

The Implications of Realism School in the Printed Advertisement

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Abstract

The study titled "The implications of Realism School in Printed Advertisements" delves into the significant themes related to reality and truth as a central focus in art, in contrast to other themes that rely on imagination. Realism School stands as one of the most prominent artistic movements that emerged as a reaction to Romanticism, which sought to escape reality and delve deep into imagination, illusions, and dreams. Realism, as a doctrine, places material, tangible reality as the primary consideration and envisions things clearly as they are in the real world. The research consists of four chapters. The first chapter presents the research problem, encapsulated in the question: "What are the reflections of Realism School in printed advertisements?" The objective is to uncover these reflections and define the key terms. The second chapter comprises two sections: the first discusses the foundations and concepts of Realism School, while the second explores the function and aesthetics of printed advertisements in social reality. This chapter concludes with indications of the theoretical framework. The third chapter elucidates the research community, research methodology, research tools, and the analysis of the research sample. Finally, the fourth chapter contains the research's conclusions.

Keywords: Reflection, Realism School, Printed Advertisement.

Chapter One Methodological Framework

Research Problem:

Advertising is one of the commercial and industrial activities, and due to the significant diversity in goods and services in various countries, it has become necessary to have an effective means that connects the producer with the consumer. It aims to gain the trust of the receiver and persuade them of the products. It also aims to reach the largest audience through various advertising media. The realism in advertising, in objectively depicting forms as they appear in real life, is one of the factors contributing to its widespread use. It represents artistic and technical creativity, and reflects realism in advertising by embodying the true idea and purpose behind it, reflecting realistic forms in the advertisement. The advertisement designer employs their culture, both socially and materially, to present the advertised material in a way that attracts the receiver's attention. They do this by utilizing technical processes to enhance credibility and build trust with the audience, achieving both aesthetic and utilitarian functions simultaneously by visually presenting it. Realism in advertising has a clear impact and a significant contribution to shaping advertising methods and trends. Based on the foregoing, the research problem is launched from the following question: "What are the reflections of Realism School in printed advertisements?"

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The Importance of the Research:

The significance of the current research can be outlined as follows: The research contributes to informing specialized entities such as designers and professionals in the fields of printing, advertising, and design in general.

Research Objective:

To uncover the reflections of the Realism School in printed advertisements.

Delimitation research :

- Subject Delimitation : The reflections of the Realism School in printed advertisements.
- Geographical Delimitation : Advertisements that feature realistic images and objects on the internet.
- Time Delimitation : Year 2023 A.D.

Definition of Terms:

Linguistically, "reflections" refer to the consequences, impact, or manifestations of a particular influence. For example, something that had a significant impact on a region can be described as having "serious reflections" on that area. Similarly, one's emotional reactions can "reflect" in their behaviors, forming "reflections."(1)

In terminology, "reflection" is defined as a reaction resulting from an influencer carrying the qualities of actions, structure, and intellectual form. These are manifested on the influenced entity due to one or multiple influencing factors.

Additionally(2) , in philosophical terminology, "reflection" signifies direct inference from one case to another, carrying the subject while maintaining negation and affirmation, truth, and falsehood as conditions. It can be divided into two categories (3).

1- Complete or total reversal in negative space, and partial reversal in negative elements, with each one reflecting like itself.

2- Partial reflection or lateral reflection, as in positive space that partially reflects positively.

"Every conception of the external world is nothing but a reflection in the human consciousness of this world, which exists independently of it. This fundamental truth in the relationship between consciousness and the object also naturally applies to the artistic reflection of reality (4).

3- Procedural Definition: Reflection is the rebound of intellectual and material images of reality. It can be the experiences of others or the cultural heritage of the human race, manifesting in printed advertisements, and thus, reflecting in the mental mirror of the receiver.

Realism in Scientific Terms:

Realism is a concept associated with reality, often synonymous with existence, actuality, and truth. It contrasts with the imaginary and illusory. For example, we refer to a "realistic man," meaning a person who perceives things as they are in reality and takes appropriate measures without being influenced by illusions or dreams. (5) (Harry Levin) Realism can be defined as the effort and inclination of art to bring reality closer. (6)

The Printed Advertisement:

In terms of terminology, " (advertising) signifies the act of revealing or displaying something, and it is also a means of introducing goods and products (7). Advertising is a paid communication method from a specific source, aiming to persuade the recipient to take certain immediate and future actions (8).

