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The effectiveness of sound metaphor in television advertising

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Abstract

The audio metaphor in television commercials occupies a wide space at the level of employment and expression of the subject of the advertisement, and today, in light of the technical developments of metaphor, has become an aesthetic value in the structure and formulation of the contents and ideas presented in the work that emerge from the value of the advertisement. It enhances the aesthetic and expressive value of advertising and as a result of many developments in the expressiveness of sound metaphor in television commercials.

Introduction

The importance of the research lies in clarifying the effectiveness of audio metaphor in television commercial advertising, which is considered one of the employer's options in this field, and lies in the fact that it benefits researchers and students because it is a scientific source in the field of

the effectiveness of audio metaphor, and the importance of the research lies in that it benefits advertising and commercial institutions for the purpose of Creating influence and persuasion on viewers, the chapter also included the research objective, which focused on two objectives: the first definition of the effectiveness of audio metaphor in television commercial advertising, and the second, the mechanism of using audio metaphor in television commercial advertisement, while the limits of the research were limited to the period between 2008 to 2018. The chapter concluded by defining the basic terms that were mentioned in the body of the research.

Research problem:

Television advertising depends on the promotion of products and services on its own visual and audiovisual tools and capabilities. For the realistic credibility of the characters and the place in the case of dramatic use, it is to deepen the feelings that surround the events. In addition, the sound works with the visual sound in creating a special viewing experience, and then the sound represents a decisive factor in the interpretation of the action events. Red Herbert believes that the psychology of creativity is to be the business owner has a state of psychological and emotional readiness, this readiness generates for him an idea, which requires expressing it with a symbol and a visible and tangible physical form. The embodiment of the symbol, and through the awareness and accumulated experiences of the employer, the symbol is subject to many modifications to become more symbolic and appropriate to those symbols. The idea of phonetic metaphor (Herbert, 1986)

Therefore, it should be used effectively beyond the real meaning of the sound, as the sound has an allegorical meaning in the analogy, civilization or symbol. Therefore, we ask the following question: What is the effectiveness of using sound metaphor in commercial television advertising?

2- The importance of research:

1- It lies in clarifying the effectiveness of audio metaphor in advertising, which is one of the employer's options in this field.

2- It benefits researchers and students because it is a scientific source in the field of sound metaphor.

3- It benefits advertising and commercial establishments for the purpose of influencing and persuading viewers.

3- Research objectives:

1- Defining the effectiveness of sound metaphor in TV commercial advertising.

2- The mechanism of using sound metaphor in television commercials.

4- Limitations of the search:

A- Objective limits: a study of the effectiveness of sound metaphor on TV commercials.

2- Spatial limits: commercial advertisements on MBC Egypt.

3- Time limits: from 2014-2018.

5- Define the terms:

Efficiency/Linguistically:

The verb/fa, the eye and the lam is a valid origin that indicates the occurrence of something from an action and others, and the active is what he does of good (Salbia, 1982).

Effectiveness / idiomatically: the efficiency with which performance is described, i.e. the ability to acquire knowledge by the learners and be the characteristics of the competent learner (Jihan, 2005).

Procedural efficacy:

It is some force that motivates the soul and is capable of diligent work and continuous movement in order to achieve the best results on an individual and collective level.

Metaphor

Claiming the meaning of the truth in a thing to exaggerate the analogy with the exaggeration of the mention of the suspect from the clear, as you say you met a lion and you mean by it the brave man (Al-Jurjani, 1983).

metaphor

It is the presentation of an idea in the language of another idea that belongs to another category, so that either the form of the first idea is transformed, or a new idea is created from the merging of the two ideas (Whitek, 2005).

Metaphor / procedural:

It is about presenting an idea and transforming it from a template into an aesthetic artistic template that affected the viewers.

Literature review

1. Commercial advertising

Advertising was born with the emergence of the city and civilization and its development, since man learned to exchange goods, it was necessary to advertise them, and advertising progressed as a result of the industrial revolution. Main in the fields of marketing goods and products (Al-Zoghbi, 2014).

Characteristics of commercial advertising

There are a number of characteristics that are required to be achieved in the content of the commercial advertisement to distinguish it from other activities of the promotional mix, which are:

1- Commercial advertising is a non-personal activity, which means that communication between the advertiser and the advertiser is done indirectly, using various means of communication such as newspapers, magazines, radio, television and others (Ghaith, 2011).

