



# The Announcement and Promotion of Citizenship Values in Iraqi Society

Lect. Dr. Haider Addam Hamza

Ministry of Education, Babylon Education Directorate, Iraq

## OPEN ACCESS

SUBMITTED 16 December 2024

ACCEPTED 18 January 2025

PUBLISHED 24 February 2025

VOLUME Vol.05 Issue02 2025

## COPYRIGHT

© 2025 Original content from this work may be used under the terms of the creative commons attributes 4.0 License.

**Abstract:** The research dealt with the first chapter of the methodological framework of the research, the research problem, the importance of the research and the need for it, the research objective, the research limits, the identification and definition of terms, the second chapter the theoretical framework and previous studies, the first section dealt with citizenship, its concept and components, the characteristics of citizenship, the dimensions of the concept of citizenship, the values of citizenship (freedom, equality, justice), the components of citizenship belonging, the concept of belonging, the dimensions of belonging (identity, loyalty, commitment, affection and love), while the second section included advertising and the factors affecting its perception, the definition of advertising, communication and the elements of the process Communication, communication functions, visual communication, classification of advertising posters according to their function, they are (political posters, commercial posters, economic posters, tourist posters, religious posters, cultural posters, social posters, informational posters, and previous studies, Chapter Three This chapter deals with the research procedures, first: research methodology, second: the research community includes the community (intellectual and objective aspect, technical and formal aspect) third: the research sample (model No. (1) Corrupt media divides us - researcher's work, model No. (2) honesty saves you and lying disgraces you - researcher's work, model No. (3) equality - researcher's work), Chapter Four: This chapter deals with: First: Results, Second: Conclusions, Third: Sources.

**Keywords:** Advertising, Citizenship, Society.

## Introduction:

### Chapter One

### Methodological Framework of the Research

### Research Problem

The focus of this research revolves around clarifying how the role of posters can be activated as one of the means of communication that rely on plastic arts in terms of preserving the unity of the ranks in Iraqi society and affirming citizenship and belonging to the Republic of Iraq and preserving its Arab Islamic culture with all the principles that this culture carries, and in the researcher's opinion, the poster was not employed in the required and correct manner from the national side in society, in addition to academic studies in Iraq that addressed the research of supporting citizenship through advertising represented in visual communication means, to employ it in the correct scientific and artistic manner in posters that develop the spirit of citizenship, and then the research problem is determined in the following questions:

- How can we transform the values of citizenship from moral elements to visual pictorial elements?
- How can we activate the role of contemporary posters in preserving the Arab and Islamic identity of Iraqi society and affirming belonging and citizenship?
- How can plastic art contribute to affirming citizenship among the youth in Iraqi society in the face of globalization and cultural invasion?

The importance of the research and the need for it:

- This study responds to the call of officials in the Ministry of Education and academics and those interested in education affairs to submit scientific proposals to develop education to play its role in facing social, cultural and intellectual challenges and creating the spirit of citizenship in the souls of students at various stages of education.

Confirm the role of the Iraqi national identity in confronting the cultural and media invasion by preparing posters that support this aspect, made by the Iraqi designer aware of his local and Islamic culture.

The research emphasizes the importance of visual arts in general and posters in particular in supporting the material and moral Iraqi culture.

Research objective:

1. Transforming the values of citizenship from abstract moral elements to visual pictorial elements using the elements and foundations of visual arts.
2. Activating the role of local posters in preserving the Arab and Islamic identity of Iraqi society and confirming the values of belonging and citizenship.
3. Using contemporary artistic techniques and methods, including specialized computer programs such as (Adobe Photoshop Cs5) to enrich the design of the national poster in the Republic of Iraq.

Research Limits:

1. Objective Limits: Studying advertising and promoting citizenship values in Iraqi society.
2. Temporal Limits: Designing advertisements for the year 2024.
3. Spatial Limits: Advertisements in Iraq to promote citizenship values.

Defining and defining terms:

Advertising

It is a set of visual, audio or written communication activities (paid medium) that aim to influence the consumer or (viewers, readers or listeners) by presenting a persuasive message to urge him to buy a product, request a service or accept an idea, in exchange for a fee paid to a specific advertising entity.

Example: Advertising campaigns on television are advertisements and not commercials. Note that all satellite channels agreed to say commercial break. Newspapers and magazines write an advertisement here.

Citizenship

It means an individual who enjoys membership in a country, and thus deserves the privileges that membership entails. In its political meaning, citizenship refers to the rights that the state guarantees to those who hold its nationality, and the obligations it imposes on them; or it may mean the individual's participation in the affairs of his country, and what makes him feel a sense of belonging to it. From a socio-economic perspective, citizenship means satisfying the basic needs of individuals, so that their concerns do not distract them from matters of public interest, in addition to people rallying around common interests and goals, which establishes cooperation, integration and joint collective work.