As for " (the printed), some have associated it with the Quran verse (Allah has set a seal upon their hearts) (9), suggesting a notion of defilement. This term can also be related to " implying that it is as if sealed, preventing guidance and light from reaching it, hence unable to lead to goodness (10). Ibn Ashur defines " as the act of sealing by placing clay or similar material over the sealed item, making it inaccessible until the seal is removed. This process leaves a mark on the sealed item, and the sealing tool is referred to as " (13). is an impression that remains on the sealed item, implying a sense of permanence and necessity not conveyed by a mere seal. This is why it is said that " (a dirham is stamped), indicating an enduring mark that does not fade (12).

Procedural Definition: The Printed Advertisement

A printed advertisement is an act of dissemination, a design-based method, or an expressive and productive activity carried out for remuneration. Its purpose is to convey a message to the recipients, both internally and externally, following an established visual format to achieve its functional and aesthetic objectives.

Chapter Two

First Section

Realistic School: Foundations and Concepts

Various thinkers and writers have offered diverse definitions of realism, aiming to establish a precise and clear concept of realism by extracting its characteristics. Realism is an artistic movement that believes the purpose of art is to depict life with complete objectivity, presenting things as they are in reality. To achieve this, it values diverse tangible details more than generalizations, and objective representational accuracy more than an individual artist's interpretation of the experience. Realism emerged as a reaction against the stylistic exaggerations and emotions of the Romantic movement (13). The Realistic School focused on representing daily life, especially concerning the middle class. It reached its zenith in the mid-19th century. Reality is the perceivable element, and realism is the adherence to reality without distortion or fragmentation. The realistic doctrine seeks to understand and comprehend reality, not believing in the supernatural or the imperceptible. Realism is a school of thought that reacted against the Romantic movement, which opposed the new classical movement and avoided artistic innovation in its subjects. Realist designers believed in the necessity of addressing reality by drawing its forms as they are, emphasizing important aspects intended to be conveyed to viewers without strangeness or aversion. They also observed the aesthetic values of reality and aimed to uncover facts related to behavior, ethics, and society. Truth is what we see and hear, often closely linked to reality. Realism interprets and reflects reality, but not as a mere mirror revealing its mysteries and understanding it for a solution. In realism, every aspect of the external world is a reflection in the human consciousness, and this mental image naturally varies from one designer to another based on their inclinations and culture. Realists refrain from the literal replication of reality; they interact with reality based on their creative vision. Herbert Read defines realism as the belief in the objective truth of the external world. It emphasizes objectivity and places greater importance on the subject matter than the self. Realist painters depict daily life sincerely and faithfully, without injecting their personalities into the subject but rather remaining objective. They address societal issues through their daily lives and offer solutions (17) . This movement was objective in its description of humans and nature, opposed to both the ideal and the dominant social norms in art in general, and in advertising specifically. It contradicted the ideal beauty (whether classical or idealistic) and focused on the functional, social aspect. Realistic advertising has a functional and social role. It goes beyond portraying natural landscapes and aspects of daily life by addressing vital, crisis-induced life issues and social contradictions (18) . Realist designers seek ways to improve the reality within the

essence of reality itself. As a rule, the realist artist possesses a keen sense of a historian. In the 19th century, there was a continuous deepening of the historical inclination in realistic art.

Characteristics of Realism:

1. Realism places significant emphasis on describing details, no matter how insignificant they may seem, such as the description of sounds, movements, colors, and shapes (19).
2. This school of thought draws inspiration directly from the unaltered nature and the society in which humans live. It offers a pure, realistic portrayal of the ongoing conflicts within that reality.
3. Realism primarily focuses on the negative aspects of human societies, including crime, poverty, ignorance, and injustice. Its proponents aim to address such phenomena that afflict humanity.
4. Critics of realism rely on a meticulous analysis and objective presentation of literary texts, irrespective of the author's thoughts, opinions, preferences, and beliefs.
5. Realism delves into the hidden causes behind the phenomena in the text, reflecting upon them and subjecting them to analysis.
6. It endeavors to stimulate intellectual thought, strengthen character and willpower among readers. This aims to encourage readers to actively engage with the author in the process of research and analysis, seeking appropriate solutions to the problems presented.