2- It is a paid effort, whether at the level of preparing and producing advertising messages or at the level of using the means of communication. We undertake to deliver the information contained in the advertising message to consumers (Al-Sahn, 1997).

3- It is not limited to the display and promotion of goods such as cars, perfumes and clothes, but it also extends to promoting services such as hotel services and banking services, as well as promoting ideas such as the idea of life insurance in the state, By serving him, such as the advertising campaigns that were used to promote electric washing machines when they appeared or to promote soft drinks in a country whose members are famous for drinking tea (Al-Adly, 1996).

3- The commercial advertisement in which the advertiser's character, personality and nature becomes clear, which can infer the personality of the advertiser through the advertisement text.

4- Commercial advertising is a well-studied scientific activity and method for the advertiser, the advertising agency, and the thing advertised.

Types of commercial advertising:

Commercial advertising can be divided into:

- Educational advertisement: It is the advertisement that relates to the marketing of new goods that have not existed in the market before, or of old known goods that have new uses or uses that were not known to consumers. Maintaining and preserving it or what he does not know about the new characteristics of the known commodity (Al-Sahn, 1997).

Indicative or optional advertisement: it is the advertisement that relates to goods that are known to the public and about which individuals do not know much information, such as the time and place of obtaining them and how to satisfy their needs in an economic way (Al-Ghaliby, 2003). This type of advertisement is used when the supply of the commodity decreases and the demand for it increases.

- Reminder advertisement: It is the advertisement that relates to goods, services or ideas whose nature and characteristics are known to the public with the intention of reminding them and fighting the habit of forgetting among people (Al-Ghalaby, 2003). It was announced and became known to him so that he would not forget it.

Competitive advertising: It is the advertisement that relates to goods and services with a strong position, for which other competing products have appeared, as well as new goods and services

that compete with well-known goods and services in the market and are working to replace them (Madanat, 1994), Goods or services equivalent to each other in terms of type, characteristics, price and conditions of use.

2. Audio-General Input

The sense of hearing is a gift from God so that man can identify with the outside world through which he can hear the sound. There are voices possessing innate talent that the invention of the sound meant increasing dominance over people's minds and emotions, increasing power and the possibility of using new means of embellishment, beautification, and artificial influence on people in order to deceive them and pass the illusion that you present to them (Janetti, 1981).

The sound must be a creative and essential element to achieve the general goal of the image. When the sound is employed in all its forms in an ideal form, it will achieve the ability to express and create the scene and the story. Therefore, the sound must be in good harmony with the image, meaning that the sound has become formed in the television work to create an additional effect. On the image, which was marred by some flatness due to its silence, because the image alone and the movement of the actors, despite the characteristics that the actor possesses of exaggeration, puns, and expressive gestures, may not be able to explain these events and the story going on behind them. For this reason, written titles were used to express non-image information such as dialogue and commentary (Janetti As for the case of the natural use of sound, the goal is to support the realistic credibility of the characters and the place, while in the case of dramatic use, it is to deepen the feelings that surround the events or characters, in addition to bearing in mind that the sound works with visual images to create a special viewing experience, and then the sound It represents a decisive factor in the spectator's interpretation of the events of the action (Martin, 1964), as it can determine or change the meaning, but above all it leads us to a specific meaning. When it is compared to the visual images that accompany it, the sound is linked with the image in an interactive dialectic relationship that complements one another so that it cannot dispense with the other and the sound elements are four: dialogue, music, sound effects and silence (Al-Baidani, 2012).

First: Dialogue: Dialogue is an expressive means that contributes to supporting the image, and it works in integration with the rest of the other elements of the voice within the system. The poplar has several functions, the most prominent of which are providing information, confirming personality traits, revealing events, clarifying or introducing the subject, revealing psychological aspects, narrating events and provoking conflict through dialogue. (Al-Engineer, 1990) Therefore, dialogue and its performance are considered among the most important factors for expressing the personality. The method of performing dialogue varies from one actor to another, according to voice coloring and others. It is not limited to voice coloring when performing or what is sometimes called the tone of performance, but there are other factors, the most important of which are facial expression. Expression is of great importance that outweighs other forms of expression, in addition to the gesture, the gesture, the physical position of familiar words and words, the avoidance of Western and uncommon words, and the use of simple vocabulary that fits with the different levels of viewers (Al-Baydani, 2012).