## Chapter Two

### Theoretical Framework and Previous Studies

#### Section One

##### Citizenship, its Concept and Components

##### Characteristics of Citizenship

The characteristics of good citizenship vary from one environment to another according to the different needs of society and individuals, and the foundations and standards by which an individual is considered a good citizen vary, but this difference does not prevent the existence of similar foundations for the characteristics of citizenship in many countries around the world. Some believe that the characteristics of good citizenship are represented in:

1- Cognitive characteristics: They include awareness of human rights and responsibilities, understanding the law, standing on the problems of society, and geographical and historical knowledge of the country in which one grew up.

2- Emotional characteristics: They include appreciating political values such as freedom, democracy, equality, peace and continuous cooperation between peoples, belonging and loyalty to the homeland, and appreciating the role of peoples and governments in achieving prosperity, justice and independence.

3- Skill characteristics: They include possessing methods of effective participation in political and social life, and following the rules of correct behavior that comply with the law and respect human rights (Enas, 2009, p. 996).

Dimensions of the concept of citizenship: (Mohamed, 2010, p. 161)

1- An ideal composed of social values and systems and confirmed through actual practice, the most important of which are freedom, equality, and responsibility.

2- A group of political-legal systems, i.e. the rights and duties that are legislated by the political authority of a particular state.

3- A group of actual citizen practices within their participation in social life.

4- A psychological sense of belonging to the homeland and loyalty and devotion to it.

Citizenship values:

Citizenship is based on a group of values, shared by the majority of theorists of citizenship thought, including: freedom, equality, justice, participation, which together represent the main axes to ensure the public good for humanity, and establish justice and human rights, through a social contract between the citizen and the political entity to which he belongs.

1- Freedom:

Rousseau says: "(There is no life for a nation without freedom and virtue)," and George Washington says: "(It is easier for you to move mountains and throw them away, than to succeed in placing the shackles of slavery on the necks of those who insist on freedom)" (Ibrahim, 2002, p. 234).

"There is a clear difference between man's natural freedom and his social freedom, as natural freedom is absolute, meaning that it is independent of all types of controls and prohibitions, such that nothing obstructs its practice except man's ability and natural capabilities, but this natural state of freedom is one of the characteristics of animal life in the jungles that are governed by what we call the law of the jungle"

(Adonis, 2007, p. 53), while social freedom is controlled by Islamic law, local law, customs and traditions, without encroaching on others or violating their modesty or other matters that conflict with the prevailing norms in society.

The Universal Declaration of Human Rights included in its first article that "all human beings are born free and equal in rights and dignity, reason and conscience, and therefore should treat one another in brotherhood and cooperation" (Cairo Declaration on Human Rights in Islam - issued by the 19th Conference of the Ministry of Foreign Affairs in Cairo (August 5, 1991).

It also stated in its second article that "everyone has the right to enjoy all the rights and freedoms set forth in this Declaration, without discrimination between them on the basis of sex, color, origin, language, religion, political or other opinion, national or social origin, property, birth or other status, and without distinction between men and women" (Cairo Declaration on Human Rights in Islam - issued by the 19th Conference of the Ministry of Foreign Affairs in Cairo (August 5, 1991).

Freedom has many forms, including: (Ibrahim, 2002, pp. 237-238)

A- Freedom of belief: This freedom means that a person has the right to choose what his thinking leads to and what his conscience settles on in terms of belief, without coercion or pressure to adopt a particular belief.

B- Freedom of opinion: This means that a person is free to form his opinion based on his personal thinking, without being subservient to anyone or fearing anyone, and that he has complete freedom to declare this opinion in the manner he deems appropriate.

C- Freedom of work: Every individual has the right to the honorable work that suits him and that he chooses with complete freedom, and it is the responsibility of the modern state to guarantee suitable work for every citizen in it.

D- Freedom of movement: This means the right to go and return, i.e. the freedom to travel to any place within the borders of the state, or outside it, and the freedom to return to the homeland without restrictions or motives.

E- Freedom of correspondence: This stipulates that correspondence exchanged between people, whether letters, parcels or telephone calls, may not be violated.

F- Freedom of ownership: means the freedom to

acquire money from real estate and movables, and the freedom to dispose of them and produce them without restrictions.

G- Freedom of trade and industry: includes the freedom of the individual to directly engage in commercial, industrial and other activities, and what branches from them in terms of exchanging correspondence, concluding contracts and deals, and other commercial and industrial requirements.

S- Freedom of thought: meaning the freedom of observation and judgment that is used to achieve goals that have value in themselves.

C- Political freedom: which is the freedom of citizens to exercise their political rights within the framework of the political philosophy on which society is based, and it is also the freedom of the state from the pressures of other states.

#### 1- Equality:

Equality is defined as everyone in society being equal before the law, the judiciary, and public facilities and in the right to employment, as well as in military service and taxes, regardless of the social class to which he belongs, or the belief or religious sect he follows, or his origin, or gender, or thought, or profession or level of education, as everyone is equal without discrimination between them.

The Universal Declaration of Human Rights stated: "All are equal before the law and are entitled without discrimination between them to the protection of the law. Everyone is equally entitled to the protection of the law against any discrimination intended to violate this Declaration and against any incitement to such discrimination" (Cairo Declaration on Human Rights in Islam - issued by the Nineteenth Conference of the Ministry of Foreign Affairs in Cairo (August 5, 1991).

