

Article

# Misleading Appears in Political Posters Design Posted Online

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**Abstract:** The study aims to detect the appearance of misleading in the design of political posters published via the Internet and to monitor the mechanisms, methods and means used in the process of misleading these posters. The researcher used the descriptive approach to analyze the sample samples, which were represented by a research sample that included (3) models of political posters, to adapt this approach to design research based on descriptions and analysis. The researcher reviewed the results and conclusions of the research, which were: Achieving confusion of turbulent information by employing fabricated content in all models of the current study sample, the use of rhetorical methods and formal metaphors in the expression of meanings in the design of posters (the subject of the research) confirms the existence of an implicit intention to manipulate the consciousness of the recipient by manipulating the meaning and generating imaginary meanings that mislead the recipient. Misleading is an inherent feature of political posters published on the Internet, it is manifested in its designs in multiple ways, means and mechanisms that would achieve misleading goals that contribute to leading public opinion and biasing its tendencies towards a particular political issue or standing against it.

**Keywords:** Appearance, Misleading, Misinformation, Designs, Posters

## 1. Introduction

During the researcher's readings, he was stopped by the term (the new dark age) that the writer (James Bridel) dealt with in a book bearing this title issued in the United Kingdom in 2018 and reprinted several subsequent editions, it connects technology, knowledge and the end of humanity's future. The author invites us to engage in a direct confrontation with a crisis that contradicts our understanding of the world, through a deep engagement with issues as diverse as diverse fields, from aviation to social media and websites, Bridle shows beyond any doubt that the culture of data confusion by mixing the real with the false has become an existential threat to the human race and a harbinger of the annihilation of its species. (Bridle, 2023, p. 13)

Also in 2018, the United Nations Educational, Scientific and Cultural Organization (UNESCO) issued an educational and training manual entitled "Journalism, Fake News and Misleading ". After it has become certain (the use of information in the twenty-first century as a weapon on an unprecedented scale, advanced modern technology has made the manipulation and manufacture of content available and simple, internet sites and social networks are amplified by lies propagated by different authoritarian agendas) (UNESCO, 2018, p. 15). This reflects negative effects on societies and the attempt to create and form public opinion to serve them by publishing fake and misleading electronic

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content on the Internet, among the most prominent forms of misinformation, misleading political posters appeared as works of art that serve specific goals and objectives based on creating and mobilizing public opinion for issues behind which larger schemes are hidden, which necessitates the need to stand at these posters published on the Internet and to identify misleading areas in them and expose their falsity.

### Research Problem

Based on the seriousness of the phenomenon of misleading on society and its expansion due to the nature of the current era, the age of the Internet and network communications, and because of the importance of posters as an effective visual artistic means that address the public, especially those posters that specialize in complex job performance, between news media and promotional advertising and educational propaganda, such as advertising posters spread over the Internet, the motivation of the researcher to stop at the subject of misleading in the designs of political posters published on the Internet, the researcher formulated the problem of his research with the following question: "What is the manifestation of misleading in the design of political posters published via the Internet?"

- *The importance of research and the need for it* : The importance of this research falls within two levels:
- *Theoretical level* : This study can provide knowledge with an academic topic that sheds light on the study of misleading poster designs, and the danger that this disinformation poses to society and the methods of diagnosis and confronting its negative effects.
- *Applied level* : This research may contribute to the academic enhancement of the practical experiences of designers, graphic design workers and students of this specialization, as well as specialists in the field of media monitoring and information security, workers in the fields of security, intelligence and relations, and opening new horizons for them to work with frameworks based on truth and transparency and avoid being drawn behind misleading or including it in their design work.

### Research Objective

The current research aims to expose the manifestation of misleading in the design of political posters published online.

### Research Limitations:

- *Objective limit* : misleading in the design of political posters.
- *Time limit*: Political posters published online in 2022. *Spatial limit*: The political poster exhibition sponsored by the German-based magazine "KALTBLUT".

### Define terms:

- *Misleading of language*: appeared (the thing appeared: that is, it was revealed and emerged after hiding, and on a wall and so on: that is, above, and on the matter: that is, see it. Appearance: The image on which something looks (Dheif, 2004, p. 578).
- *Philosophical manifestation*: (a procedural process whereby a phenomenon is considered internal in any sense of the word to be the robe of external appearance) (Lalande, 2001, p. 400).
- *Idiomatically*: "Everything that appears or falls under the senses, such as sound and color, it is also an incident or incident worthy of study and attention, such as psychological, social, cultural, political and economic phenomena. It is also what can be perceived or felt and what is known by experience and observation" (Maalouf, 1986, p. 973).
- *Procedural manifestation*: A procedural process that results in clarifying the mysteries of a phenomenon according to systematic scientific steps. *Misinformation language*: (astray: shadow, and mislead: make him go astray, and hide it. *Delusion*: absence, destruction, falsehood, forgetfulness, and deviation from the straight path, deliberately or inadvertently, much or little. *Delusion*: Delusion and taking a path

that does not reach the desired. and the delusion of the work: its nullity and loss) (Dheif, 2004, p. 542). (And he is misled: he is misleading, and the form of the effect: misleading, he is misled: that is, he became misguided, and he made him deviate from the right path, deceived him and deceived him, he misled the police investigations: he spoiled them, and he misled the thing: he lost it) (Omar, 2008, p. 1367).

- *Philosophically misleading*: It has been said in the delusion: The traveler will not find a way to his destination in the first place. Or to sin something in its place and not be guided to it, or to turn away from the straight path and be opposed to guidance. Losing what leads to what is required or taking a road that does not reach what is required. (Tahanwi, 1996, pp. 1119-1120), misinformation must be an act or influence external that leads to one of the aforementioned things.
- *Idiomatic misleading*: (employing false information that the recruiter knows is false, it is a deliberate and deliberate lie) (UNESCO, 2018, p. 44).
- *Procedural misleading*: Design behavior tainted by deliberate deceptive lies practiced on the design form of the political poster or any of its elements with the aim of creating misleading graphic art.