Secondly, music: Music is a very important expressive and aesthetic element in artistic works of all kinds, whether dramatic or non-dramatic. As is the case in many television works, the music works to enrich the dramatic content of the image, and the director must know how to use the music dramatically. The melody of the music accompanies it when it appears every time. We also find that when the actors are asked to embody a written or neutral expression, the musician can suggest their hidden inner emotions (Janetti, 1981) and the music is used as a kind of literal equivalent to the image. A step that has a musical tone confirms this in the scene, and the musician contributes to finding a kind of unity and balance between the visual and sound aspect along the entire length of the evening. The painting of the artwork sometimes dominates the entire image or scene.

Thirdly Silence: Silence plays an important role within the boundaries of the picture. Scenes in which silence or complete silence may be more profound and meaningful than the dialogue, and it is a dramatic vocal component that contributes to activating the components of the stream, as silence has a signification in expression, interpretation and persuasion more powerful than using the same sounds (Shalaby, 1988) and silence, like the rest of the sound elements, indicates a way of directing attention as it constitutes a veiled vision of what is perceived. Spoken speech in emphasizing important words and sentences and having the ability to signify and suggest that is intended to provoke the listener and set the general rhythm of speech by describing the endowment automatically enters into the ability of speech to produce meaning in the context (Al-Khalidi, 1996).

Silence is an intellectual and psychological sign, because its connotation is related to the structure of the image and what the work maker wants to say. Silence may be absolute or silence specific to a particular person living in a state of meditation, or if it is a means to attract attention as is the sound. .

Fourth, sound effects: There are multiple functions of sound effects, most notably creating the general atmosphere and determining the time and place of the event. It is also used to add the element of excitement, suspense and anticipation. It can also perform symbolic functions. These sound effects, as we see in the surreal scene, are almost silent, except for the permanent sound of a heartbeat, which is a note. To the professor that his life will end quickly, and these sound effects support and deepen the scene and work in integration with the rest of the sound elements to enrich the image within the comprehensive expressive system of the elements, as the sound effects contribute to creating the general atmosphere of the corset or the snapshot through what they add of meanings and suggestive connotations that enter into the meaning The image expands it and increases its impact. The sound effects are often combined with the visual effects and they work together at the same time to create an effective and meaningful image situation that contributes to increasing the recipient's ability to understand what is happening and read the information received from the visual screen in a more dynamic and effective way (Al-Bidani, 2012). .

3. metaphor

Perhaps one of the most important mechanisms of expression that the employer resorted to in his advertising designs is the use of metaphor... borrowed from well-known and familiar images to refer to this new complex. This means that the designer's resort to metaphor comes from the

design need associated with creativity, as psychologists agree on counting creativity as a distinct state of human activity that results in a new production characterized by novelty and originality, and the group to which this production is directed tends to accept it as convincing and useful. (Omar, 1985) Therefore, creativity is a process of positive expression and innovative, advanced, effective upgrading.

The emergence of the design idea and what the designer stores from the amount of images depends on:

1. Watch the reality.
2. The mind of the artist.
3. Cognitive reception.

The metaphor may be total or partial, and often the employer tends to the (partial) metaphor and builds on those new relationships that link (the borrowed text part) with the formal system of the structure of his design work. The (formal) forms and their use to increase the strength of the formal structure, through the employment of a similar form and the establishment of the new text system on the basis of a dialogue that includes a formal metaphor for the text of the work, and the establishment of a formal synthesis between the written and formal texts (Al-Husseini, 2007).

4. Audio metaphor

It is a metaphor of sound with another voice. The voice inside the advertisement enjoys the elements of metaphor on the image and sound space. It is an expressive means that can summarize many meanings. It is a method adopted by the business owner when designing the advertisement to create through the audio metaphor a narrative eloquence in support of the advertisement story and adding an aesthetic aspect to the advertisement. The phonetic metaphor enjoys rhetoric and shorthand in the presentation. The phonetic metaphor is also far beyond the concept of imitation (Abu Heif, 1999). It is a non-literal use of things when expressing, where the metaphor is used instead of the literal expression. The phonetic metaphor is built in the advertisement on the basis of bringing the sound in place of another sound. It can be of an expressive nature about a specific act of a person in order to create a relationship between them that fuels the metaphorical meaning, so that the sound takes the place of complementing the image on a symbolic basis according to the metaphor mechanism to carry out the process of convincing the audience that something can be seen as something else, intellectual and psychological within the audio metaphor because they are indications that are linked between The image and what the work-maker wants to say, it is not important that you use it in the metaphor, but it is very important to employ it within the metaphor. To express if the sound can become vital and varied to a high degree (Stevenson, 1992), the use of audio metaphor in television advertising helps in the ability to clarify the meaning of the main idea and the unity of the subject. Any metaphor means in addition to another voice, for example, an angry person comes and speaks loudly, his eyes ignite after he drinks from a drink (Tiger), his voice turns into the voice of a lion, which is achieved by Montague, which is a frequent source of metaphor (Yuri, 1989).

