

Using Non-Verbal Codes in Electronic Advertising: An Analytical Study of Smoking Advertisements via YouTube for the Period from 1/1/2019 to 31/3/2019

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Language is the oldest means of communication between humans. It has developed alongside human societies and has taken many forms, from signs and symbols through to drawings. From ancient times until the present, new linguistic forms have varied from one society to another and from one environment of communication to another. Symbols of the forms of language that have existed since ancient times have spread greatly, especially with Japanese expansion. The role of technological developments cannot be ignored in reviving these symbols with modern inventions. This has contributed to their transfer to another level, especially with the emergence and proliferation of the so-called social networks. Such forms of communication are accessible to all, especially with increasing rates of interest in their use by various groups of society. The most important of these networks is YouTube, which is characterised by providing the means to view and upload video clips, as well as being an interactive website provided to users. Various institutions and companies have been encouraged to employ this website, using symbols (verbal and non-verbal) in the manufacture of advertising and promotion through YouTube.

Key words: *Non-verbal Symbols, Electronic Ads.*

Introduction

Electronic advertising is a key factor in the success of online marketing because it reaches a worldwide audience. The Internet generates an immediate (interactive) response to the public, prompting companies and organisations to promote through such a global window, because of its impact on the public (the consumer). Statistics indicate that the number of users of the

Internet exceeds three billion, a level of engagement that was not possible by way of traditional means of communication.

The importance of this research comes from the fact that it is an addition to knowledge, and it is an area that has not received sufficient attention from study at the academic research level in Iraq. The importance of the research is also to focus on the ability of the symbol to convey a certain idea indirectly, and the increasing importance of the digital means of communication. Its influential role has created modern methods to deal with communication material and in the use of symbols to promote goods and services through electronic advertising.

The researcher aims to find out how YouTube employs non-verbal symbols in electronic advertising, as well as to identify those symbols used in general electronic advertisements that deal with smoking in particular. The researcher reached a number of results, the most prominent of which are the following:

1. Smoking advertisements have been a major focus of intimidation by linking the practice to insanity.
2. The advertisements emphasised the issue of human organ damage using non-verbal symbols at a high rate.
3. Electronic advertisements used non-verbal characters of body language to demonstrate the facial gestures of smoking.

The Methodological Framework for Research

Research Problem

The problem of research is "a subject that is ambiguous, that it is a phenomenon that needs to be interpreted, that it is a controversial issue, and that it challenges the thinking of the researcher and requires the removal of ambiguity and the emergence of facts" (Mahie, 2000).

The problem of this research is summarised in the following main question:

How did YouTube channels employ non-verbal codes in electronic advertising?

It is divided into two sub-questions:

1. *What symbols are used in tobacco smoking advertisements?*
2. *What are the technical forms in which smoking advertisements are displayed on YouTube?*

Research Importance

The importance of research is based on the nature of the phenomenon studied and its importance to society, as well as its scientific value and the possible results that can be

derived from it. Furthermore, what can emerge from the facts that can be relied upon, as well as what can be achieved for the benefit of science and knowledge are also important (Mohammed Hussein Samir, 1999).

The importance of this research lies in several aspects, including:

1. At the theoretical level, it constitutes an informative addition and enrichment of the information library on an important subject, according to the researcher's conviction, such as the electronic advertisement, which is one of the subjects that has not received sufficient attention to study at the level of academic research in Iraq. The published journals and books dealing with this subject are very limited (Abdul Hadi Zeina, 1999).
2. The importance of this research is also shown by focusing on the ability of the symbol to convey a certain idea in indirect and quick results.
3. It increases the importance of social communication and its influential role through the great demand for its use, which has created formulas and modern ways to deal with communication material, including how to employ different forms and symbols by entities seeking to promote their goods through these means, including advertising for smoking.

Research Goals

The researcher aims to achieve a number of objectives, including to:

1. Detect how YouTube employs non-verbal codes in electronic advertising.
2. Identify the symbols used in smoking advertisements via the YouTube website.
3. Identify the technical forms in which the YouTube website displays smoking advertisements.

