



Persuasive Methods In Advertising Posters For The Corona Pandemic

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Abstract:

Advertising posters play an important role in the persuasion process by adopting and employing various persuasive methods in their design, which leads to influencing the target audience, and the process of applying all the principles and conditions contained in the poster comes to ensure that the objectives of the media message are efficiently achieved and the desired purpose is achieved.

Therefore, the research problem becomes clear by answering the following question: "What are the persuasive methods used in the advertising posters of the World Health Organization dedicated to the Corona pandemic."

The research reached a set of results, including; The posters issued by the World Health Organization for the Corona pandemic are graphic emoji's, as a result, the communication message did not reach the general public. This is due to the fact that plastic art does not embody the tangible reality, but rather is an expression of the tangible reality. Therefore, the persuasive messages that the World Health Organization tried to convey to people did not materialize.

Key words: (Methods, persuasion, posters, advertisement, Corona pandemic)

The first topic: the methodological framework of the research.

Introduction

Advertising posters gain an important position in any society, as they are one of the effective media activities in the various sectors of life, the most important of which is the health sector. Advertising posters are the mainstay for educating and changing the behavior of individuals in the community, especially when they contain content that contributes to communicating information and data to members of that community.

The importance of advertising posters comes from the frequency of exposure to them and the fact that exposure to them is rapid in the nature of the case and the target audience does not stand in front of them to examine them, especially when these posters are published through various websites; It reaches the target audience selectively, as it may browse directly to see its content or browse it under force because it was sent by official bodies or by friends, and then this leads to ignoring or deleting it without thinking of looking at the information it contains, so it has become necessary for it to be Advertising

posters, including health posters in particular, are persuasive and attract attention, and to achieve this, designers have adopted many persuasive methods to achieve this goal.

The advertising posters of the Corona pandemic issued by the World Health Organization have used persuasive methods aimed at influencing the population of the Eastern Mediterranean Region, by publishing those posters on its official website on the Internet, in addition, these posters were published on various satellite channels in cooperation with the organization in order to deliver its communication message to the target audience, including the Iraqi public.

Firstly: - Search Problem:

Persuasion means "intellectual and formal processes in which one party tries to influence the other, and subject him to an idea." (Al-Awshan,1414), Persuasion is a process that aims to change the attitude or behavior of a person or group of people towards a specific event or idea by following a number of persuasive methods. As persuasive methods based on arguments may have different purposes based on the strategy set, it may be based on temptation, so personal pleasure is its goal, and a purely mental persuasive direction may be directed. To achieve this, many persuasive methods must be employed carefully because exaggerated use can alienate the target audience.

The designers of the Corona pandemic advertising posters relied on persuasive methods aimed at influencing the target audience, except that the Iraqi society's dealings - at their various levels - with the measures taken to prevent the pandemic were not at the required level, The advertising posters did not receive the attention of individuals, and the failure to adhere to the instructions and safety rules was a clear indication that the media message contained in the pandemic advertising posters did not reach the target party. This was reflected in the behavior of individuals, which led to an increase in cases of infection with the virus, compared to the rest of the world.

From the above, the research problem came to answer the following question: "What are the persuasive methods used in the advertising posters of the World Health Organization dedicated to the Corona pandemic."

Secondly: -Research Importance:

Research gains its importance from the importance of its topics, some of which are related to society, which is supposed to contribute to solving its problems, as well as what it can represent in addition to knowledge in the field of science and the specialized field to which it belongs. This research belongs to media research whose importance lies in the scientific value that It can be achieved within the framework of the findings of the research.

Thirdly: - Research objectives:

Research aims to:

- Identify the factors affecting the persuasion process.

- Identify ways to use persuasion methods in advertising posters for the Corona pandemic.
- Identifying the types of persuasion methods used in the World Health Organization's Corona need posters.

Fourthly: - Research Methodology:

The research is a descriptive research in terms of type, which is scientifically consistent with its apparent requirements, and based on the type of problem and the approach followed, the researcher adopted the survey method, the semiological analysis method, which is mainly concerned with revealing the internal relationships of the elements of the communicative message and reshaping the semantic system in a way that allows a better understanding of the function of the media message. Semiological analysis: "It is a form of careful research into the deep levels of the iconic or linguistic messages alike, in which the researcher is committed to being neutral towards this message on the one hand, and on the other hand, he seeks to achieve integration by addressing other psychological, social, and cultural aspects.....) that can support the analysis in one way or another (Radwan, 2017).