## Theoretical Framework

### The first topic: the concept of misleading:

If we want to extrapolate the idea of misleading and its philosophy, it is worth starting with the famous story, which is the first story according to the chronology of the history of the emergence of humanity - without argument - on this planet from the descendants of our master (Adam) peace be upon him (the father of humans). After God Almighty created Adam, He commanded His angels to worship Him in glory, so they obeyed the command of their Lord, except (Satan) who refused to do so and forbade arrogance, so God Almighty cursed him, it is not difficult to evoke the first forms of the promise of misleading on the tongue of (Satan) curse him addressing the Creator Almighty, saying in the context of the two verses " Whom Allah cursed, and he said: Surely I will take of Thy bondmen an appointed portion(118)And surely I will lead them astray, and surely I will arouse desires in them, and surely I will command them and they will cut the cattle' ears, and surely I will command them and they will change Allah's creation. Whoso chooseth Satan for a patron instead of Allah is verily a loser and his loss is manifest (119)." The Holy Qur'an: Surah An-Nisa: Verses 118-119, if we contemplate, reflect and look closely at these two verses, we will find in their context actions that indicate intentionality in choosing a group of human beings who will be misled and seduced by false promises and the order to commit sins that lead to an inevitable result, which is the great loss of those who follow the path of Satan and follow his path.

It is not difficult to detect the first misleading practiced by the cursed devil on Adam peace be upon him, as this is illustrated in the verse: "But the Devil whispered to him, saying: O Adam! Shall I show thee the tree of immortality and power that wasteth not away?" The Holy Quran: Surah Ta-Ha: Verse 120, neither Adam (peace be upon him) was immortalized nor his king did not die after he violated the command of his Lord (because Satan misled him) not to approach this tree, which was an indefinite name, thus, the outlines of a systematic and sequential strategy of the misleading process can be observed in its simplest form as follows:

- 1) Targeting a specific group with the intention of misleading it.
- 2) The practice of the act of deception reinforced by persuasion and carrot operations.
- 3) Leading the misguided by the deceiver in order to achieve his goal by diverting them from their natural course.

Researchers believe that the concept of misleading has crystallized in the time of ancient Greek philosophers and scientists, in their time the act of deception has become a philosophy that supports and promotes it, (And that some sophistic trends had a great

credit in contributing to the establishment of the philosophy of misleading and the philosophy of propaganda and media, there is no denying the credit of many philosophers and strategic thinkers who supported this philosophy or who opposed it) (Younan, 2011, p. 12).

Opinions differed on the adoption of the philosophy of misleading by the sophist school, other researchers considered that the problem of sophist discourse and eloquence - in the current philosophical saying - one of the most complex philosophical problems, because of its ambiguity and confusion at the levels of epistemology (cognitive), mythology (methodological) and linguistic (pragmatic), associate misleading with their philosophy, and make it directly close to it, is a kind of disregard for scientific truth and a denial of their other intellectual productions and achievements, despite the fact that there is much evidence linking misleading to their philosophy (Salama, 2015).

Research into misleading is important, and more importantly, exploring the philosophy of misleading, which refers the average and specialized recipient to some of the most important fixed philosophical foundations, the theoretical and practical components of misleading through some trends (sophist movement) that started with the establishment of its philosophy from the premises of its specialization, at its head was the starting point of (power) in all ways and means of its manifestation, especially that verbal power or (sophistry) coupled with deception that it considers (divine) and (holy), the verbal misleading practiced by these philosophical trends in the past, is still practiced today and strongly to practice the act of contemporary misleading with the development of modern theories and means of digital communication, it is used in soft wars, whether psychological or political, media or propaganda, intelligence or diplomatic, as well as intellectual, ideological and ideological conflicts of thinking.

During the Second World War, the phrases circulated: "Give me media without conscience, I give you a people without awareness. and lie, then lie, then lie, so that others believe you" (Al-Hawari, 2021, p. 163). In the words of Joseph Goebbels, Nazi leader Adolf Hitler's Minister of War, his mastermind in the war, and the promoter of Nazi misleading and lies to the masses, it is an approach that many misguided people have taken since that time to the present day by focusing on the media, communication and communication technologies and the technological breakthroughs that have occurred in them, manipulation and misleading may have peaked in the Cold War, and misleading may now manifest itself in more complex manifestations than we have seen in the past.

The more public opinion turns to a particular issue that interests it, the more the media (machines) work on that issue with the aim of distorting it and directing it to serve specific parties and agendas. From time to time, a big lie is born based on simple facts that turn public opinion into misleading public opinion, in the midst of our current era, the age of the Internet and social networks, or what specialists call (the age of post-truth. the age of propaganda, false news and disinformation, all of which are not new things, it cannot be attributed to the nature of the digital age, but digital tools have contributed to creating an incubating environment for false news and blatant nonsense, amplifying it and presenting it as a fact" (Al-Assaf, 2020, p. 106). Misleading has become an epidemic that affects all forms of data and information, as written, audio or visual information has not been spared, all of them have become vulnerable to misleading and an unattainable target by those who are misleading, as well as the prominent role of individuals in transmitting, spreading and circulating misinformation, intentionally or unintentionally.