#### 2- Justice:

Justice is the basis of rulings and the scale of legislation. Islam has obligated it on Muslims and the relationship between the individual and other individuals, between the family, society, the state and all other societies must be based on it. The Qur'an has stated and ordered it as a general command.

"Justice is represented in giving every person what he deserves, and it reflects two main aspects that must not be confused. There is what is called legal justice, and on the other hand there is what is called the principles of justice and fairness. As for legal justice, it is depicted in the form of a blindfolded woman holding a scale. This ruling means distinguishing between what is good and bad, and between what is just and unjust. It is a measure of individual responsibility. As for justice and fairness It goes beyond legal justice, which seeks

equality in the sense of granting opportunities to all, and which meets with the act of good that agrees with the texts of the law and is based on the ultimate justice among individuals (Ibrahim, 2002, p. 234). Components of citizenship:

Citizenship consists of basic components that the Iraqi constitution has addressed and urged to form in the personality of the citizen in order to achieve the greatest degree of patriotism, which are:

#### 1- Belonging:

"The concept of belonging to the homeland is one of the important concepts in our contemporary world, especially at this time when the weakness of belonging and the loss of citizenship values began to appear as a result of the crises that the citizen is experiencing, which made his interest focus on how to earn and live away from many of the values that he had" (Saad, 2009, p. 407), and also "Opinions vary about belonging between direction, feeling, emotion and need, whether basic or secondary or internal physiological, or external social psychology, but it is accepted that belonging begins with the individual from the moment of birth, and this belonging may grow through the maturity of the individual gradually from belonging to the family and family to belonging to the school according to the need for gathering and positive connection with others until it becomes belonging to the homeland, and all of this is done through the group by trusting it and embracing its standards and principles, And its values and support when needed and sacrifice for it and then respect all of that" (Muhammad, 2010, pp. 17-18).

Where "belonging in its simple concept means connection, harmony and faith with the one to whom it belongs and in it, and when belonging lacks that, this means that it has a defect, and with this defect the characteristic of belonging falls away. Belonging as a concept belongs to the social psychological concepts and means getting close and enjoying cooperation or exchange with others. In fact, if the motive of belonging (social hunger) is available to the individual and stimulated, it reaches such a strength that it can modify much of the individual's behavior, and his behavior becomes consistent with what his society approves of" (Muhammad, 2007, p. 34). "The feeling of belonging to society is one of the most important pillars of society, which maintains its stability and growth. It indicates the extent to which members of society feel a sense of belonging to their society. We can infer this through (positive participation in society activities, defending society's interests, feeling proud and honored to belong to society, preserving society's property), and all of these indicators can be measured and inferred by society. The basis of belonging is the participation of

society's residents and urging others to cooperate with them to confront problems and develop appropriate programs to confront them" (Muhammad, 2010, p. 31). The concept of belonging:

The concept of belonging refers to belonging to an entity in which the individual is present and integrated, as an accepted member who has the honor of belonging to it, and feels safe in it. This entity may be a group, class, or homeland. This means that loyalty overlaps with belonging, through which the individual expresses his feelings towards the entity to which he belongs (Othman, 2005, p. 6).

Dimensions of belonging:

Muhammad Darwish sees the dimensions of belonging as consisting of: (Muhammad, 2009, p. 289).

1- Identity: Belonging to a specific entity, this entity which is the homeland, is characterized by a specific identity, and thus belonging is an affirmation of the national identity and an expression of its existence.

2- Loyalty: Loyalty represents the individual's support for his group and homeland and indicates the extent of belonging to it. Loyalty leads to protecting the overall life of the homeland and confirms belonging to it.

3- Commitment: Commitment means adhering to the prevailing social standards and values that identity produces Nationalism, and identity generates effective pressures towards commitment to group standards and national identity standards.

4- Courtship and love: It stems from the need to belong or join the large group, society or homeland, and it is one of the most important motives for forming social relations.

As for Othman Al-Amri (Othman, 2005, pp. 6-7), he believes that the concept of belonging is a complex concept that includes many dimensions, the most important of which are:

1- Identity: Belonging seeks to consolidate identity, which in turn is evidence of its existence, and then the behaviors of individuals emerge as indicators of expressing identity and thus belonging.

2- Collectivism: The bonds of belonging emphasize the tendency towards collectivism, and it is expressed by the unity of individuals with the general goal of the group to which they belong, and the group emphasizes cooperation, solidarity and cohesion, and the emotional desire for warm feelings of unity, and collectivism enhances both the tendency towards love and social interactions, all of which contribute to strengthening belonging by enjoying intimate interaction to emphasize mutual interaction.