Research Methodology

This research is descriptive, a type of research aimed at examining the current facts about the nature of a phenomenon, a situation, a group of people, a group of events or a set of situations in order to obtain sufficient and accurate information.

The researcher used the survey method and the method of analysing the content of smoking advertisements through the YouTube website to reveal the general features of the subject under study and reach the research objectives by designing the content analysis form for the sample during the study period (Qandilji Ibrahim, 1993).

Limits and Areas of Study

1. Time period: The time domain of the study is the period specified for the analysis of smoking advertisements via YouTube and limited between 1/1/2019 and 31/3/2019.

2. Spatial domain: represents the spatial domain of the YouTube website.

Search Procedures

a. Research Community

The research community knows that it is the largest target community of all the vocabulary that the researcher seeks to study in order to achieve the results of the research. Therefore, the results can be generalised to all the vocabulary, but it is difficult to reach all the vocabulary of that target society for its magnitude. This approach entails the collection of data and information and the selection of a sample which is representative of the target community and meets the needs and objectives of the research (Mohamed Massad Mahie, 2000). The research community is smoking ads found on the YouTube website.

b. The Research Sample

The sample is "a model that includes one or part of the original community units concerned with the research, to be represented, so that it bears its common characteristics, and this model or part enriches the researcher to study all units and vocabulary of the parent community."

The researcher chose a sample that included 30 advertisements out of a total of 300, which was chosen according to the simple random sampling method. By placing serial numbers of advertisements published through YouTube during the study period, 30 were withdrawn through at random after placing it in a bag. This number of advertisements represents the proportion of 10% of the total volume, which is an acceptable proportion according to specialists (Dawidri Waheed, 2000).

Research Methods and Tools

In this context, the researcher used a set of tools to gather information and data related to the phenomenon under discussion, as follows:

1. Scientific observation: The systematic attention of the researcher to a specific phenomenon or group of phenomena, accidents, problems, and other things, in order to discover their causes, laws and indicators. (Waheed, 2000) YouTube site.
2. Content Analysis: "Classification of written, audio-visual or visual material under certain categories according to specific criteria, which reveals the characteristics of this material in terms of form and content" (Barakat, 2011).

Terminology

1. Non-verbal symbols: These are the symbols included in smoking advertisements on the YouTube website, such as images, signals and gestures.
2. Electronic advertising: All advertisements that are broadcast using the web to deliver messages and thought to the target.
3. Smoking advertisements: advertisements that are interested in smoking cigarettes, whether by using intimidation or encouragement on the YouTube website.

Theoretical Framework

1. Concept of Non-verbal Symbols

Language has been defined as a system of signals that express ideas, "as communication scientists have defined it as" a system of visual, auditory, verbal and nonverbal symbols used in the coding of communicative communication messages to others in order to evoke their meanings (Catherine, 1988). In fact, symbols indicate material objects that exist before us, but what symbolizes them is a spiritual idea or meaning.

The symbol is defined as "an association between two linguistic elements, a ligament, which brings together two parts of a subject to one another and in the same way, the symbol unites with the symbolized object" (Fadel Wissam, 2017). It is a term, a name or even a picture that may be familiar in everyday life. It involves something vague or anonymous. Basically, non-verbal communication is the process of sending and receiving messages through a variety of ways without using verbal symbols, like words (Abdel-Aziz Barakat, 2011).

There is a correlation between non-verbal communication and body language, which are defined as groups of signals and attitudes, depending on the issuance of the internal feelings and mental states of the speaker. This allows them to express the meanings of certain wishes to send to those with whom they communicate, and those physical signs and gestures that accompany them. Its significance is in terms of language loophole, and may be separated from the speech, being a function itself (Hani, 2007).