Prominent Figures of the Realism Movement:

Gustave Courbet, who interacted with various artists including Corot, Daumier, and focused on avoiding subjects derived from history. Instead, he leaned towards subjects sourced from nature or the everyday realistic life surrounding them. He was passionate about sketching in the open fields, maintaining that modern realism aimed to dismantle the Romantic movement and eliminate it, believing this to be the correct path to reach truth and beauty (20). They concurred in meticulously shaping the elements of nature in paintings with an emphasis on realism rather than aesthetic aspects (21).

Jean-François Millet, a French painter and one of the founders of the Barbizon School. He classified his work as part of the realist art movement. Figure (2).



Figure 2: John Francois Millet's Grain Threshers.
[Link to John Francois Millet's Grain Threshers](<https://alwasat.ly/news/art-culture/311277>)



Figure 1: Gustave Courbet's Wheat Stack Paintings.
[Link to Gustave Courbet's Wheat Stack Paintings](<https://www.google.com/search?>)

Second section

Printed Advertisement - Function and Aesthetics in Social Reality

The Concept of Beauty

The definitions of beauty have varied depending on the perspectives of philosophers. Herbert Read defined it as "the unity of the formal relationships between the things perceived by our senses" (22). Baumgarten also referred to beauty as "the science of sensory knowledge theories" (23). There is a difference in aesthetic values in advertisements based on their various functions. It is expected that each function would have its own aesthetic value that is more apparent than others. Beauty can be defined as "the discovery and declaration of the aesthetic laws of beauty" (24). Since ancient times, humans have strived to arrange the spaces they inhabit. Caves and grottoes were the first means of aesthetic-functional relationships. This stage began with the early intellectual awareness when humans started drawing on the inner walls of caves and grottoes to achieve their aesthetic and functional purposes. Art is not limited to its function as a mirror of life but serves as a means of aesthetic and intellectual enrichment that doesn't require an external reference for understanding or clarification (25). Beauty has accompanied humans from the beginning and theories were developed to address the viewers to achieve their goal in continuous communication, relying on performance skills.

Beauty in Visual Advertisement

Artistic works lead to a strong sense of attraction, and we observe viewers being drawn to the aesthetic values within the advertisement, in particular. Designers rely on the effectiveness of the transformation in the artistic features resulting in the movement of elements to achieve a wide scope of creativity and a strong sense of beauty. There are many characteristics in attempting to understand and interpret aesthetic values within the frameworks and rules followed (26):

1. Aesthetic values are characterized as methods and rules that determine the purpose and means that the designer must employ.
2. These values are distinctive for their spontaneity, as they are not the creation of an individual but resonate with the community and the values and rules decided upon.
3. Aesthetics are characterized by a reciprocal relationship between influence and impact within the social or cultural framework and the associated standards acquired by the recipient from the environment, becoming part of the unconscious and a foundation for response.
4. Beauty is marked by its rapid dissemination, like other patterns, forming a compound or complete structure in which features and characteristics of innovation become evident.
5. Aesthetic values have a historical, social, and cultural dimension, present in the historical development of societies. No civilization lacks aesthetic values in its traces. We notice from the Stone Age onwards, ancient arts and prevailing aesthetic values that later evolved with the historical development of human society.
6. Aesthetic values are characterized by performing their positive function in guiding general behavioral patterns, as represented by positive standards or rules.

- Aesthetic Techniques in Visual Advertising

Transformations in the sciences, knowledge, and artistic and aesthetic techniques indicate the use of technology in representing reality, enabling us to provide a complete explanation of artistic forms (27). It's noticeable that most viewers are influenced by the outer appearance of advertisements in terms of aesthetics more than they are concerned about the product's function. Artists rely on their ability to generate new ideas for visual

presentation, keeping up with the developments and changes in modern art, aiming for innovative advertising designs characterized by visual excitement.