3- Loyalty: Loyalty is the essence of commitment,

supports self-identity, strengthens collectivism, focuses on conformity, calls for the individual to support his group, and indicates the extent of belonging to it. Although it is the strong foundation that supports identity, at the same time, the group is considered responsible for taking care of all the needs of its members from mutual obligations of loyalty, with the aim of total protection. 4- Commitment: Where adherence to social systems and standards, and here collectivism emphasizes harmony, concord and consensus, and therefore it generates effective pressures towards commitment to the group's standards for the possibility of acceptance and submission as a mechanism for achieving consensus and avoiding conflict. 5- Affection: It means the need to join or be friends, and it is one of the most important basic human motives in forming relationships, ties and friendships, and it refers to the extent of emotional sympathy between members of the group and the tendency to love giving, altruism and compassion with the aim of uniting with the group, and it develops in the individual an appreciation for himself and an awareness of his position, as well as the position of his group among other groups, and it motivates him to work to preserve and protect the group for the continuation of its survival and development, and it also makes him feel proud of belonging to it.

6- Democracy: It is the methods of thinking and leadership, and it refers to the practices and sayings that the individual repeats to express his belief in three elements:

A- Appreciating the individual's abilities and potentials while taking into account individual differences, equal opportunities, and personal freedom in expressing opinions within the framework of the public system, and developing the capabilities of each individual with health, educational, social and economic care.

B- The individual's feeling of the need for understanding and cooperation with others, and his desire to have the opportunity to criticize while possessing the skill of accepting criticism from others with an open heart, and his conviction that elections are a means of choosing leaders, while committing to respecting systems and laws, and cooperating with others in setting goals and executive plans and dividing, distributing and following up on work, and thus preventing dictatorship, which achieves the safety and well-being of society. C- Following the scientific method in thinking.

2. Rights:

"Citizenship rights generally mean those capabilities, advantages and powers that a citizen enjoys according to the provisions of the constitution and the provisions of the law. Citizenship rights mostly belong to the rights

of public freedoms that most constitutions and legislations have approved for those who hold the status of citizen according to the provisions regulating them" (Mohammed, 2007, p. 101).

As for human rights, they mean "those general principles and laws agreed upon by religions and international laws regarding respect for the human being in the field of his belief, freedom, and culture, and in the field of women's and children's rights, political issues, and freedom of thought. These are rights guaranteed by Islamic law and all religions and international laws" (Saad, 2009, p. 423).

The second section

Advertising and the factors affecting its perception

Definition of advertising:

The poster is considered a basic feature of the current era, and a type of human knowledge, as the walls of public places are almost devoid of it, and posters are one of the most important types of advertisements, as they help information reach a large number of people in a short time, which led to its occupation of a distinguished position among the rest of the means of communication all over the world, as the poster is a rational and functional art whose success increases with the increase in its benefit to society or the party producing it, and through it the designer seeks to create the amazement and astonishment necessary to contemplate the poster and interact with it, and posters are advertisements printed or drawn on paper, tin, wood or linoleum, where parts of the entire advertisement are printed on them, then pasted in shopping places on wooden and metal fixtures, or directly on walls and partitions, as well as fixed on public transportation such as trains or transport vehicles (taxi), "As for the dictionary (Wesbiter), it is defined as an advertising board that is printed and then pasted on a wall" (Najla, 2010, p. 43). Some authors mention that "the first written advertisement appeared historically three thousand years ago and was an Egyptian advertisement, written on a piece of papyrus for one of the pharaohs' princes, announcing a reward for anyone who returned his runaway slave" (Mahmoud, 2006, p. 53).

"In modern times, the oldest of these advertisements dates back to the poster (Guard Bell) which was displayed in the United States in 1835 AD on the occasion of the start of the circus season. Posters were then used during the nineteenth century to present many products" (Al-Sayed, 2007, p. 297).

The poster is considered: "A communication tool that the public sees on roads, squares, means of transportation, and inside some public buildings such

as schools, factories, and clubs" (Mustafa, 1980, p. 17).

"Posters are considered one of the powerful elements of communication in our current era, as they work to convey information and events such as politics, holidays, occasions and other topics. All of this happens as a result of the interaction between the message and the environment" (Abdul-Jabbar, 2011, p. 33). "Likewise, designing posters is actually considered a challenge for the artist. In addition to their value as a field of communication, many posters have enjoyable aesthetic values" (Ali, 2007, p. 49). Communication ((COMMUNICATION:

The word communication is derived from the Latin root (COMMUNIS), and "the word communication refers to the meaning of dissemination, participation, prevalence, and meeting of minds, i.e. spreading the idea to more than one individual due to the collection and transfer of information and the prevalence of talk" (Rida, 2006, p. 3).

"The communication process is a continuous interactive dynamic state, which depends on the nature of the ideas, participations, tools, and techniques used to support the continuation of this participation. Communication means the common thing, as communication is considered a process of participation and psychological and social interactions between the sender and the receiver, through their motives for survival and their psychological needs for adaptation. To achieve this, man has sought since the beginning of creation through gradual means by using visual language from drawings and shapes to communicate between himself and the individuals of his environment and the surrounding environments, and he has overcome spatial obstacles to belong to human groups and the natural environment to express his feelings, sensations, and various needs" (Sahar, 2008, p. 190).

Means of communication in all their fields have contributed to enriching human cultures by documenting what human civilizations have done on the one hand, and the dissemination of information, facts and human discoveries on the other hand, and this has contributed to the transmission of experiences and cultures from one generation to another, as the recent development of communication devices has shortened the distance between different societies, and facilitated access to information for all segments of society.