#### **Methods of formal misleading and data:**

The technological nature that characterizes the current era has made most of the human beings owners of screens, which varied between desktop computers, tablets, mobiles, watches and smart and interactive display screens, it has made them more or less tend to ignore the classics of books and paper publications, towards favoring digital dynamics, sources of facts are no longer the preserve of authors, authorities and traditional institutions, it became easy for screen owners to form their own facts, by

assembling facts piece by piece at any time they wished, "On the screen the words move, overlap the images, the color changes, and the meaning may change, this fluidity arouses great fear of any civilization based on logic" (Al-Assaf, 2020, p. 108). Names and concepts of terms that we are not familiar with before began to surface that serve the field of misleading by manipulating and managing them selectively, such as: (UNDP, 2021, p. 14)

- 1) Misinformation: A reference to information that is published with ignorance of its inadvertent incorrectness.
- 2) Disinformation: A reference to information that is intentionally disseminated with the aim of offending and harming.
- 3) Malinformation: A reference to real information published with the aim of damaging reputation, achieving material or moral damage, or achieving negative results.

All these forms of information lead to a state of confusion called (information disorder) resulting from a certain intentional or emotional behavior that contributes in one way or another to distorting the facts, confusing and distorting them with manipulation and alteration processes that result in fabrication and falsification of information.

The following table shows a group of forms of information manipulation leading to misleading by employing these types: (The information in the table is derived from the Guide to Fake News and Social Stability (UNDP, 2021, p. 14) and the book Journalism, Fake News and Misleading (UNESCO, 2018, p. 44), two sources cited in this study.)

**Table 1.** Types of misleading content that causes confusion and confusion of information (researcher work)

	Content Type	description	example
Misinformation	satirical content	No intention of harming	Comic or satirical design
	Wrong link	Title or graphic material that does not support the content	Shocking, exciting and striking title + images of other subjects
	False content	Using unreliable information for support or projection	Adopt content to suit specific trends
	Wrong context	Sound information in the wrong context	Real information + real images that do not match the content
Disinformation	Fraudulent content	Impersonate a source	Attributing false information to a reliable source
	Fabricated content (fabricated)	False content designed to mislead, deceive and harm	Fabricating and fabricating information and images as facts
	Manipulated content	Deceptive alteration and distortion	Manipulation of real information or images with the aim of deception

Researchers point out that "the method of misleading depends on intentionality as it is entrusted with certain goals for specific purposes" (Al-Rubaie, 2022, p. 615).

It is not surprising that misguided and manipulators of minds practice multiple and varied methods with the intention of misleading the general public, by misleading information, data, forms and images of all kinds, the author of *The Manipulators of Minds* mentions a number of these methods, including: (Schiller, 1999, p. 13)

**1) Repetitive urgency on a certain idea**

It is done by presenting information in its misleading form in an urgent and repeated manner at successive intervals so that the recipient gets used to it without the need to



measure this information by the standards of science and reason, he accepts it according to its presented form because of the influence of the simultaneous media pumping of the idea. Figures (1) and (2) note the attempt to embody the idea of the evil state on multiple websites.



**Figure 2.**  
Poster depicting Iran as an evil  
country



**Figure 1.**  
Poster depicting Iran as an evil  
country  
sunnahorshiah.com

## 2) **Misleading by repeating the idea in multiple forms**

The misleading idea is designed in several forms that intertext intellectually to carry the same meaning and goal, such as being news employed in accordance with the print media at times, it is employed at other times to suit audio or visual means, or in the form of a painting or a cinematic film that is shown in specialized exhibitions and festivals, and so on by practicing the process of continuous media pumping in various media outlets, what contributes to the consolidation of this idea in the awareness of the public, and repetition includes two things, the permanence and spread of the impact (Al-Abdullah, 2006, p. 71). This means that misleading people impose on the recipients their misleading information according to the mechanisms of presenting the information, the appropriateness of the information, or the style, words and forms of information.

## 3) **Media pluralism**

The multiplicity of media, Internet service and other diverse media outlets is supposed to curb and reduce this multiplicity of disinformation, considering that pluralism leads to the disclosure of each other, media multiplicity gives the recipient the opportunity to choose between various sources of information or move between one media outlet and another in order to obtain real information agreed upon by several media outlets, while here lies the disinformation in light of the pluralism of the media) (Al-Rubaie, 2022, p. 615).

## 4) **Loose hermeneutical meanings**

There is a difference in meaning between the word and its synonyms, and the way visual forms appear and their connotations, if the angle of describing what we see or think differs, this will certainly apply to the words used from one individual to another and their understanding of the forms of information presented, the problem here is not limited to the lack of specific concepts, but also to try to establish and consolidate new false concepts. The absence of the correct concepts, words and designers that have become more like a gelatinous material that is malleable and easy to shape as it is intended to be, the brain-oriented world's mind-tellers could even control their position in any trench they wished.

## 5) **Misleading of neutrality**

(The media insists on making neutrality a popular slogan for their work, and that the media content they produce is far from the politics of interests, bias and favoritism

for any party, through this intellectual consolidation of the principle of neutrality, disinformation can play its role if the misguided masses believe in the neutrality of the media, and this is far from the lived reality) (Al-Rubaie, 2022, p. 616).

- 6) **Failure to provide information and facts to the recipient as they are**  
By making adjustments in the typographic and graphic design elements (texts, images, forms, etc.) in a systematic and thoughtful manner, this leads to the formation of exaggerated mental images, positively or negatively, of distorted or biased facts in the recipient, the news has been associated and is still associated in the minds of the masses as a fact and a fait accompli.
- 7) **Misleading by deluding the existence of a segment supporting the idea**  
Public opinion can be manipulated and misled by deluding it that there are statistics and opinion polls that support the misleading idea, which leads the public to behave in the same manner as polls and false opinions according to the rule of collective behavior, public opinion polls and statistics are important in marketing and advertising campaigns.
- 8) **Misleading with intentional bias**  
It is done by selecting some words, facts and images from one angle, ignoring other angles, certain expressive styles and ignoring others, or focusing on a fact, and ignoring other facts related to the same subject by employing multiple linguistic and formal rhetoric (intertextuality, metaphor, displacement, metaphor, metonymy, and other rhetorical methods) that usually meet in political poster designs. Figure 3 shows a propaganda poster depicting a North Korean ballistic missile attack on America, a hypothetical false image that has been exaggerated.



