



Media Campaigns on Algerian Television: Between Design Professionalism and Impact Limits - An Analytical Study-

الحملات الإعلامية عبر التلفزيون الجزائري بين احترافية التصميم وحدود التأثير - دراسة تحليلية -

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Article abstract:

This paper aims to study and analyze a sample of media campaigns broadcasted on the first channel, highlighting the creativity employed in their design to achieve the desired impact on the audience. The study yielded several findings, the most significant of which are: The functions performed by the media campaigns in the study sample primarily include raising awareness. Regarding the professionalism of design employed in the media campaigns of the study sample, we found that these campaigns focus on creative elements such as employing persuasive technique.

Key words: Design professionalism ; media campaigns ; first channel ; audience.

ملخص المقال:

نسعى من خلال هذه الورقة البحثية إلى دراسة وتحليل عينة من الحملات الإعلامية المعروضة على القناة الأولى، وذلك لإظهار الإبداع الموظف في تصميمها لإحداث التأثير المطلوب في المتلقي. توصلنا في هذه الدراسة إلى عدة نتائج نذكر أهمها: الوظائف التي تقوم بها الحملات الإعلامية عينة الدراسة تتمثل أساساً في تحقيق التوعية، بالنسبة لاحترافية التصميم الموظف في الحملات الإعلامية عينة الدراسة توصلنا إلى أن هذه الأخيرة تركز على عناصر الإبداع المتمثلة في توظيف أساليب الإقناع، التأثير على إدراك المشاهد.

كلمات مفتاحية: احترافية التصميم ; الحملات الاعلامية ; القناة الأولى ; المتلقي.

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Introduction

Media, through its various forms and channels, is considered one of the most significant means of influencing individuals' attitudes, beliefs, and behaviors, as well as raising awareness about societal and daily issues and keeping them informed about the latest developments. Television remains one of the most impactful and widespread mediums, despite the transformations occurring in modern media and communication.

Algerian public television, particularly the national first channel, stands out as a primary generalist channel due to its unique ability to reach a broad and diverse audience. Its content continues to be classified as suitable for Algerian families, aligning closely with their cultural and social values compared to the private media landscape in Algeria. In this context, the importance of media campaigns emerges as an effective tool for awareness, education, and audience influence through their creative design. Creativity in the design of media campaigns is a critical element in achieving the desired impact and effectively conveying messages to the target audience in an era characterized by an overwhelming flow of information and intense competition among media outlets. Therefore, it is essential to study and develop innovative media campaigns that can capture viewers' attention and encourage them to engage with the messages presented.

Through this analytical study of a sample of media campaigns on Algerian television—specifically the first channel—we aim to uncover the professionalism in their design or identify weaknesses within these media campaigns.

1. Study Problem

1.1 Study Problem and Questions:

Media campaigns are one of the most important communication channels with individuals today, working to change ideas and behavior patterns positively. Given that we live in an era where social life has become increasingly complex, various problems and crises affecting societies in general and individuals specifically have emerged. This necessitates attention at all levels, including intensifying awareness campaigns.

The social problems occurring at various levels require all actors and social systems to enhance their roles in raising awareness and mitigating their dangers and harms on human life, including traditional and modern media. Since awareness cannot proceed along a unified communication line where media alone bears the responsibility, it has become imperative for individuals to work alongside media in a participatory interactive process that fulfills a positive functional role in reducing many social crises and complexities affecting different segments of society (such as addiction, smoking, pollution, crime, traffic accidents, neglect, corruption...). This collective societal awareness can be achieved through the concerted efforts of various institutions and individuals.

In Algeria specifically, many negative phenomena and complexities continue to rise despite all efforts made to reduce them. However, their effectiveness remains somewhat limited concerning issues like traffic accidents, gas leaks, crime, environmental resource wastage, forest fires, addiction, pollution... This situation has raised public concern despite various awareness efforts; however, these problems are continuously increasing at alarming rates.

Algerian media—especially the national first channel—consistently strives to achieve awareness through a range of educational media campaigns that allocate human effort, time slots, and communication messages with specific standards of persuasion and creativity aimed at influencing individuals to achieve the goal of awareness: reducing the severity and spread of these phenomena.