**Elements of the communication process:**

1- The sender or communicator: He is the party that owns the product or the owner of the relationship or a company or ministry, which has a specific goal that it wants to achieve through communication means, by sending a message to the entire public or a specific category.

2- The message: It is the subject that has been studied by the sender and which he wants to send to the other party, and the message in general is a summary of what the sender offers or suggests.

3- The channel or means: It is the way in which the message is delivered from the sender to the receiving audience, and there are multiple means, including, for example: (readable and printed means, including the poster, and audio and visual means).

4- The receiver: He is the one who receives the message sent to him from the sender. The receiver may be one individual or a group of individuals, and in the communication process each party plays a dual role as a sender and a receiver at the same time. A simplified model to explain the communication process through the poster

1- Cognitive functions represented in transferring information, experiences and ideas to others with the aim of knowledge and culture and raising the intellectual and scientific level.

2- Persuasive functions, with the aim of bringing about a change in points of view towards an event or a group of different incidents.

3- Recreational functions, represented in the efforts of communication media to entertain people and bring joy and comfort through various artistic colors.

4- Ensuring collective participation through which the cultural heritage is transferred from one generation to another or from one society to another or from one individual to another.

5- Valuing the ability to emotionally examine themselves to imagine themselves in the place of others, i.e. the individual adopting the concepts of the group.

Visual communication:

"One study in this field indicates that visual communication has a great impact on the target audience, which may far exceed the impact of other means of communication, for the following reasons" (Bashir, 2009, pp. 98-99):

A- The power of the impact of images and graphics on the target audience, as it has been scientifically proven that images and graphics enter the memory in an easier way than speech or written phrases.

B- The ease of distinguishing and understanding the visual message and its connotations compared to written or verbal communications, or even non-verbal communications.

C- The use of colors and symbols attracts attention, arouses interest, desire, and action more than simply using words or renewed phrases.

D- The ease of embodying graphics and animation through the correct use of electronic presentation tools and means, especially, and even traditional ones.

E- The simplicity of the graphics used makes the messages enter the memory quickly, and they also enter the heart without permission.

- Graphics and animations full of colors, rhythms and sound effects save effort and time for the recipient (recipient), and motivate him to respond compared to other means of communication.

G- Ease of access to large and wide sectors of the target audience who may not be able to read and write. This type of communication is widely used in large countries such as India and China, where illiteracy rates are high. Visual communication is often very effective if it is well designed and produced in a way that suits the target audience.

As for the division of advertising posters in terms of their function, they are as follows:

- Political posters: "They are posters that talk, for example, about presenting a party or candidate or election posters or promoting political ideas or doctrines, in order to attract people to them. It is a poster used in the field of propaganda" (Mustafa, 1980, p. 25). This type of poster may be active during certain periods such as elections or revolutions or when a party or group adopts a certain position towards local or global events. It can also be used by the government to sharpen morale and mobilize spirits in crises and wars.

- Commercial posters: These are posters that talk about products and goods, as producing companies seek to attract consumers to the products by displaying them to the consuming public and promoting them through advertising posters that inform the public of their features and quality, in order to persuade and stimulate the desire to purchase the product. There is another type of commercial posters that display the services and activities provided by companies to the public, such as mobile phone companies' packages or Internet packages, or flight and travel offers and other services.

- Economic posters: These posters are related to investment and subscription, and contributions to all projects or companies and factories, as these posters review the advantages and benefits or the expected results and success, as these results depend on the opinions of experts and specialists in that field, and this is what distinguishes this type of commercial posters, in addition to the fact that the projects it offers are often linked to state programs and plans, as they are often not linked to individuals from private sector producers.

- Tourist posters: These are posters directed to citizens or visitors to the town, and they remind the public of the

most important tourist and recreational places where individuals can spend enjoyable times; Since tourism has become one of the components of the economy in most countries of the world, attention is paid to the artistic and production aspects of this type of posters, as it is a mirror of society, through which tourists draw a first impression of the town, so the topic and its content must be chosen with great care, in order to contribute to motivating citizens and strangers to visit tourist sites, which contributes to improving the local economy.

- Religious posters: The religious poster is associated with reminding people of some religious acts of worship and duties, urging people to virtue and do good, following the teachings of religion, and following the activities of places of worship such as holding seminars and religious lectures or announcing the start of Quran memorization circles or any other religious competition.

Cultural posters: This type of poster deals with cultural aspects in general such as announcing lectures, scientific seminars, art exhibitions, workshops, literary forums,

announcing new books, and other various cultural issues.

- Social posters: This type of poster deals with social aspects as it is designed to confront crises and problems facing society, indicating their seriousness or how to address them. This type of poster is often directed by official state institutions to raise awareness among segments of society and guide them. This type of poster may be used to urge and encourage relief for the afflicted or to develop civilized behaviors that officials wish to promote, such as preserving public property, protecting the environment, cleanliness, and other civilized behaviors.

