



Innovative Press Advertising in Digital Media

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This analytical descriptive study focused on the issue of the innovative advertisement in the digital media participatory, which has become a priority of the press sites in the competition and reception and development towards professional journalism. The study focused on a number of topics, conceptual problems, cognitive construction, developmental stages, communication problems, the philosophy of the advertising industry and innovation, determinants of advertising innovation. The study has concluded the following: - Innovative advertising is a communication process that includes new methods, techniques or innovative ideas, in which communication elements are embodied, existing communication needs are met, communication channels are used for the purpose of influencing, and the recipient is convinced of physical or intellectual products. - Innovative ideas and advertisements deny them the status of innovation in their application and circulation, which requires innovation to ensure the attractiveness of the beneficiary of advertising services. - The problem of innovative advertising lies in the need to absorb it to all dimensions of the communication process in a symbolic manner and represent the application of all phases in support of the final decision on the product marketed. - The innovative declaration enabled training and development.

Key words: *Innovative Journalism, Digital Media.*

Introduction

The new media environment highlighted the challenges and problems of knowledge and professionalism that casts a shadow over all aspects of the communication process, prompting traditional and new media to adapt to the realities of the new virtual contact reality. Models, forms, templates and new ideas emerged from the reality of professional practice. There is a gap between professional practice and academic theory, which is shaped by the degree of reliability in the field of communication, and the lack of interaction between the theorists and the professional practice. The new communicative reality led to conflict and

intense competition between the channels of communication to attract the recipient through the eliciting and arousing new communication needs. The recipient was rebelling against his local communicative reality compared to the advanced technological and intellectual possibilities. The idea of simulation and comparison prevailed on the computer screen. The problem has produced two models for approaching the creative level of communication experiences of the major countries. First, the simulation and imitation were followed, and the second is related to the problem of simulation with the constraints of the communication environment in their local environments. The latter model deals with most of the communication channels in the Arab world. Advertising innovation is one of the main indicators of the professionalism of professional work, and the likelihood of communication channels in attracting the recipient by inventing communication needs and new ideas and professional in design and production, and lead in the art of addressing the recipient through the use of different methods of persuasion. Since science is a feature of accumulation, it has dealt with several axes related to the subject of advertising innovation, and is important entrances in this area, and subjected to descriptive research methodology through the adoption of interpretation and analysis in order to reach new additions in this field.

Advertising Innovation

The concept of the linguistic significance of the declaration in the Arabic language came in several meanings, including: publicity, manifestation, statement and manifestation, and manifesting and publishing (Amina, 1990). These communicative symbols are linguistically consistent with the meaning and significance of this Term. The word of the ad was mentioned (Bhansi, 2007) and its derivatives were repeated in the Holy Quran sixteen times, including the verse: "I declare to them and I have given them secrets (Iyad, 2011), and Allah says (interpretation of the meaning): The word "advertising" is derived from the word "Advert" is meant (attention to something), and agree with those who go to the linguistic meaning of the declaration is intended to show attention and attention to the thing to be announced? (Inas, 2008) The second is commercial advertising or promotion, and since advertising is associated with politics, researchers and academics have gathered that the word "promotion" is the broadest and most accurate (Peter, 1964). The French Department of Great Knowledge defines it as a "set of means used to inform the public of a commercial or industrial establishment, to convince them of the excellence of their products and to instruct them to purchase what they need from them (Hegazy, 2011). Peter Chandor considers the Declaration to be "the means used to place a particular message under the public's eye (Ahmed, 2005) The American Shopping Association considers the advertisement to be: it includes various aspects of activity that results in the publication or broadcasting of audio or visual advertising messages to the public for the purpose of urging it to purchase goods or services or in order to seek acceptance of ideas or persons or an established origin (Rashad, 1995). Al-Salami defined it as a process of communication other than a person through public means of

communication by advertisers who pay a price to deliver certain information to categories of consumers.

Where the advertiser discloses the person (Samir, 1973), through the above definitions the advertisement is:

- 1- It is a mass communication process,
- 2- Pattern of communication patterns,
- 3- The advertisement shall be used in all means of communication to convey the advertising message,
- 4- Paid,
- 5- Targets a particular audience,
- 6- The use of mental and emotional aspirations to achieve persuasion,
- 7- Purpose to promote the advertised commodity and make profits.