**Figure 3.**  
North Korea propaganda  
poster  
reuters.com

- 9) **Misleading by codification**  
by claiming that the solution appears between only two options, not a third, while deliberately neglecting alternative and other views (Al-Shamimri, 2010, p. 42). For example, in Figure 4, it is noted that an attempt to exercise an intellectual framing process by portraying the absence of Russian President Putin in command leads to the absence of war.
- 10) **Misleading by violating priorities**  
by promoting secondary issues and problems in order to move away from the most important issues that are a priority for the public, and contribute to the formation of correct awareness. The latecomer has a preference over the applicant, and the (unnecessary) in advance over the necessary, this is to distract and distract public

opinion and to delude the public that the media was keen to present priority issues to them.



**Figure 4.**  
No Putin, no war poster  
clubt.jp

#### **The second topic: misleading and its objectives on the Internet:**

The cyber nature of the Internet and its websites, search engines, platforms and social media contribute and other enhanced by the huge potential provided by digital technology in changing the pattern of creating, producing and distributing content in all its forms, whether textual, figurative or multimodal. This facilitates the pattern of designing and spreading misleading among users of this communication network, with the aim of convincing them and causing cognitive, psychological and behavioral effects on them by exposing them to the information and data available on the Internet, whether complete, incomplete, false or fabricated, thus, creating a misleading public opinion that aspires to achieve certain goals and objectives, including: (Al-Raji, 2018, p. 12)

##### **1) Strategic Objective**

This goal aims to achieve damage to the target by misleading, whether individual, group or entity, and destroy it symbolically (at the intellectual, ideological and moral level), and materially at the levels of (exclusion and annihilation) in their broad sense. Figure 5 shows the abuse of the former British Prime Minister by giving him the character of a playful teenage politician in the poster with the phrase "good luck" that the recipient can directly infer sarcastically in its meaning, as a reaction to the latter's decision to leave the European Union.



**Figure 5.**  
Poster on Brexit  
aljarida.com



## 2) Myth and Demonization Objective

This goal contributes to serving the first goal by creating a mental image (super realistic) about the target party in the process of misleading aimed at destabilizing its entity by fabricating emerging symbolic images that contradict reality, by turning the misleading into a myth, and the target into a demon. See Figure 6.



**Figure 6.**

Poster on the Arab Spring in Libya

## 3) Intimidation Objective

This goal contributes to raising feelings of fear, anxiety and awe of the target by misleading in a way that exaggerates and intimidates certain risks represented by the targeted party, this is illustrated in the design of the poster figure (7) by manipulating the proportions of the shape of the image of the former Egyptian president's face and his expressions referring to metamorphosis, demonization and anger, as well as employing the phrase slogans that express in its meaning injustice and tyranny



**Figure 7.**

Poster about the Arab Spring in Egypt  
layan.us

#### 4) Hegemony Objective

Misguided people seek to market their concepts of value and life and instill them in the value system of the target of the misinformation process in order to dismantle this system and turn it into a weaker and less efficient system according to the prevailing standards. Figures (8) and (9) illustrate propaganda posters in which the struggle for hegemony and difference is manifested in translating the intensity of the conflict of wills between international political systems with the aim of achieving certain political gains.



**Figure 9.**  
Poster promoting counter-  
domination



**Figure 8.**  
Poster promoting dominance  
hawarnews.com

#### Poster misleading techniques:

The process of bombing minds is one of the most dangerous techniques used in the practice of misleading in the media, it is carried out through technical means recognized by those working in these fields, the most important of which are: (Al-Rubaie, 2022, page 615)

1. Distortion: This is what media institutions distort content by cutting and deleting, and similar techniques that contribute to distortion.
2. Obfuscation: It is the concealment of information for specific purposes and objectives.
3. Disguise: through thumb and verbal wording in the passive form.
4. Drawing attention: by addressing contrived events to cover up important and fateful events.
5. Ignoring: It means ignoring certain positions and policies for other ends.
6. Distortion: Dealing with news by means of fabrication and lying.
7. Fraud: Delusion of the recipient that the news is derived from original reliable sources contrary to the truth.
8. Poison in honey: by offering half the truth and fabricating the other half.
9. Repetition: by repeating the same news in different ways, or eating similar news that supports each other, with the aim of creating misleading public opinion.

#### Misleading Propaganda and its Communication Message in the Political Poster:

The poster is a means of visual communication that conveys ideas, whether these ideas are linguistically listed as text lined on a visual surface (in both physical and virtual forms), or designed with artistic forms employed to achieve a specific goal that the recipient understands, (The poster is not just text and formal suggestions, it is views, comments and conversations about specific contents in each of its types) (Mohammed, 2011, p. 49).

The objectives of the poster vary according to the purpose of its design, publication and circulation, and according to the ideas and contents to be presented, through its various meanings and connotations implicitly, explaining its potentials, therefore, the poster is considered one of the effective means of communication by virtue of the diverse content circulated in it, whether political, social, media, educational or cultural with all the

broad meaning of culture, it is a feature of societal development and urbanization in societies that take the studied scientific and artistic methods as a path to export ideas that contribute to the development of public awareness and leadership, it became a form of "traditional forms used to advertise films, theatrical performances, exhibitions, conferences and festivals" (Al-Hadidi, 2017, p. 123).