- The guidance poster: "The guidance poster works to spread awareness and form an enlightened public opinion, the way to prevent risks, and encourage proper behavior in different situations, religious and political enlightenment, and disseminate new ideas

that are in line with the state's policy and combat wrong ideas and harmful behaviors in society and the individual" (Islam, 2002, p. 113). The guidance poster contributes to "guiding the child towards a specific behavior or action such as adhering to traffic signals and performing specific tasks during wars and raids or following instructions related to preventing diseases and agricultural pests. Therefore, we often see this type in schools, clubs, and health and agricultural units" (Nasreen, 2003, p. 23). "Experts in the art of educational and guidance posters follow a method based on mental planning and artistic planning in directing their posters to the audience of recipients from the members of society. This method of presentation and guidance is divided into three types: A- The continuous plan method: It is the permanent display of the poster, and this method is followed if the message is extremely important such as abnormal and dangerous behavioral phenomena on Society.

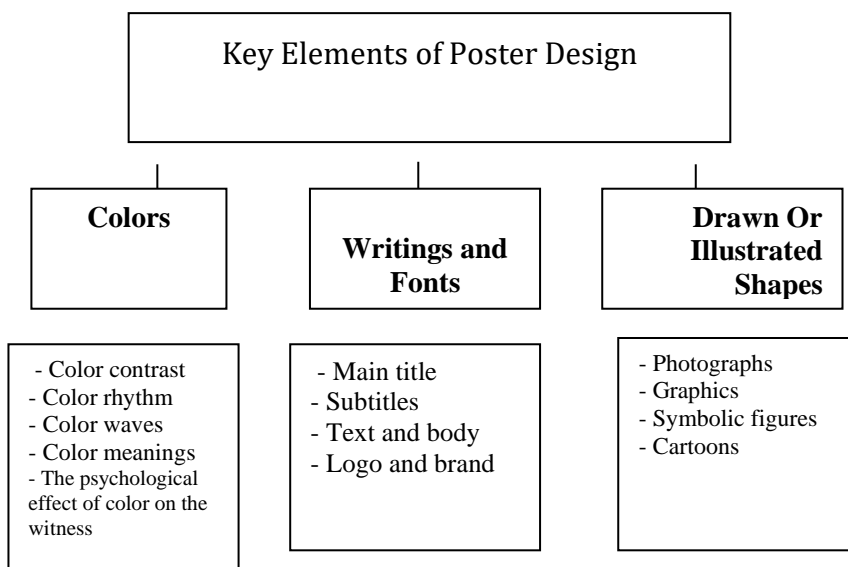
B- The fragmented plan method: It is usually used in cases where the recipients are from different cultural, social and economic categories, each of which has certain characteristics, and it forms the essence of the poster message in different forms that suit each category.

C- The integrated plan method: It is useful if the topic that the poster addresses has multiple angles, connected to other topics, and here the topic is divided into several educational and guidance messages, each poster is displayed in a specific period of time (Rania, 2001, p. 112).

Poster design elements:

The design and production of the posters depended on three main elements, which are: drawn or illustrated shapes, writings, lines and colors, and these elements are linked within the poster with each other, as it is not possible to differentiate between one element and another in terms of importance, as the reciprocal relationships between them contribute to the result by confirming and supporting each element for the other.





Previous studies:

1- Nisreen Ismail Tawfiq: The poster and its effect on the child, PhD thesis, Faculty of Fine Arts, Helwan University, 2003.

The study explained the subject of the poster and its effect on the child, as it addressed the general foundations for designing the child's poster, its composition, and the effectiveness of using colors in it. Then the study addressed the concept of visual perception and its effect on the child's poster, and also addressed the importance of the poster for the child through the factors affecting the growth of creative abilities in the child through the poster. The current researcher benefits from this study in clarifying the importance of the poster for children, as an important segment of society, and benefiting from the factors affecting the growth of the child's creative abilities through the poster, as the current study aims to activate the role of the contemporary poster in confirming the principle of citizenship in public education in the Republic of Iraq.

2- Islam Abdel Hamid Zaki Diab: Approaches to designing an instructional poster for primary school students, Master's thesis, Faculty of Art Education, Helwan University, 2002.

This study aims to extract the foundations and formative characteristics necessary for designing an instructional poster as one of the types of posters, and to employ these foundations and characteristics as approaches to designing an instructional poster for primary school students. The importance of the study lies in emphasizing the educational role of the instructional poster for primary school students, and highlighting its importance in developing and guiding students' behavior, through the objective content of

the instructional poster, whether in school in particular or in public life and society in general. The current researcher benefits from this study in emphasizing the educational role of the poster in the stages of general education and society in general, especially since the current study seeks to confirm the role of the poster as a means of communication that relies on plastic art in confirming the principle of citizenship in Iraqi society.

3- Ali Salama Al-Khudour: The development of the concept of belonging among Jordanian primary school students, PhD thesis, University of Jordan, Amman, 2006.

The study aimed to define the level of development of the concept of belonging among Jordanian primary school students, and the extent of its relationship to differences in class, gender, education sector, place of residence, and the development of the concept. The researcher designed a tool to measure students' responses to the dimensions of the concept of belonging. The study focused on nine dimensions: duties, excellence, participation, rights, respect for the law, justice, social relations, and preservation of property, and the overall dimension. The study showed that the following dimensions: justice, social relations, and preservation of property, were the least represented dimensions among students. This is what benefits the current researcher in identifying the concept of belonging, its manifestations, and how to enhance it, as the current study aims to activate the poster as a communication tool that relies on visual art to enhance citizenship and belonging in Iraqi society.