The linguistic meaning of innovation is taken from the Latin word Creativity, and innovation in language is derived from a virgin and from it early and innovated, and the early is (for everything) every action did not advance like it, and the origin of the innovation of the acquisition of the thing, and the first thing Bkorth, but creativity is when the wise find something that is unprecedented in material and not (bid'ah). In the Holy Quran in Surat al-Baqarah, "the most beautiful of the heavens and the earth. If he decrees an order, he will say to him, "Be it" (Safwat, 2009). The innovation in literature and art is the departure from the methods of the ancients. Innovation has been a concept beyond clarity for centuries, and researchers have not found a special definition of innovation because of the multiplicity of phenomena, schools, social and psychological theories, leading to ambiguity in the definition of innovation. Scientists have collected more than 100 definitions of innovation categorised into five levels of expressionism, inventive, emergent, innovative (Talaat, 1975). A number of researchers have made various attempts to classify definitions of innovation in order to facilitate understanding of aspects of phenomena such as:

- Torrance,
- Sakunon,
- Gilford,
- Khairallah Abdulsalam,
- Innovation as a mental process
- Innovation as a mental capacity
- Innovation as a way of life
- Innovation as a feature of personality traits
- Innovation as tangible physical production
- The holistic view of innovation.



Innovation with its characteristics is the process of creating the new idea, transforming it into new business value, satisfying the needs of the individual or enterprise, and innovation being a new product, new technology or service. It can also be seen as organising ideas in a new perspective by using new techniques and methods that are not presented in advance by means of communication used to market a verbal or symbolic idea of an institution, creating a kind of attraction and persuasion of that idea or product for the purpose of alerting or buying it. Innovative advertising is a communication process involving new methods, techniques or innovative ideas, in which communicative elements are embodied, existing communication needs are met or developed, communication channels are used to influence and the recipient is convinced of material or intellectual products.

Cognitive construction and classification of advertisements

Types of Ads

The advertisement is a paid communication message, the source of which can be easily determined. The content of the advertisement is decided by the advertiser who does not meet with his audience. He uses the means of communication to perform this role. The ads are classified according to several criteria, Public standard: consumer advertising, merchant-oriented advertising, institutional advertising (Atef, 1999):

- The criterion of geographical location: local declaration, national declaration, international declaration.
- Standard of service: declaration of social responsibility, public service declaration, counter-advertising, respiratory advertising, corrective advertisement, and declaration of mental image (Abdul-Jabbar, 1983).
- Communication functions: educational advertising, advertising or news, media advertising, memorial advertising, competitive advertising (Abdul-Razzaq, 2011).
- Standard of the media medium: (Abdul-Razzaq, 2012) Declaration in the means of audio, and advertising in the means of reading, and advertising in the visual means, and advertising in electronic means, and classified by another researcher according to the same standard to advertising calling, print ads, indirect advertising, external advertising, advertising Audio / Video Ads, Internet Ads, mobile phone ads, electronic advertising, paper advertising, hangover advertising, small advertising, advertisement panels according to target standard ⁽¹⁶⁾
:
- An advertisement to promote a commodity as a sample or idea
- The Founder's Declaration of Events expresses behaviour towards a particular institution and advertiser.

We note that the multiplicity of advertising types, according to the previous standards, indicates that there is a knowledge that the researchers in the advertising industry, according to certain innovative specifications, suitable for each type, although there is a kind of overlap, but gap that the existing methods or innovative ideas to be applied and traded become familiar. Innovation, which requires new innovations to ensure that the user is attracted to advertising services.

Advertising Innovation and the Problems of Evolutionary Stages

Historians see that the proclamation, signs and symbols are effective means of reaching the largest number of people. The Greeks knew this type of declaration. They used the proponents to take the streets away from the arrival of goods and to get listeners to buy them. With commercial goods, they placed signs, symbols and signs on the doors of their stores to symbolise that the product in this shop, for example cup and snake indicates pharmacy, pen and book shows the flag house, wooden shoe shows the shoemaker and the shoe industry, G to replace the blacksmith, and Babylonians used external signs on their stores, which is one of the first forms of advertising since 3000 BC, and despite the lack of people who know how to read but have used carved symbols (Abdul-Razzaq, 2011).

Researchers, thinkers and academics divided the basic or evolutionary phases of the Declaration into several stages (Essam, 1986):

- 1- The pre-printing stage: The use of symbols, inscriptions, signs and forms of communication as means of communication for the delivery of advertising messages among people is due to ignorance and limited knowledge of literacy.
- 2- The stage of the emergence of printing: then the development of the Declaration, the availability of technical and communication capabilities, which transcend the boundaries of the region and helped the same in the spread of learning and the emergence of newspapers and magazines and circulation of large.
- 3- The Industrial Revolution: The need and importance of advertising has increased due to the increasing volume of production in terms of quantity, type and shape, and the intensification of competition, which has become a necessity of economic life and one of the basic requirements of the producer, distributor and consumer.
- 4- The stage of progress and development in the means of communication and various sciences and arts and the emergence of new inventions, and through which the advertising began to spread and develop in the methods and level of editing, design and output.
- 5- The stage of expansion and increase the link between advertising and other sciences such as communication, psychology, sociology and mathematics. The Declaration began to establish principles and assets as an independent science, a craft practiced by individuals,

companies and enterprises and seeking a way among other branches of knowledge to prove its existence as a distinct and independent activity.