Media campaigns on the national first channel of Algerian television raise issues regarding reception and impact on one hand and creativity in design on the other. Despite significant communication efforts dedicated to their design, existing discrepancies related to real-world statistics from various social issues suggest that they may not achieve the desired impact. This leads us to question and explore the limits of creativity in designing these media campaigns that must address three essential levels in the audience: cognitive, emotional, and behavioral—using creative standards to attract attention and influence.

Professional thought in designing media campaigns relies on a more realistic perspective from designers that aligns with individuals' lived realities. It considers creative ideas, representation, artistic templates, persuasive appeals (both rational and emotional), as well as directing the campaign towards awareness and development aimed at modifying behavior and attitudes overall since it is fundamentally an effective process for social development—including sustainable development.

This focus on professionalism in designing media campaigns through Algerian television—specifically the national channel—stems from its significant role within an integrated framework that seeks to fulfill essential functions within Algerian society by analyzing content from a sample of these campaigns aired on the channel while revealing strengths and weaknesses in their design professionalism.

From here arises our main question: What are the limits of professionalism in designing media campaigns on Algerian television—the first channel?

Under this main question are several sub-questions:

1. What is the content structure in designing media campaigns on Algerian television—the first channel?
2. What is the formal structure in designing media campaigns on Algerian television—the first channel?

1.2 Study Objectives:

The overall objective of this study is:

To identify the limits of professionalism in designing media campaigns on Algerian television—the first channel.

This objective can be broken down into:

- Identifying formal design criteria in media campaigns on Algerian television—the first channel.
- Revealing content design criteria in media campaigns on Algerian television—the first channel.
- Revealing the Manifest and Latent Functions of Media Campaigns on Algerian Television - The First Channel, and Assessing Their Achievement Based on the Variable of Creativity in Design.

1.3 Importance of the Study:

The significance of this study is defined by highlighting the true value derived from its examination, the relevance of posing and formulating the problem, and demonstrating its magnitude, as well as the scientific contribution of the research on this topic.

The study's central problem revolves around, which derives its importance from the significance of the variables it addresses.

The importance of this study lies in the significance of these variables, which can be summarized as follows:

1.3.1 Scientific Importance:

The topic of media campaigns is among the most scientifically valuable subjects in the field of media and communication in general. It is an urgent necessity in our current era as it plays a vital and effective role in raising public awareness about issues that concern them. The awareness provided by media through campaigns is considered one of the most important strategies adopted by states and institutions due to its characteristics and techniques that influence individuals' attitudes, beliefs, and behaviors.

1.3.2 Practical Importance:

This current study falls within research related to media, specifically awareness-oriented media campaigns aimed at modifying attitudes and beliefs, providing individuals with necessary information and experiences, and replacing negative behaviors with positive and correct ones among recipients from various segments of society. This aims to activate the true and leading role of television as a media outlet with social standing that fulfills its functional role. The importance of professionalism in designing media campaigns is crucial for achieving their intended goals and ensuring their effectiveness.

This study highlights the strengths of the communicative message within the content of media campaigns and its effectiveness by returning to the element of creativity, which is grounded in good design both in concept and subject matter. It also aims to reveal weaknesses so that we can present them at the end of the study as findings that can be utilized by relevant parties and institutions.

1.4 Defining Study Concepts:

1.4.1 Media Campaigns:

1.4.1.1 Media in Language:

According to the "Al-Ma'ani Al-Jami'" dictionary, the term media is derived from the root verb "أعلم" (to inform) .

The means of media have evolved in the modern era to encompass communication methods and the exchange of information and news. It is essential to inform the public of the truth, ensuring they are aware and knowledgeable.

1.4.1.2 Media in Terminology:

Mai Al-Abdallah defines media as a process of disseminating and transmitting news and ideas to the public while citing their sources (serving the public good). It involves addressing the audience's emotions and engaging in discussion, dialogue, and persuasion (Al-Abdallah & Shein, 2014, p. 45).