### Chapter Three

#### Research Procedures

##### First: Research Methodology

In this part of the research, the researcher followed the

experimental approach in conducting a self-practical experiment. The experiment aims to achieve the research goal of finding the formal equivalent of the concepts and values of citizenship that contribute to activating the role of posters in affirming the principle of citizenship and strengthening national belonging. Designing national posters with contemporary artistic techniques and methods contributes to finding new approaches that enrich the design of the advertisement, through applying the results of the theoretical study and the results of the analysis in designing and producing a group of advertisements.

**Second: Research Community**

The research community includes two main aspects:

A- An intellectual and objective aspect:

It is what the researcher extracted in the previous chapters from a review of the concept of citizenship and its values, in addition to what he did from theoretical studies of the poster and analyzing selected local and international posters in order to reach new approaches that help in finding formal equivalents for the values of citizenship in Iraqi society, and the values of citizenship that the researcher focused on.

B- Technical and formal aspect:

The technical aspect of the experiment depended on embodying ideas, and developing a vision for the formal equations of citizenship values and employing them artistically in a number of posters using a (computer) and artistic design programs, especially (Adobe Photoshop).

Third: Research sample

In the research sample, the researcher relied on producing artistic works on two basic inputs:

A- Local elements in society, whose significance helps increase the effectiveness of the formal equivalent of citizenship values in the advertisement.

B- The foundations of advertisement design and its artistic values by producing (15) fifteen advertisements using design programs, from which (3) samples were taken, i.e. (33%) to achieve the research goal due to their diversity.

Model No. (1) Corrupt media divides us - Researcher's work:

Analysis of advertisement No. (1)

Analysis	The axis
Warning against corrupt media in all its forms, which works to sow discord among the people's sects and tear the nation apart.	Poster idea
The main shape in the poster is a human hand holding a pen as if it is writing, and another hand of a skeleton is holding it, controlling and dominating it. In the background of the poster, two ghosts appear in the middle of a dark black background, indicating evil and plotting against the country in secret. As for the insects that appear around the hand and pen, they symbolize corruption. A simple drawing of two men fighting appears, which is a message that explains the influence of corrupt media.	Shapes
The main title came at the bottom of the poster in Kufic style and in an appropriate size, while the word Beware came at the top of the poster in Naskh style to attract the recipient's attention to the poster.	Writings
Achieving color contrast between black and white helps effectively attract attention to the poster, and the use of red and black conveys feelings of danger and mystery, and colors in general contributed to clarifying the elements of the poster.	Colors

**Model No. (2) Honesty saves you and lying disgraces you - Researcher's work**

**Analysis of Advertisement No. (2)**

Analysis	The axis
Encouraging honesty in all aspects of life, and avoiding and warning against lying.	Poster idea
The main shape is of a column in the middle of the poster, topped by a base on the right side of which is a young man standing confidently. Between them, the left part of the base appears broken and another young man falls from it to the bottom of the poster, which contains fire with rising tongues, indicating the shame that lies lead to.	Shapes
The main title of the poster came at the top in a modern Kufic style and in an appropriate size. The phrase "Honesty saves you" came higher than the phrase "Lying disgraces you" to indicate the superiority of the honest person and the high status of him.	Writings
The color contrast between the cool blue and red was used to attract attention to the poster, in addition to the fact that the blue color indicates serenity and comfort, while the red color indicates danger. The researcher also tried to use the color contrast in the title to make it easy for the viewer to read. As for the repetition of the black color in the poster, its goal is to achieve rhythm and move the recipient's eye inside the poster.	Colors

**Model No. (3) Equality - Researcher's Work**



**Analysis of advertisement No. 3**

Analysis	The Axis
Emphasizing the value of equality among the Iraqi people.	Poster idea
The main shape is a comb with teeth shaped like men and women from different classes of Iraqi society, with equal tops, indicating equality. The comb here is linked to the hadith of the Prophet, peace and blessings be upon him, which explains that people are equal like the teeth of a comb. The background of the poster shows a group of modern Iraqi buildings in a simplified style, and at the top of the poster are light color effects in the colors of the Iraqi flag.	Shapes
The main title is the word (Equality) in Kufic style and in a suitable size, its curve was designed to parallel the comb handle and to harmonize with it.	Writings
The poster colors were black and shades of gray, and at the top of the poster were the colors of the Iraqi flag to emphasize the psychological atmosphere of the poster topic. The researcher also employed color contrast in an effort to facilitate the delivery of the message and understanding its content.	Colors

## Chapter Four

### First: Results

Based on the theoretical and analytical studies and personal practical experience conducted by the researcher, the research results came as follows:

1- Posters have an effective role in promoting the principle of citizenship, which requires the designer to be aware of the elements and values of citizenship and to work on finding a formal equivalent for them to employ in posters promoting this aspect.