Fifthly: - Search tools:

The researcher relied on the use of visual message analysis based on: the description of the message, the ecological approach and the semiological approach, according to the methodology devised by researchers in semiotics such as: "Roland Bath", "Berutat" and "Kuquila". Through the problem presented in the research, the visual signs of a sample of the advertising posters for the Corona pandemic issued by the World Health Organization were analyzed, to determine their most important significance and hidden meanings. Semiotics focuses within the scope of descriptive studies in communication on the symbolic content and does not care much about the apparent meaning of the message, as it is concerned with using the implicit and semantic meanings of the various messages. (Laramie, Vale, 2004).

Sixthly: -Research Areas:

1. Spatial Domain: Represents the images of advertising posters (indicative) on the World Health Organization website related to the Corona pandemic.
2. Time domain: It represents the time period covered by the research community, which is three months, starting from 1/3/2020 to 1/6/2020, The researcher chose this period to coincide with the sharp rise in the number of infections that swept the entire population of the world, including Iraq.
3. The objective area: The objective area of the research represents the persuasive methods in the advertising posters of the Corona pandemic on the World Health Organization website during the research period.

Seventh: - Research procedures:

The procedures consisted of three stages, The first stage included the process of collecting posters for the Corona pandemic issued by the World Health Organization and published on its website, As for the second stage, it was represented in classifying those posters according to the connotations that these posters carry. Finally, in the third stage, which included subjecting a sample of the research community to the semiotic analysis process, by adopting an analysis model developed by the researcher that matches the contents of the advertising posters. There is no special model for such posters in order to reach the connotations of the persuasive methods adopted in the design of these advertising posters.

Eighth: The research community and its sample:

The research community is the set of posters related to the Corona pandemic issued by the World Health Organization, the WHO Regional Office for the Eastern Mediterranean, on its official website on the Internet. The authority of WHO is determined to direct and coordinate work in the field of public health within the framework of the United Nations system. The WHO Regional Office for the Eastern Mediterranean is one of six WHO regional offices around the world, and provides its services to the Eastern Mediterranean Region, which includes 21 member states, in addition to Palestine (West Bank and Gaza Strip), with a population of approximately 679 million people. This is an indication that the posters published on the website are directed to the countries of the Eastern Mediterranean Region.

The researcher chose the intentional, intentional research sample, for its suitability to the research, as the research that adopts the semiotic analysis method, they are qualitative research that is often limited in number, and these researches often deal with partial analysis, as they seek to understand the processes at the individual level, not the total, and they are holistic and not reductive or explanatory.

Thus, the researcher identified the sample subject to analysis as (5) advertising posters from the total community, which were selected as the main images, which can be viewed on the sub-posters by clicking on the main poster.

As the organization's website, within the list of medical topics, devoted a space related to the pandemic, including a number of indicative advertising posters and reports in various fields, including: the latest developments of Covid 19, reports, prevention of Covid-19 in the workplace, and when the muzzle should be used, how to protect yourself and others from illness, and correct misconceptions, stay healthy while traveling.

The second topic: posters and the persuasion process

Defining posters in general as any printed paper designed for a specific purpose and can be affixed to the wall, the objective of which is for the reader to quickly elicit information about the content of the poster.

The use of posters dates back to the year 3000 BC, and the ancient Egyptians were the first to use them, and this method is characterized by the

possibility of the user controlling it in terms of size, shape, reprinting...etc., there is no specific or ideal form for it, and in general there are so far more than (270,000) forms for it. Its layout depends on its content or information and images to be displayed. These posters take the form of a poster. (Abu Qahf, 2001). As a result of the evolution movement that swept through life, posters have evolved, like other means, to appear recently, electronic posters published on websites with the aim of achieving the desired effect on the target audience.