1.4.2 Campaign:

1.4.2.1 In Language:

The term *campaign* is defined in "Al-Ma'ani Al-Jami'" as follows:

- Campaign (حملة) is a noun with plural forms "حملات" and "حملات", derived from the verb "حَمَلَ" "على". A campaign of arrests refers to a series of arrests; an electoral campaign consists of activities undertaken by a candidate for election.
- An exploratory campaign refers to a military raid for reconnaissance; a literacy campaign or anti-illiteracy campaign is an organized effort aimed at promoting education.
- The army conducted a military campaign against enemy positions, which signifies a military attack using armed equipment.
- An *advertising campaign* is a market invasion through targeted advertising programs according to a pre-established plan, aimed at promoting advertised items.

1.4.2.2 Media Campaign in Terminology:

Mai Al-Abdallah defines a media campaign as an organized and coordinated persuasive process typically conducted by mass media, directed at public opinion to achieve specific objectives. It can also be executed by institutions for individuals seeking to fulfill their private interests (Al-Abdallah & Shein, 2014, p. 159).

Mohamed Jamal Al-Far describes it as providing information intended to benefit the targeted group, usually within an educational or cultural context, free from ideological biases or favoritism towards any particular group (Jamal Al-Far, 2014, p. 149).

Additionally, it is described as a planned and organized communication activity subject to monitoring and evaluation, conducted by institutions, groups, or individuals over a specified period using various communication methods and a series of media messages. It employs influential

persuasion techniques regarding a specific topic, targeting a relatively large audience (Kanaan, 2014, p. 16).

1.4.2.3 Operational Definition of Media Campaigns:

In this study, media campaigns refer to carefully planned communication activities aimed at conveying a specific message to a target audience using Algerian television—Channel One—as the medium for dissemination. These media campaigns include creative conditions reflected in setting objectives, analyzing the target audience, developing messages, implementing activities, and monitoring and evaluating results to ensure the desired impact is achieved.

1.4.3 Design:

1.4.3.1 Definition of Design in Language:

According to "Lisan Al-Arab," design refers to "الصَّنَافَةُ," meaning a decisive sword that does not bend; "صَنَّمَ الْأَمْرَ تَصْمِيمًا" means to resolve decisively. Design (التَّصْمِيمُ) signifies the firm establishment of matters (Hussein, 2007, p. 15).

1.4.3.2 Definition of Design in Terminology:

Design is defined as the process of planning and creating form or content in an organized and intentional manner to achieve a specific purpose (Hanafi, 2010, p. 23).

It also encompasses preparation and pre-planning for artistic work that includes all details and the expected final form (Mahmoud, 2005, p. 42).

In contrast, engineering design refers to the creative process aimed at developing suitable engineering solutions through planning, analysis, and testing.

1.4.3.3 Operational Definition of Design Concept:

In this study, design refers to the creative intellectual process that employs all necessary skills concerning form and content in preparing and presenting media campaigns via Algerian television—Channel One.

1.5 Previous Studies:

This study relies on several previous studies that served as guiding references for our research. Notable among them are:

1.5.1 The first study:

By researcher Nabila Boukhabza titled "Applications of Public Communication Techniques Applied in Televised Public Campaigns—A Theoretical Study," PhD thesis in Media and Communication Sciences, Faculty of Political Science and Media, University of Algiers, 2007.

1.5.2 The second study:

By researcher Tabani Abir titled "Radio Media Campaigns for Traffic Awareness in Algeria—A Field Study on a Sample of Drivers in Setif Province," Master's thesis, Faculty of Human Sciences and Social Sciences, Department of Humanities, Mohamed Khider University—Biskra, Algeria, 2012/2013.

1.5.3 The third study:

Is conducted by researcher Soumeiya Bourqaa, titled "Media Campaigns—A Study of Persuasive Techniques—The White Hands Campaign, The Model Woman Program as a Case Study," published in the Al-Hikma Journal for Media and Communication Studies, Volume 3, Issue 4, 2015

1.5.4 Aspects of Benefit from Previous Studies:

We have benefited from these studies with a shared context—without specification—in the methodological aspect, including defining the problem, formulating questions, designing the study tool, and determining the method for selecting the research sample. Additionally, we gained direct benefits from the documentation aspect through chapters addressing the study variables.