2- The formal equivalent and the values and components of citizenship effectively convey the message to the recipient, which contributes to increasing awareness of the values of citizenship and its components and promoting this in Iraqi society.

3- The use of elements from the local environment familiar to the recipient and other aspects of significance in Iraqi society has effectively contributed to adding a national dimension to the content of the posters and the messages they present and promoting this content and these messages in addressing the national sense and feelings of the Iraqi recipient.

### Second: Recommendation

The research suggests some recommendations that benefit poster design and teaching and those interested in it, which are reflected in enhancing the values of citizenship and its components in Iraqi society through the results it reached. These

recommendations can be summarized as follows:

1- The reliance of state ministries on the local designer in designing posters that address the national sense is necessary because the local designer is familiar with the values and components of his society and enjoys national feelings.

2- The use of elements with Iraqi significance and symbols in posters has an effective role that contributes to the ease of the recipient's recognition of the message and understanding of its content.

3- Attention should be paid to the contemporary poster in national campaigns that enhance the principle of citizenship because of its effective role in these campaigns.

### REFERENCES

1. Enas Ibrahim Ahmed Hawil: Contemporary trends in education for citizenship, an analytical study in light of some international experiences, published research, the Seventh International Conference, Vol. 2, Institute of Educational Studies, Cairo University, 2009.
2. Muhammad Ahmad Darwish: Globalization, Citizenship and National Belonging, Alam Al-Kutub, Cairo, 2009.
3. Ibrahim Nasser Abdullah: Citizenship, Jordan, Al-Raed Scientific Library, 2002.
4. Adonis Al-Akra: Education for Citizenship, Beirut, Al-Tali'ah House, 2007.

5. Cairo Declaration on Human Rights in Islam, issued by the 19th Conference of the Ministry of Foreign Affairs in Cairo, August 5, 1991.
6. Ibrahim Nasser Abdullah: Citizenship, Jordan, Al-Raed Scientific Library, 2002.
7. Saad Al-Sayed Saad: Values of Belonging and Citizenship in Light of the Concept and Implications of Human Rights as an Introduction to Producing New Artistic Creations Characterized by a National Character, Second Scientific Conference, (Human Rights and Graduate Studies Curricula), Volume One, Cairo, 2009.
8. Muhammad Al-Nubi Muhammad: Scale of Belonging, Safaa House for Publishing and Distribution, Amman, 2010.
9. Muhammad Ahmad Abd al-Mun'im: The Principle of Citizenship and Constitutional Reform, Dar al-Nahda al-Arabiya, Cairo, 2007.
10. Othman bin Saleh al-Amer: Cultural openness and its impact on the concepts of belonging and citizenship among Saudi youth, the thirteenth meeting of educational leaders, the third paper, al-Baha, 2005.
11. Muhammad Ahmad Darwish: Globalization, Citizenship and National Belonging, Alam al-Kutub, Cairo, 2009.
12. Najla Abu Juhajah: Out of the Picture You Are Not Present, Dar al-Mu'alif, Beirut, 2010.
13. Mahmoud Atta Hussein: Behavioral Values, Arab Library of Education for the Gulf States, Riyadh, 2nd ed., 2006.
14. al-Sayyid al-Bahnasi: Innovating Advertising Ideas, Alam al-Kutub, Cairo, 1st ed., 2007.
15. Mustafa Mohamed Rashad Mustafa Mohamed Rashad: The role of Arabic calligraphy as an element of poster design, Master's thesis, Faculty of Fine Arts, Helwan University, 1980.
16. Abdul Jabbar Nasser: Image Culture in the Media, Dar Al Masryah Al Lubnaniyyah, Cairo, 2011.
17. Ali Laila: Arab Civil Society, Cairo, Anglo Library, 2007.
18. Reda Okasha: The Influence of the Media, General Library for Publishing and Distribution, Cairo, 2006.
19. Sahar Jumaa Youssef: The Effectiveness of Abstract Thought in Achieving the Educational Function in the Printed Poster, PhD Thesis, Faculty of Fine Arts, Helwan University, Cairo, 2008.
20. Mohamed Hussein Mohamed Hajjaj: The Printed Political Poster between Design and Visual Significance, PhD Thesis, Faculty of Fine Arts, Helwan University, 2008.
21. Bashir Al-Alaq: Communication in Public Organizations between Theory and Practice, Jordan, Al-Azuri Scientific Publishing and Distribution House, 2009.
22. Islam Abdel Hamid Zaki: Introduction to Designing the Guidance Poster for Primary School Students, Master's Thesis, Faculty of Fine Arts, Helwan University, Cairo, 2002.
23. Nisreen Ismail Mohamed Tawfiq: The Poster and Its Effect on the Child, PhD Thesis, Faculty of Fine Arts, Helwan University, 2003.
24. Rania Mamdouh Mahmoud Sadiq: The Relationship between the Environment and Formal Connotations in the Egyptian Advertising Poster, Master's Thesis, Faculty of Fine Arts, Helwan University, 2001.
25. Ali Salama Khaddour: The Development of the Concept of Belonging among Jordanian Elementary School Students, PhD Thesis, University of Jordan, Amman, 2006.