There are several types of stickers of these types as follows:

1. Educational posters: This type of posters is designed for educational purposes, so they are characterized by simplicity, clarity, lack of use of colors and balance between the texts used and images.
2. Health posters: These are the ones that provide information about diseases, their means of spread and ways to prevent them, or that deal with the mental health of employees (Sultan, 2011).
3. Commercial posters: to increase sales and create emotional sympathy for the consumer towards the good or service.
4. Social posters: It aims to establish rules of social behavior such as seeking to change bad habits and traditions that hinder production and discuss issues such as wasting work time in gossip, phone conversations or private visits.
5. Tourist posters: focus on tourist places and facilities, which include hotels, restaurants, tourist transportation, in addition to the services provided, and good hospitality. Therefore, the advertising message is directed to this category only, namely tourists and vacationers, with the intention of attracting them to specific places, or directing them to the most comfortable places and means, or the most money-saving (Al-Shaarawi, 2006).
6. Professional posters: They address professionals such as doctors, and provide them with information about new equipment or new medicines.
7. Posters facing traffic accidents: that raise awareness of respect for traffic laws and public safety, such as calling for respect for traffic signals (traffic lights), avoiding speeding, and using a seat belt.
8. Environmental preservation posters: This requires public awareness of the dangers of pollution, developing a sense of the importance of preserving water, land and air without pollution, and respecting the laws that address that.

In terms of content, posters are also divided. Posters may contain only writing, photographs, natural drawings, schematics, or caricatures, and may combine writing, pictures and drawings, and may contain sequential, divided or composite drawings (Hijab, 2007).

Communication message and persuasive methods in the persuasion process

The persuasion process represents a planned communication aimed at achieving an impact on the trends and behavior of a specific audience and achieving a change consistent with the goal of the persuasion process.

(Hussein,1984), It is a communication aimed at changing the audience's attitudes or rebuilding its behaviors and influencing its values based on established foundations. Which leads to creating positive trends and a state of acceptance of the public regarding the message and its content, and then reaching a state of persuasion that would not have been achieved otherwise. (Hussein,1984).

The influential persuasive message takes into account the different levels of the target audience and is characterized by a variety of vocabulary and symbols, simplicity and avoidance of ambiguity. It is keen not to contradict the customs and traditions of the community and takes into account its interests because the individual does not expose himself except to the contents that simulate his interests and feel that it harmonizes his aspirations and addresses his problems, and takes into account the nature and advantages of the medium through which he is transmitted. (Abdel Halim, 1984).

The effect of the message on the persuasive process depends on the availability of persuasive aspects in its content and the order in which these evidences, proofs and evidence are presented that would change the persuasion of the individual. As the presentation of evidence at the beginning of the message is more likely than delaying its citation at the end, because the person's attention at the beginning is strong and then takes a descending direction due to fatigue or exhaustion until it reaches a low level at the end of the message. (Hassan, 2006).

And if the persuasion process is based on the goal of influencing and changing behavior by adopting rational arguments and proofs, emotion has a role in achieving that effect, especially if the argument is weakened.

1. Emotional solicitation: It seeks to influence the recipient's conscience and send his emotions and then stir his psychological and social needs (Hijab, 2007), and it is the most used type of persuasiveness in persuasive messages, because emotional influence has an effect no less powerful than mental influence, and emotional solicitation is used. Mostly with women and children, and with simple education (Barghouth, 2005).
2. Mental grooming: It focuses on addressing the mind with arguments, evidence and logical proofs according to an arrangement mechanism that links the idea and the argument presented. The effectiveness of this grooming increases if arguments are available at the expense of emotional grooming, whose role emerges in the absence of evidence and evidence (Al-Hadidi, Ali, 2004).
3. The intimidation of intimidation: It is represented in eliciting fear and stimulating the emotional tendency of the individual by arranging consequences for him in the event he does not respond to the content and the direction it aims at. As well as avoiding the contents used before to create immunity in the individual against the emotion of fear, and the adoption of the element of surprise in choosing the frightening aspects that would generate tension and panic (Makkawi, Al-Sayed. 1998).

The persuasion process is affected by several factors, which are as follows:

1. Optional exposure to the persuasion process: The persuasion process requires that the individual's exposure to the message be voluntary, without exerting any kind of pressure on him. Exerting pressure on the recipient in order to convince him of an idea leads to consulting the factors of internal rejection of the message's content, this makes the task of persuasion difficult, and for this reason the persuasions must focus on helping the recipient to self-preparation for persuasion.
2. The influence of the group to which the individual belongs: The basic group to which the individual belongs plays a strong role in influencing him and his convictions, and the degree of his conviction in certain issues and ideas. Therefore, the sender sometimes assumes the role of a member of the recipient's group in order to influence him. A member of the group may use it to pass on his message that he wishes to persuade him. This is because conviction is easier if the masked person represents a relative, a leader of the group, or otherwise (Barghouth, 2005).
3. Influence of opinion leaders: opinion leaders are individuals with a general influence on the masses, who help others and provide advice to them, and individuals are affected by them sometimes more than they are affected by the means of communication. Opinion leaders have an important role in changing the attitudes of individuals, and the persuasive can use the opinion tool to influence the recipient (Barghouth, 2005).