The Problem of Communication

The recent advertising aimed at influencing individuals and universities and creating consumption trends and new customs leads to the consumption of different goods or services (19). It is seen as an activity that delivers visual or audio-visual messages to the public to force them to buy a good or service for a paid order. OXINFLID is a communication process aimed at influencing a seller to a buyer on an impersonal basis through public communication means. The communication as a communicative process is subject to the rules of building the communicative model, such as forms of mass communication, because it includes the study of the target audience that is contacted through advertising, as well as the means of communication, individuals or the public, so the ad encounters the same communication obstacles that can encounter other communication process such as the following cases: Sometimes the content of the message comes out of the joint experience of both the advertiser and the advertiser.

Sometimes there is a lack of clarity that accompanies the process of communication to a kind of confusion due to the silence of contemporary life and multiple human problems.

When advertising is a one-way communication process that loses the opposite reciprocal effect, this is what studies are trying to enhance by measuring the impact of the ad and its reactions after it is done. The ad can be analysed as a communication process consisting of a set of elements (Ali, 1968):

- 1- Transmitter: represents in the process of communication company advertising the owner of the product or service and advertising agency on which to rely on the preparation of the message.
- 2- The message: It is the desired media content to be weighted to the audience receiving and targeted in advertising science and may be printed, audible or visible.
- 3- Means: It is the tool through which the transmission of advertising message (newspaper, magazine, radio, Internet, telephone, mobile, Internet sites, paintings and commercial complexes).
- 4- The public: It is the main target of the declaration process and varies in characteristics and size and is often studied for the purpose of determining.

Reverberation: The reactions of the public after the transmission of the message and are measured to modify the content of the message and the right to respond. The ad is characterised by several communication phases, (Kamal, 2011):



Phase 1: Awareness and Knowledge

Phase 2: Understanding

Phase 3: Accepting the Thesis

Phase 4: Preference

Phase 5: Saturation

Therefore, the problem of advertising is that it is a non-personal activity or effort, through which all aspects of the communication process interact. It requires symbolic assimilation and practical representation of all aspects of the communication process and its stages in support of the final decision regarding the media product.

The Philosophy of the Advertising Industry and Innovations

The philosophy of this industry lies in advertising and possible innovations in the communicative aspects of the advertisement:

Advertising Non-Personal Activity

There is no direct contact between the advertiser and the advertiser, note that the message and the information contained in it is transmitted indirectly through a certain means, as it is observed in this concept that there is a difference between advertising and personal sale, which is based on direct contact between the seller and the buyer. The innovation lies in the free distribution of newspapers to the target audience, which is what has been done by the newspapers of advertising in most of the developed countries, and informing the expected audience through electronic media, especially the Internet by obtaining information about their e-mail, forums and sites that they share or visit, as well as traditional methods.

Advertising Double way of communication

The advertiser is the focal point not only to communicate the information to the different groups, but by feedback, i.e., the feedback of the parties about the message (Mohamed, 2003). The additional effort here is the collective communication with the expected audience, the advantages of new goods and services, as well as providing opinion leaders and some promoters in remote markets with commodities shortly before their promotion so as to be familiar with the supply and demand market.

Multipurpose Purposes and Objectives of the Declaration

The objective of the advertisement is to provide information to the public, and to influence the change and persuade and stimulate the purchase of a particular commodity after



preference to others, and this purpose is desired by the organisation or institution (Mona, 1999). This requires skilled operatives in the marketing process, distinct, supported by the specifications of new goods and services.

Ad Clarity

The clarity of the adverb in the advertisement (and this is what distinguishes the ad). This enables us to know the nature of the advertising message, which distinguishes advertising from other advertising messages (Hani, 2002). Thus, names and tags have stereotypes in the public mind. A new mark needs the beginning of the first rings to plan, to promote a certain commodity, and among the required honesty, quality, appropriate prices and innovations under the same brand or name.

Advertising Paid Effort

The declaration is a human effort of value, and one of the most influential influences of mass communication that refers to the impact of communication messages that do not conflict with the ideas of the recipient can be invested through repetition in diversity, by investing the forms of media arts in the promotion of new goods and ideas.

