such as camera movement, lighting, size of shots, shooting angles and the effect of colors.

Research importance:

The importance of the research comes in determining how to visually read the scenes of the drama and determining how the viewer receives the indications presented to him/her through the elements of image design and the effect of these indications on the values of society.

Search limits:

The research is determined in the study of the semiology of the dramatic image, the implications of the design elements of the dramatic image, and how these indications affect the values of societal scenes.

The series (Weld al-Ghalaba) will be inferred as a sample of the Ramadan series for 2019, which was one of the most watched series this year.

Search questions:

- 1- Do the indications directed by the Egyptian television drama affect the viewer's societal values?
- 2- What are the indications of camera movement in the design of the television image?
- 3- What are the indications of photographic angles in the design of the television image?
- 4- What are the indications of shot size in the design of the television image?
- 5- What are the indications of lighting in the design of the television image?
- 6- How do these different connotations affect the content that reaches the viewer and thus affect its societal value?

Definition of visual language: "Visual language is a system of visual signs sent by a sender to express purposes, ideas and emotions that are perceived by the sight of the recipient. Recipients, or those who are targeted by communication, who understand its significance, so that communication takes place among them. The visual language is like a spoken language, with which a people who gets it can understand.

Semiotics:

Semiotics or semantics is the science concerned with creating meaning, whatever the nature of the sign that creates or generates it and finds it, whether it is a word, phrase, gesture, sign, color, symbol, costume, or icon.

Semantics of image design elements:

The visual vocabulary of the moving image is divided into: shot sizes, camera movement, shooting angles, and lighting, and we deal with each of them as follows:

Indication of shot sizes:

The sizes of the shots are graded as the scale of music, these volumes are visually harmonized to form a rhetorical dimension, which the skilled in cinematic language perceives it as someone who reads between the lines in the literary text, and through the size of the snapshot rhetorical values which can be employed in both depth of field, balance and color harmony, as each shot size is rhetorical when employed in the context of narration.

Indication of shooting angles:

The point of view is one of the clearest tools of visual rhetoric, whether it is in the still image or the moving image, and the angle of photography with the lens used controls the perspective, and there may be an exaggeration in perspective aimed at an intended dramatic effect, and the angle of vision in cinema has more role in terms of Drama in the cinematic language, as every image in the film displays someone's point of view, the camera may be placed to display the events, so it is displayed from the viewer's point of view, while if the camera is placed to visualize from the point of view of one of the characters, the scenes will be more interactive and more positive with this character, or with the characters of a dramatic work, and the work becomes more influential.

Camera movement indication:

The speed of the camera movement corresponds to the narrative rhythm of the filmed events, their interaction with them and their emotion with them. When I asked the distinguished director Shadi Abdel Salam when I was a college student in a seminar after the screening of his film "The Mummy", why did the camera not move in the shot of the mummies emerging from the belly of the mountain, he answered that this moment is a moment of the resurrection of forty mummies, of forty pharaohs, of the forty ages that passed over the rule of Egypt during the periods of its prosperity and its leadership in the world, so the camera must stand in respect and reverence for this defining moment, this moment will appear to light up an era in human history.

light Indication:

Lighting is an essential and main element to produce the image that is considered to be a drawing by light, and lighting has its well-known creative role in creating the general dramatic atmosphere of the viewer, and whether it is at night or during the day, photography takes place at any time of the day, lighting can photograph daytime scenes at night, and the term American night in cinema means filming night scenes in times of day, and to illuminate people and actors its eloquence in creating dramatic effects that fit the general atmosphere and the events of the shots or scenes.

The research sample series (Weld Al-Ghalaba):**Introducing the series:**

The series "Weld El Ghalaba" (Son of the Poor) is a modern Upper Egypt epic story, whose events are based on excitement and suspense. The work revolves around the character of Ahmed El Sakka, who works as a teacher in a governmental school, and because of the financial conditions he is exposed to, he is forced to work in another profession at night, which is a taxi driver.

The semiological treatment of the scene:

Here in this scene, the director relied on using the close up shot a lot, to show the minute details that have an intentional connotation in clarifying many of the features of the character of the hero (Isa) The features of the simple hardworking teacher interested in his work and features of poverty are appearing on him. Details that were great in explaining his status, such as the simplicity of the clothes and the shoes that the hero wears, as well as the ruptures in the bag that

he carries, and we see here the camera movement that played a great expression of respect for the teacher by the students. The teacher (Isa) puts the bag on the trapeze.

Research results:

- Significance in the dramatic visual image of a visual content that the viewer perceives through harmony between the connotations of the various television picture design elements such as camera movement, footage sizes, shooting angles and lighting.
- Camera movements in designing a dramatic television picture give many connotations according to how they are used to serve the dramatic content in the scene.
- Photographic angles play a major role in the method of communicating the dramatic visual content through the use of appropriate viewing angles according to the significance of the scene and the importance of the photographed subject in the scene.

The significance of footage sizes in the design of the television image gives a great role in emphasizing the importance of the element to be emphasized in its role in the scene through the use of the appropriate size of the shot for the required indication, and the diversity between the different sizes of the shots in the same scene gives many indications in drawing the visual rhythm of the scene.

Research recommendations:

- The production team for television dramas must precisely define the significance and content required to be clarified and formulated through the elements of image design in order to serve the dramatic content of the artistic work.
- The technical work team realizes the significance of each element of the design of the dramatic image and how to employ it in an ideal way to serve the content of the dramatic work.
- Emphasis on the link between the dramatic content of the scene and the content of the scene visually, that is, the emphasis on the dramatic content through the use of design elements optimally to clarify the dramatic meaning of the scene.
- An attempt to raise the dramatic content of the dramatic artworks due to the great impact that the dramatic work leaves on the viewer and society.

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