The relationship between phonemic metaphor and mental image:

The use of (image) refers to an image-impression-a mental idea, which may be a picture taken with one of the cameras, and it may be a picture of a thing, a person or an animal in the mind of a human being... i.e. his idea that he formed about that person and the image that he drew for him in his mind "The mental image is a term synonymous with the term stereotype" (Al-Mashhadani, 2012), as it is defined as a group of common symbols for the masses, such as judgment, legends and personal songs, that is, it refers to people's perceptions of certain things, and it is one of the psychological forces through which they Individuals' attitudes, behavior and patterns unite. This image is subject to change and alteration according to the development of reality and the change of economic, social and worldly conditions. This leads to the loss of the mental image of this characteristic of stability, especially if the recipients live in a communicative atmosphere in which the messages that are captured correspond to the mental image that they carry about things. This necessarily leads to the stability and consolidation of the mental image that was formed about these things, and the mental image can be defined as a dynamic interactive process that passes through multiple stages, each stage of which is affected by its predecessors, and it also takes shape on the It can also be defined as a process that forms and develops within a certain cultural framework in which it does not arise out of a vacuum, but rather arises through its influence on the surrounding circumstances (Baquer, 2014), here the role of a mental image appears clearly through the means of communication and the media from By strengthening it in the minds of the recipients by focusing on the contents and contents of the advertising communication messages directed to the recipients and choosing means that affect the recipient and are different in another way,

Characteristics and characteristics of the mental image (Baquer, 2014):

- 1- The mental image is characterized by having a sensory framework. This indicates the meaning that the mental image stems from human feelings.
- 2- The mental image variation This refers to the meaning of the mental image differing from one individual to another and from one group to another.
- 3- The mental image is sometimes characterized by emotion, as this is not a prerequisite for the mental image, as emotion is not always a measure of the mental image.
- 4- The mental image is one of the components of the trend, meaning that it is one of the building sources and is in the trend.
- 5- The mental image is a dynamic image, it is changing and not static, whether this change is fast or slow.

Indicators of the theoretical framework:

- 1- Giving more accuracy in expressing the benefits and characteristics of the commodity that the business owner may not be able to photograph or express directly.

- 2- Removing boredom and monotony from the design and achieving the ability to suggest and influence the scenes.
- 3- The sound metaphor contributes to creating the general atmosphere.
- 4- Imparting aesthetic and unfamiliar values that draw the viewer's attention.
- 5- Audio metaphor is a metaphor of sound with another voice that works to attract and intense the attention of the viewer.
- 6- The sound metaphor adds to the artwork an element of suspense and excitement.
- 7- The audio metaphor, which is an expressive means that can summarize many meanings, and it is a method adopted by the business owner in the advertisement to create through the audio metaphor a narrative eloquence in support of the story of the advertisement.

Methodology and procedures

1- Research Methodology

The researcher adopted the descriptive approach as a method for analyzing the research sample, where the content analysis of the advertising work in light of the indicators presented to the experts, according to which the research sample analysis tool was selected.

2- Research community

The current research community consists of television advertisements broadcast on mbc Egypt channel from 2014-2018, which included the display of advertisements embodied in the audio metaphor, which numbered (10) ten advertisements

3- Sample research

The research sample was chosen in an intentional way, and the number of sample samples (3) was three advertising models for the purposes of analysis from the research community, which numbered (10) advertising, and thus the percentage is 10%, and the selection of these samples came according to what suits the topic of the current research.

4- Search Tool

The researcher identified a tool based on the indicators that came out of the theoretical framework and after the approval of a committee of experts and specialists in the cinematic and television arts to obtain the validity of the tool and then apply it to the sample.