Delivery through a Known and Specialized Destination

The information is communicated from the advertiser to the audience, with the mediation of a known and specialised entity, using a specific medium, as well as alternative media sites and forums, road advertising and traditional communication means. Therefore, focusing on highly popular advertising channels will contribute to the promotion of advertised goods and ideas.

Direction and Design

The processes of directing and design have an active role in the promotion of goods and ideas, because of the effects of mental and emotional leave the obvious effects in urging the recipient to request the advertised product.

Creative Idea

In addition, innovative ideas that provide alternatives to new functions and processes that provide the beneficiary with satisfying existing or innovative communication needs that will contribute to the substitution of the goods declared in their theory, which no longer meet recent developments.



Psychological Impact of Advertising

It is said that the principle of "the end justifies the means" is what stands behind the types of advertising provided by means of advertising in all its forms (audio, read, and perspective), because advertisers always win the most profit by promoting their goods regardless of the goods. The advertising, despite its diversity, affects the commercial situation or competition. This means that the advertisement has a psychological impact on the recipients. It repeats the advertising material more than usual and there are a number of advertising companies and agencies that give ideas so that they affect the psyche of viewers or listeners. The psychological impact between the advertiser and the recipient of the advertisement is often determined by the quality of the advertised goods, and thus the declaration is the main source of funding for the advertising facts.

The Determinants of Advertising Innovation

In the beginning of the 1970s, in a survey of innovation in the United States, a sample of managers were interviewed. Ninety-one percent responded that they did not believe that innovation could be trained or introduced into development. Today, it has strategies, objectives, conditions and specifications.

Media Innovation Strategies

When promoting products, the organisation relies on a number of strategies, the most important of which are:

- Payment strategy: This strategy tries to push the product or service advertising through the distribution channels used to reach the consumer.

- The strategy of attraction: the alternative strategy of payment strategy, which means that the product to create direct demand for the consumer through promotional efforts and then pressure.

- The strategy of pressure: This strategy is based on the aggressive method of persuasion strong, is to convince individuals of the cause of the company and its goods and services and to know the real benefits of those products.

- Neighbourhood strategies: a method of persuasion surrounding the facts, rather than pressure on the driving aspects of the issue of structures in the language of long-term dialogue in decision-making.



Classification of Innovations

Scientists have collected more than 100 definitions of innovation and categorised them into five levels ⁽²⁵⁾:

- Expressive innovation: a free expression that does not constitute skill or originality essential element such as children's fees.
- Productivity innovation: Here are the rules and restrictions that restrict the free play and adjust and improve the method and are the products of art and science.
- Inventive innovation: This level means inventions whose inventions appear in this use and in the ways in which they produce their innovations ⁽²⁶⁾.
- Inventive innovation: the highest level of innovation, where you find a new principle or hypothesis emerges from the most basic level and the most innovative.
- Innovative innovation: a level that is not common but appears only in a few people because it requires an important modification in the basic principles that govern an important area in art or in science and includes individual skills ⁽²⁷⁾.

Conditions and Requirements of Innovative Advertising

In order to be good and effective, the following conditions must be met ⁽²⁸⁾:

The declaration shall be based on research in the fields of declared study, commodity, advertised service, and the appropriate means of publishing the advertisement, choosing the right time and circulating the media fields. The ad must have specific goals that are not in conflict with marketing activities on the other. There should be complementarily between advertising and other promotional activities on the one hand and marketing activities on the other, the advertisement of a good or service of real benefit to the advertiser. To take into account the rules for the good design of the media message in order to attract good attention and draw attention and raise interest and persuasion. The e-mail message achieves the trust of the advertiser in its contents so as not to contain shaded data for the advertiser or non-benefit with the traditions beyond the public morals and does not aim to harm health or money. The true message data does not conceal basic data about the advertised item or service, and does not contain excessive umbrella data. The ad does not contain a name, certificate, or image of a particular person without approval. Not to spend too much on media spending and follow the scientific principles in advertising to achieve the desired results.



Objectives of Innovation in Advertising Design

When planning an advertisement, the innovator must define the main and basic objective of the design of the advertisement and include the following objectives:

Attract attention: It is the formation of a clear and understandable image of the product to be marketed through the advertising portal through competition and facilitate the process of buying the consumer.

Awareness of the commodity: Creation of a part of awareness of the prospective consumer by the name of traders or information about the private commodity consciousness is restricted in the following cases:

- When a new commodity is introduced for the first time in the market
- Companies and institutions usually spend advertising during the first stage of production by the brand name.
- When marketed as the consumer depends on the test to know the brand name.