The poster as we know it in its current forms and its multiple variations according to the purpose for which it is designed according to the diversity of the utilitarian need for it represents a mirror of different historical eras, in all their political and social aspects, and their multiple periods of time, sometimes we find it chronicling various events that may be somewhat exciting, such as wars or natural disasters, at other times, we find him adopting "documenting the production and presentation of various life activities, announcing important events related to the destinies of humanity, or encouraging the purchase or acquisition of various commercial goods, services and materials" (Mohammed, 2008, p. 13), or contributes to promotional and advertising campaigns under different titles, but the poster has become a prominent role in the life of nations, by entering a distinctive promotional, propaganda, advertising and media element in various political, social, economic, artistic, cultural, educational and other fields. (To represent a manifestation of the authority of form, the authority of the design idea that attracts attention and raises curiosities and questions, and the desires to adopt these ideas after being affected by persuasion processes) (Moses, 2017, p. 188).

The poster has become a window between advertising and advertising, in this context, advertising was combined together, for example, to present the British army in World War II in the best possible way for those wishing to conscript, it has become important to distinguish between the term advertising to refer to the activities surrounding the drawing of attention to a particular product or service, while propaganda refers to it as a deliberate and systematic attempt to shape perceptions and manipulate perception, and direct the behavior to achieve a response that reinforces the promoter's intent. (Mark Connelly, 2021, pp. 285-286)

From here it is clear that the essence of all propaganda is the manipulation of consciousness, with the aim of achieving its co-optation towards certain issues, one of the propaganda theorists (American Professor Michael Chokas) linked it to lying and intentional manipulation of the recipient's consciousness by "Intentionally disseminating false perceptions with the aim of inciting people to take actions that meet the predetermined goals of certain parties" (Al-Shahf, 2015, p. 10). This indicates that the propaganda process is undoubtedly misleading.

Misleading in the design of the political poster aims to reflect the facts and overturn the facts, it seeks to direct the mind of the recipient by targeting him with psychological warfare to cause a studied effect on him, through the use of various forms of propaganda and promotion, the most important of which may be according to the researcher's point of view:

1. Promote information and forms that are not related to the event within the design of the poster.
2. Employing certain formal elements and linguistic terms that influence the issuance of judgments in a particular case.
3. Selectivity biased in poster design, based on presenting something to the recipient and hiding other things.

It is the policy of brainwashing and the manufacture of disinformation, "and it is a very dangerous war, as it targets the human mind and confuses the validity of its convictions and ideas, then influence him to change his position motivated by imaginary facts that do not exist, and convince the recipient that they are facts, and this act in turn touches the reality of the real reality lived, it begins to be questioned, until it becomes in the consciousness of the recipient – whether individual or group – something that does not

exist" (Bakri, 2022), to succeed in the propaganda of disinformation in achieving its goals by: (Al-Shahf, 2015, page 11)

1. Passing distorted intentional contents (misleading, fake, false, manipulated) to the consciousness of the recipient as objective information.
2. Influence the weaknesses of social awareness by provoking various emotions, such as terror, anxiety, hatred, etc.
3. Implementing ideological agendas that depend on the support of public opinion in passing them.

Persuasion is an attempt to divert or adapt the opinions of the public towards a targeted opinion, the designer uses images, words and signals that can affect the creation of change or reinforcement at the level of attitudes, tendencies and behaviors, which would bring about intellectual and formal processes through which the designer tries to influence others and subject them to an idea or opinion, this has a sound and acceptable effect on the convictions to change them (in whole or in part), by supporting it with what is portrayed as convincing evidence to support the poster's communicative message (Salman, 2006, p. 14), through the effective selectivity practiced by the designer of the expressive word and avoiding randomness in the use and distribution of texts and typographic titles with the rest of the graphic elements of the poster, as well as focusing on the method of presenting the content of the idea in an artistic way that will achieve excitement, attention and visual tension by attracting emotion and emotion (Al-Azzawi, 2004, p. 20).

With the help of the power of the media in all its forms and means, regimes have the ability to shape and control the collective mind, in a phenomenon that the American public relations expert (Edward Bernie) called the phenomenon of "crystallizing public opinion", which, as he describes it, is not only a public opinion industry, but it is also frozen at a certain level of thought chosen by decision-makers and the recipient refuses at this level to accept any other hypothesis, in addition to those that were indoctrinated by the media, other opinions crystallized: The media often puts terrible pressure on public opinion, so that public opinion (is what the media wants, not what the people want) through a mechanism or theory called the "spiral of silence" (Al-Bayati, 2017).

Therefore, systems in their various forms seek to benefit from the functional plurality of the poster in benefiting from these multiple functional advantages in the success of the communicative dimension of misleading in designing and publishing influential posters with focused ideas that serve the propaganda purpose of the ideas they adopt.

#### **Indicators of the Theoretical Framework:**

The researcher reached a set of theoretical indicators through the information he provided in the literature of the theoretical framework in this study, the most important of which were:

1. Misleading manifests itself when applying a systematic and sequential strategy that begins with targeting a specific segment of society, ending with leading the targets and diverting them from their usual paths.
2. Misleading is accompanied by the exercise of violent and authoritarian seductive power with the aim of changing the behavior of those affected by it.
3. The appearance of misleading is accompanied by the distortion, falsification, manipulation, deviation of facts, and turning them into lies.
4. The appearance of misleading is verified if the design includes false information, misinformation, manipulated information, or outright false information.
5. If the information in the design is blurred by employing satirical content, false linkage, false content, wrong context, or fabricated content, then misleading is manifested in the design.
6. Repeating the publication with urgency and diversity of style by presenting an idea, media pluralism, employing loose meanings, demonstrating neutrality, distorting

- facts, delusion of supporters, biased selectivity, legalization and violating priorities, are methods that enable misleading to manifest and spread among society.
7. misleading can achieve a variety of goals, such as the strategic goal, the goal of myth and demonization, the goal of intimidation and intimidation, and the goal of domination.
  8. The designer can tend to mislead in the design of the poster by manipulating its various design elements in terms of form and content in order to change the meanings to serve the misleading idea.
  9. Misleading manifests itself in the design when employing false typography and linguistic communications that lead to exaggeration, intimidation and arouse feelings of fear and anxiety in order to urge a position or action in a particular issue.