The third topic: Persuasive methods in the posters of the World Health Organization

In this topic, we will explain and explain, qualitatively and deductively, the persuasive methods adopted in the posters published by the World Health Organization regarding the Corona pandemic, based on the semiotic approach.

Advertising Poster No. 1

Hermeneutic Reading:

The contemplator of the poster will find the reality of health personnel or what is called today (the White Army) in all countries of the world. With the outbreak of the Corona pandemic, which began as an epidemic mainly limited to China, which announced its appearance at the end of December 2019, it quickly turned into a global epidemic.



The human element has taken over the components of the poster, represented by nine men and women of similar ages working in one place, walking in one direction in a street in front of a building on the left side whose shape suggests to the viewer that it is a hospital. (Employed the lure of fear), as if they are telling others that they are going to achieve victory over this pandemic that has killed millions of people, But it is necessary to adhere to the instructions and instructions and to wear the appropriate clothes, (the grooming of the news was employed as a mental grooming) and this was

evidenced by their appearance in the clothes designated for cadres working in health institutions to prevent infection with the Corona pandemic, in white and light blue, As the white color prevailed in the photo poster represented by the clothes of eight men, six of them appear clearly, and one is a distance of meters behind them. Choosing the white color for clothes as an expression of tranquility, reassurance and peace that sends to the eye of the recipient, (as it employed warmth as emotional grooming) to influence the recipient as for the light blue color that appears as an upper protective garment on the woman's body, it indicates cleanliness, strength, reliability, and composure.

And on their right side there is a man walking in the opposite direction wearing a white vest with black pants, which gives meaning to the recipient that the clothes have provided those in it with effective defensive means to prove that they are facing the pandemic, Where the clothes were associated with the strong, courageous and distinctive character, accompanying the steady steps, compared to the stereotypical personality of the man from whom only the back was shown.

Advertising Poster No. 2

Hermeneutic Reading:

The poster came as an expressive drawing as a simulation of the reality of the peoples of the whole world wearing a medical mask to avoid infection with the Corona pandemic, represented by a specific number of people of different ages “woman”, “two men”, “two boys”, “girl” carrying bags of different sizes and types, standing spontaneously A simple distance separates one from the other, with the exception of the girl who sat in a wheelchair while reading an open book, as a sign to link the events of the poster to the importance of attending school after the Corona pandemic caused a disruption to school and college attendance.



The hand gestures of the boy shown on the right of the poster are among the usual gestures among friends of waving when they meet at a distance from the school door or when they say goodbye to each other after school (for fun wooing was used as emotional grooming).

The poster has dimensions that come from the qualitative and age difference. It contains flashes that show the extent of interest in all these categories, because the semiotic sign is the most important thing in it that the sign is not read for itself, but is read for the sake of other signs, and this is the secret of the semiotic sign. The poster has dimensions that come from the qualitative and age difference. It contains flashes that show the extent of interest in all these categories, because the semiotic sign is the most important thing in it that the sign is not read for itself, but is read for the sake of other signs, and this is the secret of the semiotic sign. The sign of a girl sitting in a wheelchair (such as emotional grooming) unlike others gives the reader a picture of the importance

of knowledge and learning, and this cannot come unless there is communication with the school and returning to it. However, the matter needs to be careful and adhere to the rules of public safety, and this was evidenced by the girl putting a protective mask on her face.

The poster is characterized by multi-colors, as the sensory perception of colors is like any other sensory perception, and it is a practice based on a cultural reference, but it seems to us more natural compared to others because it is part of all the details of our daily lives. As soon as he sees the poster, his memory recalls all the color options in front of him with their social and cultural repercussions, and the poster colors: yellow, pink, blue, black on a white background, which calls to mind all the manifestations of nature in the utmost states of purity and serenity, as iconic signs that claim repercussions from other worlds.

Advertising Poster No. 3

Hermeneutic Reading:

The emoji poster was divided into two halves, on the right a "man" and on the left "a woman", each working in a different field from the other, the man works as a plumber, and this is evidenced by the blue work suit he wears as a symbol of sincerity and dedication to work. This is reinforced by holding a screwdriver while he is half-sitting, as he leans on one of his knees to fix a faucet. Not only was the screwdriver used, but various tools appeared around him.