Technology has allowed cognitive and technical applications in visual advertising, which significantly impacts the variety of artistic forms, whether familiar, unfamiliar, or the concealment of content from viewers, often reflecting multiple creative and innovative methods from the designers that add aesthetic values appropriate to the subject in four dimensions (28):

1. **Sensory Material:** It's the material entity that takes shape in the advertising design according to specific patterns. Sensory material always has a direct impact on forms, their values, and how they achieve their goals. In some arts, ideas or themes are overshadowed, and the emphasis is on technical experimentation and processing methods.
2. **Form (29) :** It is the first image that viewers see, in which they find sensory pleasure, such as the pleasure of color. It also conveys sensory impressions related to pleasure. The form might contain expressions and subjects that don't stimulate the senses but are associated with other ideas. This means that some advertisements are more mysterious and have less impact on self-beauty. Artistic forms are always laden with content, ideas, meanings, and symbols. They allow us to determine the type of advertisement. Form is a visual field reflecting reality in all its components or part of it.
3. **Expression:** It's the artist's ability to realize the advertising idea and transform it into a practical and expressive reality, expressing the aesthetic and performance aspects. Expression in advertising design is often associated with high ethical values and is carefully cared for by the artist in pursuit of the best innovative solutions.
4. **Function:** It is the cornerstone that generally defines the goal of the artistic work, and more specifically, advertising. Its nature and relationship with viewers, life, and the environment are significant. This function is not determined solely by that commercial benefit (such as advertising designs, architectural, industrial, and print designs) but also by aesthetics aiming to cultivate taste, perception, emotions, and human behavior regarding life experiences and human relationships.

The success achieved by today's artists in their design work, which relies heavily on modern technologies, has enabled them to use innovative methods to achieve their visual effectiveness and the ability to represent forms and objects from reality that can arouse excitement and amazement. With the current technological advancements and the availability of various programs, advertising has become an art form that carries aesthetic and artistic values within its folds and is of interest to all segments (30). It is essential for designers to pay attention to the beauty of advertising because beauty is one of the most profound and desirable topics. It naturally plays a fundamental role in all fields and is an indispensable form in all arts. Art transcends nature; it doesn't imitate it but rather reveals the content of reality. The visual presentation of advertisements has aesthetic characteristics that enhance the design aspects related to giving artistic products a better platform for exciting the audience on one hand and enriching aesthetic taste on the other. This is because aesthetic taste is an allegorical metaphor in a strange way that extends from the senses and is applied to the exercise of power related to nature and the arts (31) . Reflecting reality through its images, shapes, lines, and colors is one of the most crucial features that bring it closer to the audience. Technology is one of the most influential factors in the aesthetic dimensions that achieve the artistic taste of these works. Advertisements are quickly understood and perceived when there is a sense of pleasure or aesthetic delight when looking at them after the aesthetic response.

- The Function in Visual Presentation

- The Concept of Function

The function can be defined as "the meaning obtained from the use of words or verbal images in written or spoken sentences at the phonological or syntactic level" (32). In the Oxford dictionary, function is defined as "the purpose of a thing, and other terms used generally to determine its function are intention and direction" (33). One of the social phenomena emphasized by the functional approach in the study of understanding and interpreting every phenomenon is the function it performs in society (34). On this basis, it represents a part of the culture of society, which consists of different groups belonging to different reference groups and is influenced by various factors, entering into interrelated relationships. Effective advertising messages are those that work by considering the role of advertising in society and its various functions, taking into account that the viewer has their own ideas, opinions, experiences, and critical and analytical tendencies. Over time, there have been continuous attempts to interpret and define meanings, measure importance, the degree of mutual influence, and the ongoing debate about the value of artistic works that emerge with each new movement that tries to break free from the rules and constraints imposed by the prevailing artistic style) . (35) Function is closer to logic and easier to determine technically. Sometimes viewers believe that the function is "a specific benefit achieved" (36). The pleasures of sight, hearing, imagination, and memory are among the most capable of evolving to the realm of art (the further it is from function and direct utility, the more expressive and liberated from the laws of advertising material and its dominance, and the more it moves away from function and direct utility, the more it adheres to the laws of advertising material and its restrictions) (37). Many arts in general, and advertising in particular, were characterized by their utility and benefits for viewers, and many philosophical views defined the values of art through the benefits and virtues it brings to the recipient.