Theoretically, despite the diversity of methodologies and tools used in each study, the real support we received was from Soumeiya Bourqaa's research, as she analyzed the content of a sample

of media campaigns and studied the persuasive techniques that we adopted in our study as indicators of creativity.

These studies also guided us to a collection of references that were directly researched for further benefit.

2. Methodological Procedures of the Study

2.1 Type of Study:

The study belongs to the category of descriptive research aimed at describing events, individuals, trends, beliefs, values, preferences, interests, and various behavioral patterns according to media systems and institutions. It also seeks to explain the interrelationships between these elements and others within a testable hypothesis framework (Abdel Hamid, n.d, p. 13).

2.2 Study Method:

Since we are examining media campaigns via Algerian television between design professionalism and impact limits—a qualitative analysis—the nature of the topic necessitated following a descriptive analytical survey method. This method is defined as one of the specific forms of gathering information about individuals' conditions, behaviors, feelings, and attitudes. It is considered the primary and standard form for collecting information when the study encompasses an entire community or when the sample is large and widespread to an extent that makes contacting its components difficult, thus saving time, costs, and effort through methodological and objective steps (Abdel Hamid, 2004, p. 158).

2.3 Defining the Study Population:

The research population is defined as the totality of items that the researcher aims to study; it represents the larger or total group to which the study results will be generalized. However, accessing this targeted population can be challenging due to its size. Therefore, focus is placed on an accessible or reachable population for data collection .

In our study regarding creativity limits in designing media campaigns via Algerian television—Channel One—the following applies:

- Target Population: This consists of a group of media campaigns broadcasted on Algerian public television Channel One.
- Accessible Population: This refers to media campaigns aired on National Channel One

2.4 Study Sample:

The sample reflects the overall population of the study as it possesses similar characteristics. We relied on a "convenience sample," which is defined as a type of sample that researchers use based on available subjects that often do not represent the study population and whose results are difficult to generalize (Mustafa Alyan & Mohammed Ghanem, 2000, p. 148).

This type is also known as an incidental or transient sample where its components are selected randomly in a specific area or street at a certain time. It does not represent the original population but rather represents randomly chosen items and is often characterized by researcher bias in selection.

We adopted this type of sample due to time constraints, as the period during which we monitored and recorded the media campaigns was the only one available to us, allowing us to dedicate ourselves to watching and documenting them. We did not rely on a systematic random sample due to our inability to control the sample for objective reasons, which include the lack of available time for recording the media campaigns, as documenting these campaigns requires considerable time. Additionally, we encountered difficulties in accessing them through the archives of Algerian television due to the distance involved. Therefore, we relied on a convenience sample and recorded the media campaigns during the available period from January 1 to March 30, 2024.

We documented the media campaigns aired on the first channel of Algerian television, which amounted to 29 campaigns during this period, taking into account their frequency of broadcast each

day. We deliberately chose to air the media campaign before the 8 PM news bulletin—"prime time"—due to the high viewership at that time. By chance, we selected 10 media campaigns with diverse topics and designs, which we will present as illustrated in the following table:

Table 1 Illustrates the representation of the sample.

No.	Subject of the Media Campaign	Broadcast Date	Duration
1	Smoking	10/10/2024	59 seconds
2	Traffic Accidents	20/01/2024	1 minute
3	Water Conservation	25/01/2024	1 minute
4	Gas Leaks	02/02/2024	1 minute and 20 seconds
5	The Environment	15/02/2024	50 seconds
6	Afforestation	20/02/2024	1 minute
7	Recruitment	25/02/2024	45 seconds
8	People with Disabilities	03/03/2024	40 seconds
9	Forest Fires	15/03/2024	1 minute
10	Diseases and Epidemics	29/03/2024	1 minute

Source: Authors of the paper.

2.5 Data Collection Tool:

In our study of media campaigns on Algerian television, focusing on the professionalism of design and the limits of impact—a qualitative analysis—we relied on content analysis as our data collection tool .