2. Types of Non-Verbal Symbols

There are many non-verbal symbols which are as follows:

Body Movements

These include body movements, gestures, posture, hand movements, head or whole-body movements. Body movements can be used to reinforce or confirm what the other person is saying, as well as to provide information about the feelings, attitudes and behaviours of the other person. The movements of the body provide a wealth of information that affects our view of who we deal with. It is a universal language. Through the signals of the hand or the body we find many meanings and ideas about their nature, personality and what they want to convey to us (Al-Hadidi Mona, 2015). Research has identified the various divisions of body movement that are detailed below with a description of the purpose for which they are usually used:

- a. Signs: These are gestures that have the same function as words, for example signs that mean rejection and acceptance.
- b. Illustration: gestures that accompany words to illustrate an oral message, for example the common circular hand gesture that accompanies a phrase over and over again; or the nod of the head.
- c. Expressions of vulnerability: facial expressions or gestures that indicate the feelings and emotions we feel. These expressions give strong indications of the real emotional or emotional state of the person.

Facial Expressions

The face of the human being is capable of expressing countless emotions without saying a single word. These expressions are universally understood. Expressions of happiness, sadness, anger, surprise, fear and disgust are the same universal expressions of different cultures (Badra Mohamed, 2009).

Eye Contact

Visual communication is one of the most important types of non-verbal communication. This type of communication generates a lot of feelings, love, hostility, attraction, and aversion among speakers, and this communication effectively impacts upon the conversation and communication process, whether through the flow of speech or its termination (Shakra Ali Khalil, 2014).

Sound and Image

We can communicate with each other through our voices, even if we do not use words in our communication, through the sounds of many messages, such as irony, anger, love, hate,

happiness, sadness, confidence, weakness, and through the dialect. Additional, image may send us non-verbal characters expressing a message of intimidation, acceptance or solicitation (Abboud Talal, 2008).

3. Electronic Advertising (Concept, Evolution, Species)

The Concept of Electronic Advertising

Electronic advertising is a communication force that plays a key role in persuading consumers to buy products advertised by profitable and non-profit organizations. Advertising is paid, and by displaying information about advertised products, it encourages consumers to buy or to follow a particular style by purchasing the product or service shown in the advertisement (Talal, 2008).

The advertisement is defined as "the non-personal means of delivering goods, services and ideas by means of a given entity and for a paid fee. By advertising, organisations seek to convey a positive image to the public of the advertised products through stimulation and demand (Al-Alaq Bashir, 2009). An electronic advertisement is defined as a non-personal communication process for the dissemination of information through the Internet. It has a compelling nature about products (goods, services or ideas) and is usually paid by the sponsor of the advertisement to websites on the Internet or e-mail. Traditional advertising means by companies in identifying and highlighting advertising content, and then selling it to advertisers in other spaces (Reem, 2017).

From the above, it can be summarised that electronic advertising:

- Broadcasts information
- Is impersonal
- Is paid
- Promotes a particular product or ideas
- Uses a relationship with non-verbal symbols

No matter how creatively the adverts choose textual and spoken phrases, they cannot give or convey the full meaning to the recipient unless this language is spoken and written by the consumer. This language is based on the signs, movements and symbols that are displayed using the body or other artistic elements of the advertisement such as picture, colours and music. Elements of the artistic construction of the advertisement, which all contribute to the completion of the idea of advertising, make it ready to be presented to the public (Essawi Ahmed, 1999).

Scientists and researchers in the field of psychology dedicate much time to the study of body language, developing many different interpretations of each movement. Every signal issued by the human language can be considered important to understand the personality of humans and their thought processes, as evidenced in the great number of these movements. Advertisers and designers do not hesitate to rely on this language in the presentation of their advertising ideas (Mohamed Dweidar Abdel Fattah, 1995).

Evolution of Electronic Advertising

In the year 3000 BC, the first advertisement appeared in Egypt. It was a financial reward. In the Sumerian and Mesopotamian civilisations, the declaration appeared to show legislation and victories. In Greek and Roman civilisations, the declaration was used to inform the masses. The first publication was released in Europe in 1477, and the first time cartoons were used was in 1482. The nineteenth century saw the beginning of a major development in the field of printing advertisements as a result of the industrial revolution, while the twentieth century witnessed a remarkable development in all aspects of life, including in advertising, where radio and television were first used (Al-Sulaiman Hani, 2007).