Important Advertising Functions

Advertising is one of the fundamental means of promoting goods, products, and services through verbal, written, visual, static, or moving advertising media. Therefore, advertising plays a significant role in achieving the expressive aspect, generating the ability to excite and attract the viewer's attention, convincing them of the product's importance, motivating them to choose it, and achieving aesthetic dimensions with a substantial impact on the viewer. Some of the important functions include: (38)

1. **Informative Function:** This is one of the most crucial advertising methods that convey visual facts in some advertising images. Advertising images are often published to serve the informative function, which provides content or purpose more quickly.
2. **Psychological Function:** Advertising images are closely related to human psychology, satisfying some psychological and mental requirements. People often perceive things and evoke them from their imagination, where many words are acquired through a combination of experiences and experiments.
3. **Communication Function:** Advertising serves as a visual communication function, which is one of the most important functions performed by artistic forms in conveying ideas and information.
4. **Typographic Function:** Advertising images represent the most critical typographic elements shared with text, headlines, and separators in constructing the physical advertising body.
5. **Persuasive Function:** Many readers are not convinced by words but tend to believe what they see. The image in advertising plays a significant role in persuasion, which is one of the main goals of advertising.
6. **Aesthetic Function:** Advertising images have aesthetic value as artistic works that capture the viewer's attention and provide publications with an aesthetic value. These images enhance the visual appeal of the content and are used to attract attention.

7. Visual Function: Effective advertising images are crucial for attracting viewers to printed advertising. The successful utilization of the image along with text provides the printed advertisement with significant power as a visual means to highlight content, enhance viewer understanding, and persuasion (39).

- The Relationship between Function and Aesthetics

Beauty is a value that the recipient senses through their interaction with advertising products. It keeps these values ever-present, thus connecting utilitarian values with the dimensions of aesthetic values, which align with prevalent ideas in relative directions (40). Undoubtedly, the harmony and interconnection between the components achieve a realistic aesthetic touch in the artistic work. Diversity among the elements creates an aesthetic pleasure, emphasizing the realistic feature of the advertisement, making the viewer's emotions the focal point of attention regarding beauty, fulfilling the functional purpose (41).

Beauty engages with the functional performance side of printed advertisements, aligning the right colors with the ideas, reality images, dimensions, symbols, connotations, and elegant printing. This conveys aesthetic values and conveys a functional message. There's a mutual relationship between function and beauty because no advertisement is devoid of beauty. Achieving the function sought in an advertisement involves specific procedures that contribute to choosing and composing a particular element to achieve the existing function. It means shaping the design elements into a visual entity that is coherent, high-quality, and well-organized. For an advertisement to succeed in its function, the interplay of beauty with function is essential. This harmony helps interpret functional values in a utilitarian and performance-oriented way, making the view of the design as beauty and values directly related to each other (42).

Indicators:

1. Reality is what's tangible, and realism entails belonging to reality without distortion or fragmentation, focusing on providing details like describing sounds, colors, and shapes.
2. Realism interprets and reflects reality but not as a mirror.
 - 1- The concept of reflection introduced by realism leads to diagnosing one of its significant features, which is truthfulness in representation. Realistic artists adopt truth as a method in their artistic expression.
 - 2- Realism stimulates minds, strengthens personalities, and willpower in the audience.
 - 3- Every function has aesthetic value.
 - 4- Beauty is one of the foundations of perceiving the coherent relationships between lines, colors, artistic shapes, natural materials, and their organized assembly within printed advertisements to achieve successful communication with the audience.
 - 5- Aesthetic values in styles and rules are distinguished by their spontaneity and their dual nature between individual materials and the requirements of aesthetics and the social environment. They perform their role in guiding general behavioral patterns.
 - 6- The aesthetics of forms in printed advertisements illustrate the interconnection between the creative production process and reception. These are perceived through objective elements, realism, and other shapes.
 - 7- Advertising has functions determined according to the benefits it provides to producers and recipients alike. The value of an advertisement depends on the benefits and virtues it conveys to relevant entities and society.

8- Advertising has multiple functions (informative, psychological, communicative, persuasive, etc.), all of which consider social reality and interact with it to achieve their goals in terms of beauty and function.

Chapter Three: Research Procedures and Methodology

The research adopted the descriptive-analytical method for the purpose of conducting the analysis of sample models by describing and analyzing the reflections of realistic images and shapes. This method was deemed suitable to achieve the research objective.


Research Population

The current research population consists of online advertisements containing realistic images and objects that align with the research topic. A total of 100 advertisements published on Google in 2023 were initially considered, with 60 of them subsequently excluded.

Research Sample

The sample was purposefully selected, comprising only (2) chosen models, accounting for 25% of the research population, aligning with the research's objectives.