## 2. Method and Materials

The current study approached the descriptive approach in analyzing models and samples for its suitability to the subject of its current research as it is one of the appropriate approaches for studies and research related to graphic design, As well as adopting the analysis method to obtain results and achieve the research objective.

### Research Community

Posters displayed in the virtual exhibition on Instagram on the Internet tagged "Never Again" whose details were published by the German magazine "KALTBLUT" specialized in the arts based in Berlin on 5/4/2022, which dealt with posters of the current Russian-Ukrainian war, and the number of posters participating was (21) posters.

### Research Sample:

The research sample of this study is (3) posters, as the variables of the research tool can be covered with this number.

### Description and Analysis

Model No. (1):

General description:

Poster Title: Don't Let That Shadow Touch Them

Poster designer: (Waon Intersecny Kazki)

Poster Production Year: 2022

Country: Ukraine

Instagram ID: [@waone\\_interesnikazki](https://www.instagram.com/waone_interesnikazki)



The current design represents a propaganda poster about the Russian-Ukrainian war featuring a collection of various graphic typography elements, at the level of typographic elements, two titles below the poster appear in books in English on a black background,



The first refers to the title of the main poster (don't let that shadow touch them) filled in white, the second heading under the first refers to the phrase "do not buy Russian oil" in the imperative form, packed in its first part (do not buy) in red, the second part (Russian oil) was filled in gray-brown color, as for the graphic elements of the poster, it was shown in the form of a drawn image representing a Ukrainian family consisting of (mother, son and daughter), as the mother holds the model of a military aircraft with her right hand while placing her left hand on the chest of the boy carrying the American flag, while the girl squats in front of them, holding the EU flag with her right hand and holding a cloth doll lying on the ground with her left hand, in a green environment consisting of trees in the background and grassy ground whose front edges looked like Ukraine's border on the Sea of Azov and Crimea, behind the family is the letter (Z) with a slight shading degree approaching the visible shadow of the woman behind her, it is followed by a part of another, darker letter Z. It is known that this letter symbolizes the recent Russian military operations on Ukraine.

### **Analysis:**

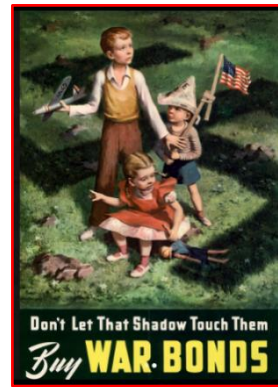
#### **Misleading by Blurring Information:**

The appearance of misleading with satirical content is evident in the expressions of the child's smiling face of childhood innocence as she flutters the flag of the European Union of a military aircraft that looks from its color and design to be an advanced Russian Su-35 aircraft, as shown in the adjacent figure, unaware that this tool of war is not a game to mock its power and brutality, as for the false linkage, it was manifested by linking two loose headings, the first of which is emotional, rhetorically formulated, the second is the main objective of which is to incite economic damage based on images and analogies that cannot be judged to be true because they are drawn, this indicates undocumented information used to support Ukraine and drop Russia in this poster to translate false content, the erroneous context in this poster did not appear due to the lack of documented information or real images of topics that contradict or even agree with the information format, on the other hand, the manifestation of fabricated content is clearly evident in the employment of drawn forms and loose rhetorical titles combined.



#### **Misleading Methods:**

The adjacent figure shows the appearance of misleading by practicing the method of intertextuality of the form because the idea of the poster in question represents a case of conformity with an American propaganda poster directed against German forces produced in 1942, it was intended to support sustaining the momentum of the war by buying U.S. bonds, in addition to the misleading in the style of multiple metaphorical uses in this poster (the emblem of military operations and the Russian aircraft) as symbols of Russian oppressive power, the displacement is manifested by the likeness of the grassy formations of the earth with the map of Ukraine and the Sea of Azov adjacent to Crimea, it is noted that the method of metaphorical misleading by employing a main title whose original meaning differs from the meaning in the poster is achieved by the presence of other elements indicating the different meaning, it is also noted that the metonymy technique is used to mislead the poster by using a part of the military operations symbol (Z) in a darker color than the shadow of the nearby letter on the characters shown in the poster, expressing a greater danger approaching in time.



### **Misleading Techniques:**

The designer of the poster did not rely on the simplistic technique to show misleading as he employed a wide range of graphic typographic elements in his structure, the reduction technique is clearly employed in the symbolism of the successive Z gestures that indicate the Russian military danger advancing towards the Ukrainian family, the technique of deleting and truncating is also present in the late letter (Z) in order to give a perspective depth to a dramatic scene of a repetitive rhythm that expresses the time and direction of the progress of the danger with a focus on its importance, also, enlarging the size of the characters compared to the area of the map below them in the floor contributes to the interpretation that the family represents the entire Ukrainian people, which enters the idea in the circle of misinformation, as well as enlarging the phrase (Russian oil) in the second title gives it importance over its neighbors from other typographical elements to indicate the destination and purpose, as for the mechanism of integration, the integration of characters drawn with different intentional expressions and movements creates a dramatic atmosphere that contributes to misleading the recipient, in addition, the alteration of the forms included in the World War II poster and this poster in order to serve the current idea is at the heart of the misinformation process, as for the technique of formal counterfeiting, it is present mainly because the poster carries an imitation idea of another poster that is compatible with it, in addition, replacing real forms with painted forms to add a dramatic atmosphere is a counterfeit.