At the end of 1999, a new and effective means of communication appeared in the form of the Internet, providing companies and advertisers with the possibility to create special websites to promote their products, services and ideas easily and less by connecting to the web and sending messages to consumers. The trend of the organisations to electronic advertising occurred as a result of their awareness of the importance of the role played by this declaration through the availability of the Internet, the wide spread of its users, technological development, high income, and the evolution of traditional and electronic means of communication, and intensified competition. Social networking and applications on mobile phones gave organisations the opportunity to send their advertising messages to target audiences or consumers requiring less time and effort (Abdel Hamid Mohamed, 2000). While traditional means of communication were one-way, electronic advertising is two-way, where the recipients interact with the messages and comments, and read them without any restriction of time and place.

Advertisement Types

The electronic advertisement can be classified according to the following data:

Text advertisement: An advert that is in the form of text consisting only of letters and numbers and does not contain forms and images (Reem, 2017).



Image advertisement: An advertisement that is in the form of images and artistic forms, that is the most widely used and contains advertising through text in addition to images and animation.

Pop-up advertisements: An alert that appears on the publisher's website, where the advertisement appears in a small window indicating the advertised website without disappearing.

Social network advertisements: Advertisements that are published using social networking websites (Facebook, Twitter, YouTube).

Forums

YouTube is a website for video clips, which allows download and upload of a large number of videos, with large numbers of subscribers and millions of visitors daily. The media benefit from this method of presenting videos, on a scale which television networks cannot achieve. YouTube is one of the most important tools of the media. The new digital form of communication has become a global cultural phenomenon in which dozens of websites have been launched using the word "Tube" in conjunction with many of the names of religious sites, political and social phenomena (Ali Khalil, 2014).

YouTube was founded by three employees who worked for PayPal in 2005 in San Bruno in the United States of America: Chad Hurley, Steve Chin and Jude Kareem. Hurley and Chin were taking video pictures at a celebration in San Francisco, and because of the difficulty they faced in publishing these images, they created this website to store videos in a temporary location (Wissam, 2017).

On April 22, 2005, the first 18-second video, "Me at the zoo" was launched on YouTube. In 2006, 100 million viewers watched the films on a daily basis, and in 2008 the number of visitors in January rose to 79 million visitors who watched more than 3 billion videos. The total number of videos viewed on the website in August 2006 was 6.1 million clips, occupying 600 terabytes, and in 2008 the cost of the website was estimated at about one million dollars US daily (Reem, 2017).

Research Framework

This framework consists of practical procedures according to which a sample of the advertisements was selected and subjected to analysis with the aim of extracting the main and sub-categories and calculating their frequencies and percentages, as follows:

The Nature of Tobacco Advertising through YouTube

The total number of recurrences (30) was repeated by a percentage and included two subcategories, as follows:

- a. Advertisements based on intimidation: This category ranked first with a frequency of 28 times (93%).
- b. Advertisements based on encouragement ranked second in the frequency of 7%.

The results of the analysis show that the focus on intimidation is very high in comparison to the use of messages encouraging smoking, because the general culture of the public is aware of the health risks. This is due to the declarations and campaigns of education and awareness that have been going on for years by various health and awareness bodies, as well as decisions by international organizations and federations such as the Federation European Union to ban the publication and circulation of smoking advertisements in the media. See Table 1 below:

Table 1: The nature and frequency of tobacco smoking advertisements

Ranked	Ratio	Frequency	Nature of advertising	s
First	93%	28	Ads based on intimidations	1
Second	7%	2	Advertisements based on encouragement	2
	100%	30	Total	

The nature of channels that broadcast smoking advertisements via YouTube

This category includes three subcategories with a total of 30 recurrences, as follows:

- a. General information and culture channel: These categories had the highest number of recurrences, 17 times (56%).
- b. Private channel: ranked second with a total of 11 times with a percentage of 37%.
- c. Channel linked to the media: ranked third in the frequency with 7%.