Analysis of the Sample: Model 1

Designer's Name: Rindert Daystar	Dimensions: 120x130 cm
Country: Germany	Technique: Print Advertisement
Publication Year: 2023	 <p>Source: Google Search</p>

General Description:

At first glance, we notice the advertisement's conformity to nature in every compositional detail. The walnut-colored table, the water vessel, and the pills all give an impression of reflecting their shapes just as they are in the tangible reality in terms of colors, lines, and sizes. In addition, the advertisement's background portrays a scene of a wall made of light ochre rectangular tiles with white horizontal and vertical lines. The product's name is placed at the lower right corner of the image.


Characteristics of Realism School:

Excessive conformity with reality in all the shapes used in the advertisement and all visible elements and their full reflections, conforming to all of their characteristics. The colors match what is in reality, representing the water vessel, the table, and the background with such detail that they reflect the reality in form and color. The designer employed photographic images of the table and the water vessel, achieving realism in the scene perfectly. The engineering design of the background with its chosen colors brings us closer to reality to a great extent, approaching a high level of conformity.

Print Advertisement:

An advertisement that embodies aesthetics in presentation, clarity, and composition, originating from the choice of a realistic scene as it is in our daily lives, giving the viewer a sense of mutual belonging between them and the scene, creating an interest in the advertised product, the source of the design's beauty.

All of this has contributed to achieving the intended function of this advertisement, which is to promote the pharmaceutical product (vitamin pills) and attract the attention of the public, attempting to influence their buying and acquisition decisions.

The exporting company: Unilever	Dimensions: 150x110 cm
Country: United States	Technology: A digitally designed advertisement that can be printed and distributed
Publication Year: 2023	 <p>Source: Google search engine</p>

The General Description

The advertisement consists of a white background and features a photographic image of an attractive woman with beautiful hair, dressed in clothing and wearing stethoscope headphones, indicating her profession as a medical practitioner. The image occupies the majority of the right side of the advertisement, forming a triangular shape from the upper right to the lower left. In the other triangle, opposite the image, there's an advertisement for a product called "DOVE," in a relatively large blue font that appears in the upper-left corner. Below it, there are two lines of text, one in English ("DETANGLES & IMPROVES MANAGEABILITY") in the same blue color as the word mentioned above, and one in Arabic in yellowish-red color, which translates to "Helps detangle hair and makes it easy to comb immediately after use."

Realistic School Characteristics

Upon initial observation of the advertisement, we can see a deep resemblance to reality. The photographic image of the woman, her attire, and the colors portrayed all reflect a sense of reality. The colors closely match those of reality, including the skin tone, the white dress, and the earphones. The image embodies the reality and realism, meaning that it aligns with our everyday life. The designer used various fonts in both Arabic and English languages in two lines of text, indicating the product's quality. The textual message in both languages is clear and straightforward, embodying reality and distancing itself from imagination, thus providing a precise and realistic depiction.

In the Printed Advertisement

We notice the aesthetic beauty in this advertisement. The advertisement captures the woman's smiling and vibrant image, indicating her happiness and vitality through her smiling expression, beautiful hair, and the added beauty of her being a physician. She belongs to the educated, respected social class, which holds high social values in all societies. The advertisement conveys a sense of beauty through the dominant image in the scene.

The function of this advertisement is undoubtedly commercial promotion for "DOVE" shampoo, which is famous worldwide. It is aimed at enhancing and reminding a wide audience that this product makes hair beautiful, easy, smooth, detangled, and easy to comb after use. Thus, the advertisement successfully fulfills its intended purpose of promoting the product. It reinforces the functional aspect and the beauty of the image, hinting at the woman's affiliation with the medical community as a respected physician, as evident from her white attire and physician-like earphones. This has provided the advertisement with higher credibility and greater impact on the audience regarding the advertised product.

Chapter Four: Conclusions

1. The models express the key features of realism and their impact on printed advertising.
2. Designers utilize the key visual features of realism by employing images and geometric shapes as seen in models (2,1).
3. The use of primary and secondary colors, resembling the visual reality, adds a distinctive aesthetic appeal.
4. Realistic impact in printed advertisements embodies four dimensions: sensory material, form, expression, and function.
5. Realism in printed advertising helps establish an intimate relationship between the content of the advertisement and its purpose, creating a bridge to the audience by reflecting their everyday life into theoretical discourse.
6. The dialectic of beauty and function is manifested through the increased use of realism in printed advertising, influencing the behavior of the audience and altering their decisions.
7. Realistic images and shapes in printed advertising capture the viewer's attention due to their ease of comprehension and psychological impact.

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