5- Validity of the tool

For the purpose of verifying the analysis tool (axis analysis) and its validity, then presenting it to a number of experts before applying it and after discussing it, then making the appropriate modifications to it to reach its final form, and thus it gained its apparent validity in terms of research.

Sample analysis

Sample No. (1)

Voice metaphor in commercial advertising

Ad time: 30 seconds

Ad name: Rexona

Published on 7/18/2019 in mbc Egypt



Analytical aspect of advertising:

In this example of the ad, it is about comparing a bad quality deodorant with a deodorant (Rexona). The director used in this ad a phonetic metaphor when he replaced the voice of a male student who smelled a bad smell in a female student with the voice of a monkey. The purpose of the phonetic metaphor is to give more precision to the expression. About the product Generate an idea in the recipient's mind revolving around that using this type of deodorant may cause embarrassment to the person who uses it that it never removes the smell of sweat from a body, and that the director's use of audio metaphor in advertising, which is an expressive means that can have many meanings, and it is a method used In advertising design, the use of sound effects has multiple functions, which are to create the general atmosphere used by the audio metaphor as well as an element of suspense and excitement that the audio metaphor creates.

sample (2)

Mercedes car advertisement

Ad time: 30 seconds

Published on 7/18/2019 in mbc Egypt



Analytical aspect of advertising:

The idea of the advertisement revolves around the specifications of the Mercedes car. The director uses the sound of a wolf instead of the sound of a car engine. It shows the power of an engine sound that resembles the sound of a wolf, because they are something in a car that is an engine. It is similar to the speed of an engine with the speed and power of a wolf. Creating the general atmosphere from the beginning of the advertisement was supportive of the image, as this is a car and what it possesses of specifications that impart aesthetic and unfamiliar values that draw the attention of viewers to the car from the speed and power of the engine that resembles a wolf in terms of its speed, its strength, its ability to walk in water and on rocks in the desert. The director of the wolf was on the basis that the wolf animal is a very strong predatory animal, also its ability to withstand natural conditions, that its use of sound effects and its multiple functions, highlighting it through the idea of advertising, creating a new atmosphere for the viewer, also

creating an element of suspense and excitement, as the sound metaphor is an expressive means that can sum up a lot. One of the meanings is a method that the business owner adopts in advertising to create a narrative eloquence.

Sample No. (3)

Voice metaphor in commercial advertising

Ad time: 30 seconds

Ad name: car horns

Description of the ad idea:

Analytical aspect of advertising:

The advertisement is about replacing the sound of car horns, which is an annoying and unwanted sound from people, with the song "Despacito." In order to achieve the purpose of the advertisement and to create the general atmosphere of the image, the audio metaphor of the advertisement also adds the element of suspense and excitement to the advertisement. The audio metaphor is in the advertisement based on replacing Hornat's voice with a despacito song, whose purpose is to generate an idea in the mind of the recipient as it works to draw the viewer's attention. The audio metaphor is an expressive means through which he can summarize many of the meanings that the director cannot explain in a short time. It is a method adopted by the designer when designing the advertisement to create, through audio metaphor, his narrative eloquence in support of the story of the idea of the advertisement.

Results

Discuss the results:

In light of the analysis and questionnaire of the samples, the researcher reached a set of results:

- 1- The phonetic metaphor can give more accuracy in expressing the benefits of the advertised commodity.
- 2- The phonetic metaphor removes the boredom and monotony in the artwork.
- 3- The sound metaphor also contributes to creating a general atmosphere for viewers and adding an element of suspense and excitement.
- 4- The phonetic metaphor also contributes to creating unfamiliar aesthetic values that draw attention.
- 5- The sound metaphor is built into the TV commercial on the basis of replacing one voice with another.
- 6- The phonetic metaphor is a means of expressing many meanings.

Conclusions

Based on the results, the researcher reached the following conclusions:

- 1- Clarity of sound metaphor in television advertisements
- 2- The sound plays a major role in clarifying the phonetic metaphor through its elements
- 3- The sound metaphor creates a mental image in the mind of the recipient.

Recommendations

- 1- It is necessary to take advantage of advertisements that contain audio metaphors to attract the attention of the recipient
- 2- Paying attention to the use of sound metaphor in advertisements and what the sound creates from the element of excitement and suspense.

Suggestions

The researcher suggests conducting a study:

- The sound metaphor in television advertising and its impact on the recipient and its expressive and aesthetic aspect.

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