### **Objectives of Misleading:**

The strategic goal of the misleading operation in this poster is to seek to destroy Russia and damage its existence as a political entity, by creating a mental image to demonize them represented by a destructive force that tries to threaten and terrorize peaceful peoples, the image of a woman who is worried and afraid for her children due to the threat of military force supports the achievement of the strategic goal, Ukraine and its allies are also seen as a legend seeking peace and a force capable of deterring aggressors, the implementation of the demand as required in the context of the label (do not buy Russian oil) achieves the goal of hegemony by weakening and exhausting the target of misinformation.

### **The Communication Message of Misleading:**

All items of communication messages are present in this poster, the practice of outright lying is evident through the use of false emoticons instead of sham facts, supported by rhetorical headlines with deceptive aims, the demonization of the Russian entity by demonizing it is also manifest, as well as attending the dramatic atmosphere and writing texts in a universal language with the aim of manipulating the awareness of the recipient and attracting his emotion for the purpose of dragging him to take action and position, which contributed to the emergence of misleading clearly.

Model No. (2):

General description:

Poster Title: Ready for Anything Thank you for your support

Poster designer: Sestri Voldman  
 Poster Production Year: 2022  
 Country: Ukraine  
 Instagram ID: [@sestry\\_feldman](https://www.instagram.com/sestry_feldman)



The current model represents a propaganda poster for Ukraine in its war with Russia. Many graphic typographic elements are shown in order to show the design idea, at the level of typographic titles, it is noted that two titles are employed in the poster, both in English, the first is prominent, concise and loose (ready for anything) whose text structure is filled in pink defined by a black font that defines the appearance of writing the text, the second title appeared in a regular black font that carries simplicity in design (thank you for your support). As for the graphic elements, they were shown in various painted forms (the legendary soldier heavily armed with his full resurrection, the city landmarks, the independence pole in the center of Kiev, whose summit appears directly behind the soldier's body, the mast and flag of Ukraine in the square in front of the soldier, formations of reduced clouds spread in the sky in a radial organization manifested in pink) each of which carries specific connotations that will be addressed in the analysis process in detail.

#### **Analysis:**

##### **Misleading by blurring information:**

There was no satirical content or false linkage in this model, but the false content is clearly visible by adopting the content from a selected point of view and harnessed to serve the Ukrainian side and suggest its control, power and power, as for the false context, it is also not verified because there is no correct information associated with real images that do not correspond to the context of the information received, since the poster is drawn and fabricated and does not contain any real images in order to obtain concentrated expressive energy.

##### **Misleading Methods:**

The poster is in line with another poster produced in America in 1943 (as shown in the adjacent figure), and used in propaganda warfare during World War II, as the intertextuality of the form is achieved between them in choosing the main title and the idea of the legendary fighter who is heavily armed and prepared to fight, as for the metaphor, it was employed to achieve the identity of the place, which was not declared Ukrainian except through the sign of Independence Square in the center of the Ukrainian capital (Kiev), supported by the Ukrainian flag sign at the front of the dramatic scene of the poster, the displacement



method also misled the poster by inflating the drawn soldier, violating the customary rules of drawing the human body, and confusing the logic of its shape, the metaphor is noted in the idea that Ukrainian power is ready and prepared to confront Russian power (assumed in the poster by virtue of the year of its production, publication and popular war news). Thanks to the alleged support from other quarters authorized only in the metonymy style, the use of American weapons (the Javelin launcher shown in the adjacent figure) in the soldier's lap as an expression of the identity of the supporters, as well as the symbol of the sign of Independence Square as a metaphor for the specificity of the poster environment in Ukraine and its capital Kiev in particular.

#### **Misleading Techniques:**

It is noted that the simplification technique is present in the design of this model with the aim of misleading by reducing the shapes and making them as simple as possible in terms of appearance and deleting many of their details, to facilitate their perception and understanding of the communicative message and its purposes, the magnification technique also appeared in the body of the fighter with the aim of amplifying it and mastering it, achieving dominance and sovereignty at the level of form, in addition to the radial organization of the reduced clouds around it to give it greater importance, it is also noted that the drawing of the American anti-armor weapon is integrated with the soldier's body to express the supporting party without publicly declaring its identity, as for the repetition, it was illustrated by the repetition of clouds around the soldier's body to give him exceptional importance over the rest of the design elements, transforming the shapes in the poster from their true state into reduced and overlapping shapes clearly misleads the fake poster.

#### **Objectives of Misleading:**

The poster's strategic objective is to try to destabilize Russia and undermine its power by informing it of the presence of international backers supporting Ukraine in its war and isolating Russia from the international community, although it is not clear to embody the demonization of Russia in the poster scene, the description of the Ukrainian side as a myth is clear and clear with the aim of intimidating and intimidating Russian forces by having several and a number capable of confrontation and deterrence, which suggests the ability to dominate and control the situation.

#### **The Communication Message of Misleading:**

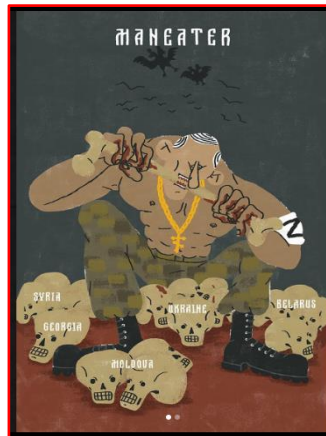
The communicative message of the poster achieved outright lying by distorting the logic of the shape of the fighter with his fake legendary size with the aim of deceiving and achieving a mental image that transcends reality, this constituted a manipulation of consciousness supported by the appeal of the recipient by employing calm pink colors in the reduced clouds and the headline to encourage him to adopt what is in the poster and take action with support by deluding the presence of other supporters.

