

Syrian Arab Republic
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Using Contemporary Videography in Supporting Humanitarian Campaigns in Syria

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English summary

The techniques of animation have evolved and undergone significant transformations in the field of artistic expression and its tools. This has led to the emergence of diverse techniques driven by technological and cognitive developments and thus has a strong impact on an individual's values and thoughts. In this context, contemporary videography has taken on a vital role in conveying information and ideas, overcoming time and space barriers. The impact of this influence is evident through visual and intellectual content that presents social issues and problems. This research aims to present this phenomenon across several chapters:

The first chapter: “Videography: Emergence or Evolution? A Historical Study”. delves into the historical trajectory of videography, exploring the role of the photographic image in its appearance. Additionally, the chapter addresses the historical factors contributing to the genesis and evolution of animation. It further examines the role of experimentation and its impact on film development and the emergence of videography. The chapter also highlights several pioneers who brought about a qualitative leap in the history of animation.

The second chapter: “Visual Language Elements of the Videography and its vocabulary”. This chapter presents the elements and vocabulary of the visual language of the videography consisting of the cadre and its expressive connotations, as well as the compositional construction of a shot in videography. Discussing camera movement and its expressive implications, followed by an exploration of different angles of framing and their expressive meanings in videography. The chapter concludes by discussing the temporal and spatial divisions in visual discourse."

The third chapter: “Sound, Light and Color in Videography”. This chapter explores the utilization of light, encompassing an understanding of its types and sources. Additionally, it examines the characteristics of colors and their connotations in videography. Subsequently, it studies the attributes of sound, the functions of music, and the use of sound effects in videography."

The fourth chapter: “The Role of Editing in Videography”. This chapter presents the most significant theories of editing and their orientations, such as the American school and the organic-experimental approach, the Soviet school and the dialectical-organic or materialist editing, and the French school and psychological quantitative editing. It delves into the artistic changes taking place in editing forms and their application in videography, in addition to discussing transition and cuts elements in editing, culminating in an exploration of the tasks and functions of editing."

The fifth chapter: “The Concept of Humanitarian Campaigns”. This chapter focus on humanitarian campaigns and their impact on social issues. Then discussing the stages of planning humanitarian campaigns and their steps, beginning with identifying the campaign's issue and analyzing it, setting its objectives, devising implementation strategies, specifying the audience, message, surrounding environment, and selecting the communication channel. Till the execution of the campaign's action plan and its evaluation. Subsequently, this chapter expands on the utilization of videography in supporting humanitarian campaigns.

The sixth chapter: “Awareness Campaigns”. This chapter goes on to present various forms of such campaigns, such as news-based or media campaigns, mental imagery campaigns, educational campaigns, and persuasive campaigns. It expands on the use of videography in awareness campaigns, including those that support issues related to women, children, and health, ultimately encompassing various health-related topics.

The seventh chapter: “Advocacy and Support Campaigns”. This chapter introduces the concept of advocacy and support, outlining their objectives and examining the use of videography within them. It concludes by presenting different forms of advocacy and support campaigns, including social justice, healthcare, and education. In the heart of advocating for social and cultural issues in Syria, the chapter delves into prominent topics such as gender-based violence, child marriage, and child labor.

In conclusion, the results and recommendations derived from this study are presented, along with the primary supporting recommendations. A summary of the research in both Arabic and English languages, as well as a table of figures, biography, and a list of references and sources used, are provided.