Specifications of Advertising Innovation

The declaration is part of the media system and the institution within the institutions that must be interested in this aspect, in order to succeed in delivering the appropriate message to the community, and draw a positive mental image in the people, and strengthen the reputation among them. The study must be studied thoroughly before broadcast in any way, and if it is broadcast in any media, and must be studied during the publication in the declaration, or after publication to ensure the feasibility of advertising. Avoid the negative by the work of questionnaires distributed to the audience, and there are several elements must be taken into account in the Declaration, the most important ⁽²⁹⁾ :

Attention to the Form and Design of the Declaration

The design of an advertisement, whether printed in a newspaper, newspaper or newspaper, or its design as a visual and audio montage is as important as advertising itself. If the design is unattractive, it will result in the advertisement failing or diminishing its usefulness.

Choose an Ad Idea

Be careful to put forward new ideas because the most difficult face of the designer or the director of the difficulties is the idea of working origin, so they pay for innovative ideas in large amounts of money, and can get the idea of advertising through the following methods:



Advertising through websites, newspapers, etc., when the organisation needs an idea of advertising, a financial prize is placed for the chosen design. Putting a competition among the students of a number of universities in general to separate the idea of a declaration, and this will provide the institution with many ideas that can benefit from the future⁽³⁰⁾, and there are many ideas through which the formulation of the message advertising. The image is rational, as some American ads usually address the recipient's mind (giving clothing a whiter). Japanese ads focus on emotion, such as car ads. They do not focus on the car, but through emotional senses such as family gathering and so on.

The Message of Advertising and the Different Ideas, Including

- Depending on the nature of the advertised item or service and the advertising objectives to be achieved.
- The audience to whom the advertisement is directed and the means to be used.
- The nature of the market, competition and similar products of the same commodity.
- Marketing mix, distribution channels and political temptations.
- Life cycle of products provided and budget available.

As you play the composition size, colour, and image elements, there will be differences in the impact and cost of your ads. Ad placement can attract attention.

The bases that depend upon the effective design of the advertisement

The creative design of the advertisement is creative and this includes not only technical aspects, but extends to include the creative aspects of the idea and perception of the message. The reason for the large volume of advertising expenses on the volume of sales neglected the creative aspect of the message, noting that many studies indicate the impact of creative factors in the campaign. Promotional is the most important expense of advertising, and to be effective design, it must be isolated from the environment surrounding the consumer and the potential consumer may be beautiful design but does not feel the reality of the advertised item, and the basis is based on⁽³¹⁾: balance, proportion, sight, contrast, face, simple.

Conclusion

In the context of alternative media, the map of communication and media has changed. The constants set by countries and media organisations for the advertising industry and the limits of its publication for professional, social and cultural reasons have not been able to withstand the proliferation of communication channels and the abundance of innovations and the user's aspirations for alternative media in the local environments. The declaration became an economic force that imposed its hegemony and rites on the media institutions. After the



media, especially in developing countries, did not allow the publication of advertisements that raise the public's ratings and aspirations to such a degree that it is difficult for the state to achieve, which is in line with the nature of its economic system, because it contributes to the formation of a consumer society that is different from that of developing countries, the doors are open to various types of advertising, and contributed to the independence of the channels of communication. The searches for funding and pressure of the advertiser so that the first objective is to promote goods and achieve the highest levels. Regardless of the value system, patterns, customs and behaviours are soaked in the simulation and imitation of the cultures and behaviours of Western societies.

In the experiences of third world countries there is a close link between the media and advertising, and the media in its narrow sense is only a political declaration and advertising is nothing but a commercial declaration. There are two main aspects in this first topic: the direct contribution of the media to finance the media, the second is the occupation of the advertisement in quite a few pages of newspapers, magazines and programs, and the obligation to rent the advertised part without having the right to intervene. This allows the declaration to participate in forming the body of public opinion, customs, traditions, values and culture. Toulmin due to the importance of advertising, we notice the electronic media put all its intellectual and artistic energies in order to provide advertisements that satisfy the advertiser and achieve their goals, regardless of the ethics of advertising. We also notice the predominance of advertising ideas for the international advertising institutions on the advertising industry, and the control of the international advertising on the advertising market in developing countries through the visual means, especially television, has recently taken large areas of advertising through satellite channels, and advertising policies have found a great transformation in the atheist century after he became the financier of those activities. The advertising industry has been further developed by the international declarations that the recipient and has become accustomed in developing countries. This is also by the tendency of local channels of communication to mimic and change the stereotypes of the past periods of globalisation of communication.



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