Through the review of the results of the screening and analysis process, which has been undertaken on advertisements for smoking in terms of the nature of channels transmitted through YouTube, the channels of public information and culture are at the forefront of the channels. These specialise in the process of education on various issues, especially health, and of course, the education of the disadvantages of smoking, which occupy the forefront of operations. Education is being supported by international bodies and organisations, while the private channels have been promoted secondly. This may be because the private channels are

less conservative than the official ones or those belonging to the media in terms of handling and promoting advertisements that prevent many institutions from broadcasting. See Table 2 below:

Table 2: The nature of the channels that broadcast smoking advertisements via YouTube and their frequencies

Ranked	Ratio	Frequency	The nature of channels that broadcast ads	s
First	56%	17	General information channel and culture	1
Second	37%	11	Private channel	2
Third	7%	2	Channel linked to media	3
	100%	30	Total	

Images employing non-verbal symbols in smoking advertisements via YouTube

This category included three subcategories with a total of 151 recurrences, as follows:

- a. Humidity of human organs: The number of recurrences was 109, with a percentage of 72%.
- b. A cardiac pacemaker during death ranked second with a total of 37 times and a percentage of 25%.
- c. The use of cigarettes as gunshots: ranked in third place with 5 recurrences and 3%.

The analysis of the advertisements clearly showed the concentration on non-verbal symbols represented in human organ damage after the number of recurrences reached three-quarters of the symbols used. This is a strong indication that those advertisements focus on the use of intimidation using these non-verbal symbols as the most influential method. The other method involved showing a device to measure the heartbeat during death. The two methods mimic the instinct of fear in the recipient. See Table 3 below.

Table 3: The frequency of non-verbal symbols in smoking advertisements via YouTube

Ranked	Ratio	Frequency	Categories	s
First	72%	109	Damage to human organs	1
Second	25%	37	A device that stops the heartbeat during death	2
Third	3%	5	The use of cigarettes as shots of a firearm	3
	100%	151	Total	

The use non-verbal symbols in the technical templates used to broadcast ads.

This category included five subcategories with a total frequency of 30 recurrences, within the following categories:

- a. A picture with a comment: ranked first with a frequency of 13 times, a percentage of 43%.
- b. Animation and music: The total number of recurrences (7), occupied second place (23%).
- c. Video with comment writing: in third place after reaching 5 repetitions (17%).
- d. Picture with text: Collected 3 recurrences to qualify for fourth place (10%).
- e. Infographic image within video: ranked fifth and final with only two recurrences and a percentage of 7%.

It is clear from the analysis of tobacco smoking advertisements that most of the ads have been taken in the form of a half-frequency boat, which is the most appropriate way. The ads are aimed at a wide audience of different cultures and levels of education, which means focusing on this form because it is easier to understand, and is more accepted by the general public, especially those with limited education. Not far from such a technical form is the second medium, animation and music, which is similar to the previous form and for the same reasons uses influential music to attract the attention of the public and influence them. See Table 4.

Table 4: The frequency of non-verbal symbols in the technical templates used to broadcast advertisements.

Ranked	Ratio	Frequency	Categories	s
First	43%	13	Picture with voice comment	1
Second	23%	7	Animation and music	2
Third	17%	5	Video with comment writing	3
Fourth	10%	3	Picture with text	4
Fifth	7%	2	Infographic images inside video	5
	100%	30	Total	

Non-Verbal Symbols through Body Language in Smoking Ads via YouTube

This category included seven subcategories with a total frequency of 211 recurrences, within the following categories:

- a. Smokers' facial gestures were ranked first with 98 recurrences (46%).
- b. Early aging in smoking: The total number of recurrences, 43 (20%) occupying second place.
- c. Refrain from smoking by hand signals: ranked third after collecting 26 repetitions (12%).
- d. Smiling face gestures to the child affected by smoking: 19 recurrences (9%).