Content analysis is a method used to process written texts, audio recordings, and films. It has been widely utilized by researchers across various fields, particularly those related to media and communication, due to the diverse content it produces and its varying effects on audiences. Researcher Nawal Mohammed Omar defines content analysis as the disassembly of the communication content produced by mass media—written, audio, and visual—into material parts that allow for the revelation of the symbols and various forms used to express the values and ideas intended to be communicated to the other party in the communication process (**Ben Morsli, 2003, pp. 250-251**).

Bernard Berelson defines content analysis as a research method aimed at quantitatively, objectively, and systematically describing the manifest content of communication (**Abdel Hamid, n.d, p. 17**).

✓ Design of the Content Analysis Form:

Our study relied on content analysis, which is based on the objective, systematic, and quantitative description of the content of communication phenomena. This represents a form of communication, with the unit of analysis in this study being "the unit of subject," where we will focus solely on media campaigns in our analysis.

We will utilize the following categories in our analysis based on two main categories:

Categories of How Was It Said? "Form": This includes:

- Category of Language Used in the Media Campaign: This encompasses Modern Standard Arabic, French, English, Amazigh, and colloquial dialects ("Darja").
- Category of Language/Dialect Presentation: Spoken, written, expressive symbols.

- Category of Appeals Used in the Media Campaign: This refers to a set of strategies focused on persuading and influencing the audience.

Cognitive Appeals: Including evidence appeals (numbers and statistics), news reports, eyewitness accounts, dialogue, and comparisons.

Emotional Appeals: Including appeals to guilt, fear (intimidation), reward and punishment, evocation of religious sentiment, situational effects (campaign subject), and moral values.

- Category of Formats Used in the Media Campaign: This includes images, captions for images, dialogues, representations, music, songs, live discussions, and animations.

Categories of What Was Said? "Content": This includes:

- Category of Subject: Media campaigns about smoking, health, wastefulness, environmental conservation, cleanliness, gas leaks, traffic accidents, addiction, and people with disabilities.
- Category of Values Promoted by the Media Campaign: This includes food security, health security, environmental security, quality, utility, safety, cooperation, solidarity, comfortable living, respect, productivity, creativity, commitment, responsibility, national belonging, cleanliness, and beauty.
- Category of Needs Emphasized by the Media Campaign: We adopted Maslow's hierarchy of needs which includes physiological needs, safety needs, social needs, esteem needs, and self-actualization.
- Category of Actors in the Media Campaign: This includes celebrities, ordinary individuals, stars, virtual influencers, specialists, and experts.
- Category of Functions of the Media Campaign: Awareness-raising; instilling a sense of responsibility among individuals; education; involving various socialization institutions in awareness efforts; generating concern; creating boredom and aversion among recipients; evoking sadness; desensitization to violence and death; enacting laws and tightening penalties; intensifying security measures.
- Category of Creative Thinking in Designing the Media Campaign: This includes focusing on employing persuasive techniques; keeping pace with contemporary transformations; influencing viewers' perceptions; impacting their emotional responses; raising awareness about the campaign topic by providing sufficient information; managing time effectively; empathizing with the idea; accurately identifying the target audience; employing creative artistic formats; opening channels for communication and interaction with the campaign; testing the effectiveness of the media campaign.

2.6 Fields of Study:

2.6.1 Spatial Field:

This study was conducted at Abbas Laghrour University in Khenshela, within the Faculty of Social and Human Sciences, Department of Human Sciences, Media and Communication section, during the academic year 2023/2024.

2.6.2 Temporal Field:

The study took place from January 2024 to May 2024. After finalizing the topic, we began collecting visual material related to media campaigns by recording broadcasts from the National First Channel via Algerian television. Concurrently, we established the documentation aspect by preparing the research plan, gathering references, and drafting the theoretical chapter. This was followed by completing the methodological framework by the end of March, allowing us to start the analytical application phase in early April. The study culminated in its final form by the end of May 2024.

