

# **The Problem of Employing The Image of Woman in Advertising Publications**

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## **Abstract**

The image of woman took an important and distinctive place in the Arab thought. Deviation towards this Arab original heritage in employing the image of woman in the advertising publication gives the same importance in revealing the treasures that are hidden in the Arabic heritage making her make distinguished than others without having an outer influence.

The study aims at showing the ranges of using the image of woman in the advertising publication; the spatiotemporal limits of the study are restricted to local commercial posters of Pale Post Company, Zain Company for Communication and The Iraqi Mediator Magazine for the Local Commercial Advertisement for the period of time 2009-2010 in Nineveh-Iraq.

The first trak of the study dealt with definitions and terms concerning the study. The second included the theoretical frame which consisted of three sections; the first was an introduction to the industry of image, the expressive dimension of image, the specificity of using the image of woman in the Arab society, its functional dimension and the designing beauty in the woman's image. The second trick dealt with the image and its relation with the correcting constituents. The third section dealt with the correcting basis of using woman's image in the advertising publication. The third trick was a demonstration for the procedure of the study. As for the fourth third; it dealt with what have been achieved of the research procedures, then achieving the aims of the study through the analyzing the samples. The results showed on over exaggerating in the Arab and foreign writing constituents lead to wasting of the advertising space, weakness in its activity in evoking attractively and beauty enjoiment, and the beauty of the design of the image depends on the structure of each subject separately. And this structure is not founded on the beauty of form or even its content like any other artistic work generally; because the benefit of value performance is one of the constituents of the designing environment.

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For the abstract in Arabic see pages (281-302).

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