As for the woman, it appears that she works in the field of secretarial work, and this is evident through the papers hanging behind her, in addition to that, in front of her there is a computer screen looking at her carefully, and a paper placed on the apparent desktop only, holding a pen in her right hand, while she used her left hand to use the cell phone by placing it on the Her left ear, as if she gives the impression to the recipient that she is talking to a customer or customer to answer him with information she obtains from the screen that sits behind her to prove what the customer says on the paper. That she is a Muslim woman, which gives the impression that the veil did not prevent women from excelling in many areas of specialization, and it was not an obstacle to their participation in various fields of work.

The contemplator of the poster touches and remembers the biological and emotional difference and the difference in thinking between men and women, and this is evidenced by the type of work (using self-grooming as emotional grooming) that was chosen for each of them, as men are generally characterized by their strength compared to women, the strength of the upper part of a man's body is almost twice as strong Women, and they increase by a third in the lower part of the body, and women are characterized by the curves of their body that are due to the different metabolic function between men and women, as they burn calories for men faster,

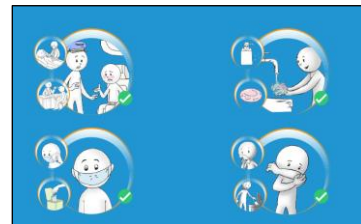
In a woman's body, excess food is converted into fat that is stored in the buttocks, breasts, and as fat in the lower layer of the skin. Although the poster was published on the World Health website under the title "Covid-19 prevention in the workplace," it did not give any clear indications of the importance of preventing the pandemic by wearing a muzzle, for example. They are doing work from home.

The color does not come to the label except embodied in things and in all cases we are facing a specific sign or different connotations. The mixing of colors is what gives the poster its semantic dimensions. The link between colors within the same context leads to a change in the significance of the single color. The poster was characterized by its lack of details and was limited to men and women, as the poster completely took possession of non-linguistic icons, and thus attracts the attention of the recipient, especially the tyranny of the green color in the background of the poster, the green color helps reduce stress. When people feel anxious and tense, it is preferable to sit them in a room painted green, which helps calm them and make them feel peace and calm. This is associated with its importance in the field of work. As well as blue shades, blue helps people to think and perform better, and it is the best color that indicates the work environment.

Advertising Poster No. 4

Hermeneutic Reading:

The poster came with a symbolic figure expressing a person in four parts, telling the recipient different stages in the behavior of daily life and how the person protects himself and others from the Corona pandemic, the pandemic has imposed new exceptional behaviors on societies to prevent the risk of the virus spreading, and has led to a change in social lifestyles prevailing in societies, although some of these behaviors are included within the etiquette and etiquette in life in general.



With the outbreak of the pandemic, many instructions were issued to avoid wrong behaviors and adhere to the instructions and preventive measures that are related to the culture of individuals and societies, as a person does not necessarily need gloves, only maintaining hand sterilization and washing them well with soap and water constantly, which would kill viruses that may be stuck to the hand, this was evident in the clearly visible behavior on the right side of the upper part of the poster. This behavior was indicated by the appearance of the faucet and the running water from it, as well as the symbol of a piece of soap and a bottle of alcohol sanitizer as a substitute for soap.

The instructions also indicated another behavior, which is to adhere to the etiquette of sneezing by making sure to cover the mouth and nose by bending the elbow and placing it on them, or placing a paper tissue when coughing or sneezing, and then discarding the tissue immediately by throwing it in the designated wastebasket. The poster, with its iconic image on the right side of the lower part, indicated that meaning.

As for the most important behaviors that have been emphasized in all the guiding instructions issued by the various health authorities, including the World Health Organization, a commitment to the method of wearing the muzzle and the method of taking it off and disposing of it. As the indiscriminate throwing of the muzzle by some citizens on the sidewalks and roads are deadly and destructive behaviors that will accelerate the rate of transmission of infection on a record, something that could endanger the lives of passers-by and sanitation workers and cause the pandemic, all of which began clearly with the message that was transmitted through the left side in the lower part of the poster.