- e. Positive imagery of smiling surrounding the person as a result of their non-smoking: ranked fifth place with a frequency of 12 times and a percentage of 7%.
- f. Facial glasses after quitting smoking: This category recurred 8 times, with a percentage of 4% in sixth place.
- g. Other: ranked seventh and final with 5 recurrences (3%).

Non-verbal codes in ads in terms of body language focused on "non-smoking facial gestures" by nearly half the number of ad impressions, followed by premature aging (20%), being among the most influential body languages when used properly. See Table 5 below.

Table 5: The employment of non-verbal symbols through body language in smoking ads via YouTube

Ranked	Ratio	Frequency	body language	s
First	46%	98	Non-smoking facial gestures	1
Second	20%	43	Early aging when smoking	2
Third	12%	26	Refrain from smoking by hand signals	3
Fourth	9%	19	Smiling face gestures to a child affected by smoking	4
Fifth	7%	12	The smile surrounding the individual due to non-smoking	5
Sixth	7%	8	Face glasses after quitting smoking	6
Seventh	3%	5	Other	7
	100%	211	TOTAL	

The colours used to employ non-verbal symbols in smoking advertisements via YouTube

This category included five subcategories with a total frequency of 172 within the following categories:

- a. Dark brown: ranked first with 59 repetitions (34.3%).
- b. Dark gray: 52 recurrences with a percentage of 30%.
- c. White: ranked third with 34 times and 19.7%.
- d. Red: This category was counted 20 times, with a percentage of 11.6%, ranking fourth.
- e. Green: ranked fifth with 7 recurrences (4%).

The results of the analysis of smoking advertisements via YouTube in terms of the colours used in the use of non-verbal symbols focused on dark colours. These colours (dark brown and dark gray) were used by almost two thirds of the total advertisements (64%), which is high. The colour seeks to represent the effect of smoking in people's health because these dark colours are among the most unpopular colours of people. Linking undesirable colours to

the effects of smoking is undertaken to indicate the effects of the process of combustion and thus the disease, as part of non-verbal symbols. See Table 6 below.

Table 6: Colours used to employ non-verbal symbols in smoking ads via YouTube

Ranked	Ratio	Frequency	Colours	S
First	34.3%	59	Dark brown	1
Second	30%	52	Dark gray	2
Third	19.7%	34	White	3
Fourth	11.6%	20	Red	4
Fifth	4%	7	Green	5
	100%	172	Total	

Highlights

1. The biggest focus in smoking advertising is based on intimidation (93% vs. 7%).
2. Channels of public information and culture topped the most popular channels for smoking advertisements by more than half, followed by private channels (37%), while the channels associated with media were shown in 7%.
3. The advertisements focused on the damage of human organs in non-verbal images, with a concentration of more than 70%, while the second image, which is a device to measure the heartbeat during death by 25%, and the use of cigarettes as gunshots, was only employed by 3%.
4. The results of the study showed that the non-verbal symbols in the technical templates used to broadcast the ads focused on pictures with comments by 43%, followed by comics and music by up to 23%.
5. The ads focused on the use of non-verbal symbols of body language on the gestures of the face reject smoking by 46%, followed by premature aging due to smoking by up to 20%.
6. The most commonly used colours as non-verbal symbols in smoking advertisements through YouTube was dark brown (34.3%), dark gray (30%) and white (19.7%).

Conclusions

1. The majority of advertisements called for the need to quit smoking on YouTube compared rather than using encouragement.
2. The use of dark colours (dark brown and dark gray) in advertising on YouTube has several implications according to psychologists, most notably it indicates the area between the right and wrong. That is, the life of a smoker is like a dark light that needs to be converted to light. The uses of dark brown featured as a large proportion.
3. The industry and broadcasting advertisements used images of early aging and cigarettes in the form of firearms as verbal symbols as a non-verbal warning to smokers about health risks.



4. Most of the channels on YouTube that broadcast the ads have a strong focus on the subjects of research, channels of culture and public information, and this is a sign that the warning of smoking is part of cultural campaigns.



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