3. General Results of the Study

After analyzing a sample of media campaigns aired on Algerian television — specifically on Channel One — we arrived at the following results:

3.1 Regarding the Form Category - How was it said?

- The media campaigns in our sample utilized colloquial dialects 38.88% of the time and Modern Standard Arabic 33.33%. Both serve as vessels for ideas and create a shared environment that encompasses all age groups and communities relevant to the campaign topic due to their accessibility and simplicity, enabling individuals to understand and absorb them.
- In terms of how this language or dialect is presented in the design of the media campaigns, we found that spoken presentation was the most frequently used method, accounting for 47.61%.
- The media campaigns primarily focus on rational appeal represented by information at a rate of 30.30%, alongside emotional appeal represented by an emphasis on moral values at 28.8%.
- The design and presentation of these media campaigns predominantly featured visual templates, image commentary, and representation, each accounting for an equal share of 20.83%, which are the most suitable formats for the nature of these campaign topics.

3.2 Regarding the Content Category - What was said?

- The topics covered by our sample media campaigns varied among smoking, health, wastefulness, environmental protection, gas leaks, traffic accidents, addiction, individuals with disabilities, and violence, each representing a rate of 10%. This indicates Channel One's commitment to monitoring and guiding individual behavior while raising awareness about various negative phenomena that could impact community security and stability.
- The media message promotes a blend of social, ethical, aesthetic, and humanitarian values at similar rates estimated at 9%, highlighting values such as utility, safety, responsibility, national belonging, and beauty. It is noteworthy that as long as the content of these media campaigns is linked to values, its impact tends to be positive; conversely, when it strays from or contradicts these values, its effect becomes negative.
- This analytical study revealed that the sample media campaigns primarily address both the need for a sense of security and the need for respect among recipients at a rate of 23.25%, followed by social needs and physiological needs at 20.93%. The emphasis on these needs stems from the fact that these negative phenomena addressed by these campaigns significantly affect community security, stability, and cohesion.
- Regarding the actors featured in our sample media campaigns, we found that ordinary individuals accounted for a dominant percentage at 32.25%. Their inclusion encourages viewers to perceive the message as realistic rather than as mere representations by famous figures that do not reflect reality.
- Concerning the functions performed by our sample media campaigns, we determined that raising awareness, instilling a sense of responsibility, and education are prominent functions with an equal percentage estimated at 15.15%. Meanwhile, calls for increased security measures and engaging various socialization institutions in awareness efforts are latent functions estimated at 12.12%.
- In terms of creative thinking employed in designing our sample media campaigns, we found that these campaigns focus on creative elements such as employing persuasive techniques, influencing viewers' perceptions, and affecting their emotional responses at an equal rate of 12.98%, followed by other varying elements.

Conclusion:

Media campaigns play a significant role in raising awareness by creating cognitive effects and providing individuals with information and facts about specific issues. They influence attitudes to support or oppose the campaign's subject, ultimately leading to behavioral effects by modifying negative behaviors and replacing them with positive ones, convincing individuals as the ultimate goal of these campaigns.

We propose the following recommendations in this research paper based on the finding of the study:

- Enhancing Research and Studies on the Target Audience Conduct continuous studies to understand the audience's interests, needs, and ways of interacting with television content. Use behavioral analysis and data to improve content targeting strategies.
- Utilizing Modern Technology Integrate augmented reality (AR) and virtual reality (VR) technologies to add an interactive dimension to media campaigns. Additionally, enhance visual quality by utilizing advanced techniques in editing and graphics.
- Diversifying Creative Approaches Encourage collaboration among scriptwriters, directors, and designers to develop innovative and cohesive ideas. Employ storytelling techniques that captivate viewers and create immersive experiences.
- Developing Human Resources Organize training courses for channel employees to enhance their skills in design, editing, and media creativity. Attract young talents and provide a work environment that fosters innovation
- Strengthening Collaboration with External Entities Build partnerships with design and media production agencies to exchange expertise and creative ideas. Host international experts to enrich the level of media campaigns with fresh perspectives.
- Allocating a Flexible Creativity Budget Set aside a sufficient and flexible budget to experiment with new ideas without fear of failure, supporting the production of high-quality media content that meets audience expectations.
- Evaluating Performance and Analyzing Results Adopt an integrated system to measure the performance of media campaigns using accurate indicators. Conduct comprehensive evaluations of previous campaigns to derive lessons and identify areas that need improvement



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