The nature of the poster, the subject of the analysis, imposed flexibility, as it included more than one communication message at the same time directed to the target audience, with the aim of conveying instructions and spreading awareness among members of the same community. In the upper left part of the poster is an expression with indications that shows the behavior followed with the traveler during the flight if he feels unwell, as the facial features of the shape used in the poster show that he is tired. On the other hand, there are those who offer advice as if to tell him, "If you have a fever, cough and difficulty breathing, seek medical advice immediately, as you may have a respiratory infection or other severe illness (intimidation), And tell him that you have been traveling and have been in contact with people who have traveled recently." Calling the doctor will allow for quick guidance and also help prevent any possible spread of the pandemic and other viruses.

Also, colors have specific connotations, and despite the difficulty in determining the connotations of colors, there are some common denominators in human thinking, these indications differ from one society to another, but the poster did not use many of them, but was limited to two colors, as the light blue color was dominant to indicate cleanliness, While the white color formed the symbolic character to signify clarity, purity and serenity as a real human value.

Advertising Poster No. 5

Hermeneutic Reading:

By comparing this poster with the previous one, we notice that the number of parts has been reduced to three, with the symbolic figure emerging in the middle of the poster, adhering to the etiquette of sneezing by bending the elbow and placing it over the mouth and nose. The contemplator of the poster understands that the prevention of pandemic infection depends on personal and home hygiene, as hygiene and disinfection of the places and hard surfaces that we frequently use at home, is one of the most important means of preventing the virus. With the different daily behaviors of individuals, the behaviors to avoid infection with the Corona pandemic are indicated in the upper part of the right to the commitment and the need to wash hands with soap and water repeatedly for at least (20-30) seconds, to avoid infection and transmission of infection.



In addition, mopping floors and regular cleaning and disinfection of frequently touched surfaces is an important precaution to reduce the risk of infection, the contemplator of the poster connects the surface of the table and the ground that appears in the upper part on the left side, and the rest of the surfaces that must be sterilized and cleaned. These surfaces include, for example: door handles, tables, chairs, balconies and stairs, surfaces in kitchens and bathrooms, water taps, toilets, light switches, mobile phones, computers, tablets, keyboards, TV controllers, and electronic game control handles. Children's favorite games.

Colors have been given great attention due to their association with the sense of sight, internal feelings and psychological states. It is also a way to distinguish between things in nature and the universe and what is manufactured, and compared to the previous poster, the same colors were used to express the connotation of cleanliness.

Results:

After conducting a semiological analysis of an intentional sample of the advertising posters of the Corona pandemic, the following results were drawn:

1. Through the analysis, it was noted that the posters issued by the World Health Organization (WHO) related to the Corona pandemic are graphic expressions, as a result, the communication message did not reach the general public. This is due to the fact that plastic art does not embody the tangible reality, but rather is an expression of the tangible reality, so the persuasive messages that the World Health Organization tried to deliver to people did not materialize.
2. In most of the advertising posters, the organization uses persuasive methods, including mental and emotional solicitation.
3. With the different contents of the posters, they carried with them what is expressive of the life and daily behavior of man.
4. It became clear to us through the research that WHO posters rarely employ women in picture posters, and if they are used, they are a public figure, this contradicts reality, because she is the closest to representing reality and communicating the communicative message that appears in her, due to her presence in all aspects of life, starting from the home, passing through work, and ending with her participation in various social occasions.
5. The numbers and statistics were not used as a support for the idea described in the posters.
6. It turns out that the choice of colors is based on attracting and drawing attention, as the designers used colors in the posters because they are associated with symbolic connotations that affect the recipient and draw his attention.

Conclusion:

It is clear that the main objective of the persuasion process is to change the motives, attitudes or behaviors of a person or group towards a specific event, or direct them to adopt a certain idea, and this is done through persuasive methods that use written words or images to convey information and to reach

the desired goal. Methods of persuasion are widely adopted by those in charge of persuasion communication in the media in general and in posters in particular to be used as a tool often used in pursuit of the desired goals.

From the above, we find that persuasive methods are a message that is explained through the poster, when employed in the design of the poster, it ensures that the message reaches and the recipient is convinced of it, and from this idea, the researcher concluded that the posters issued by the World Health Organization for the Corona pandemic did not use all persuasive methods significantly to influence On the recipient, the process of persuading the audience to rely on inducements may fail, The rational recipient may not be convinced by emotional persuasion, the uneducated recipient may not respond to rational persuasions, and intimidation may fail to keep the recipient at home, and here comes the role of communication experts in choosing persuasive methods in a balanced and coherent manner to enter the mind and feelings of the recipient to achieve the desired effect.

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