Model No. (3):

General description:

Poster title: Cannibal

Poster designer: Anton Abu.  
 Poster Production Year: 2022  
 Country: Ukraine  
 Instagram ID: [@anton\\_abo](https://www.instagram.com/anton_abo)



The current model represents a propaganda poster about the current Russian-Ukrainian war, in which a set of graphic typography elements are shown to express the idea of the poster, at the level of typographical elements, the main title (The Cannibal) appears at the top of the poster, as well as the distribution of a set of secondary titles among the skull groups depicted in the poster, each group bore the names of the countries (Belarus, Moldova, Georgia, Syria, Ukraine). As for the graphic elements, the poster contained various drawn shapes, such as the caricature of the character of the Russian President (Putin) wearing military uniforms from the belt area to the toe, and stripped in his upper half, he appeared with twisted muscles, sitting to devour a meal, holding with his bloodied hands a human thigh bone as he devoured it with his mouth from the middle, the pendant of the Russian Orthodox Christian cross around his neck, as well as the sign of the Russian military forces wrapped around his left forearm, and the floor appears red dyed with blood, the sky in the poster space is pitch black with a group of blurred birds headed by two two-headed eagles, a mythological symbol commonly used in Russia.

#### **Analysis:**

##### **Misleading by Blurring Information:**

The satirical content is clearly manifested in the caricature of the Russian president, and the false link between the title and the sovereign form depicted in the poster and what they mean mentally is not manifested, as for the false content, it is achieved in this design, as the motive for designing this poster is the clear projection of the character of (Putin), the erroneous context of the lack of conditions in the current fabricated model did not appear.

##### **Misleading Methods:**

The intertextuality of the form in this poster is identical to the idea of a British World War II poster produced between 1941/1942, he was targeting the German leader (Hitler) as shown in the adjacent figure, the poster illustrates many metaphors, such as the two-headed eagle bird coming flying in the dark to indicate the Russian danger to the world, as well as confirming the identity of the Russian President with the necklace of the Russian Orthodox cross, collections of skulls scattered around Putin's figure were also borrowed to signify the peoples of the countries referred to in the subheadings, it is noted that displacement appears as a disinformational technique by manipulating the Russian president's body and turning it into an illogical form in form and behavior, in addition to applying the metaphorical method of deception to the Russian military forces because of the installation of their logo on the forearm of the Russian president to capture the characteristics that suggest his appearance, the metonymy in this poster is dangerously manifested by accusing the Orthodox religion of brutality and demonization because the



Russian president (expressed as a cannibal) wears a necklace that symbolically expresses it, this gives political conflicts and differences a greater character and dimension by giving a religious character to these differences.



### **Misleading Techniques:**

Simplification techniques are present in this model by reducing the shapes centered on the caricature form and deleting details from them in order to convert them into expressive simplified forms that give symbolic meanings that support the main idea in the poster, it is to focus on the personality of the Russian president by enlarging Putin's personality and manipulating and altering his body proportions to make him appear as a brutal force with an anomaly from true human qualities, the integration into the poster scene is also manifested in the assembly of multiple symbols to reflect and nurture their qualities on the idea, such as the use of the legendary two-headed eagle, the sign of Russian military operations (Z) and the necklace of the Orthodox cross, the use of repetition technique in the scene of assemblies scattered on the ground is noted as a reference to peoples and countries that have been harmed (according to the poster), which gives them equal importance among themselves in terms of their vulnerability to the source of the damage, as for the falsification, it is present by falsifying the main character in the model from another character painted in a previous poster with the same meanings and qualities.

### **Objectives of Misleading:**

The strategic objective in the poster is illustrated by his attempt to project the Russian president's personality, political system and military forces, it even goes beyond that to try to bring down the Christian religion by including its symbols in the poster, by demonizing the personality of the president, who enjoys devouring human flesh with a brutal mythical scene aimed at intimidating and scaring the recipients of the message from this danger on the ground of the alleged reality, trying to impose his brutal self and hegemony over the world.

### **The Communication Message of Misleading:**

The poster is full of many false concepts, perhaps the clearest of which is the title of the main poster (the human eater) and the scene of skulls referring to (Syria) as a victim of Russian policy, it is known that it is not Russia that harmed the Syrian people and its political system, and if it were not for its intervention in the problem of Syria, the situation would have been much worse, in addition to the rest of the scenes that reflect lies, falsification, deception and distortion of facts in order to manipulate the awareness of the recipient and attract his emotion to take a position hostile to Russia and its political system and symbols, and incite to take a position or opposite reaction.

### 3. Results and Discussions

The manifestation of misleading in political poster designs published online is illustrated by the results of the analysis of sample search models by:

- 1) Achieving information confusion by employing satirical content in models (3,1), and by employing false linking in forms (3,1), while the wrong context was not achieved in the models (1,2,3) as they relied in their design on drawn and artificial elements that do not express any facts in their entirety.
- 2) Achieve confusion of disturbed information by employing fabricated content to pass political lies in all models of the current study sample, which indicates the intentionality of misleading.
- 3) Adopting the method of intertextuality of form (in all research samples) as a method of misleading in the posters subject of the research with posters dating back to the period of World War II in form and content.
- 4) The use of misleading techniques (formal reduction, deletion, magnification, alteration, falsification) in all samples of the research sample related to the current study, this contributes to distorting any facts that can be included in the formal image of the research sample models.
- 5) The adoption of the communicative message of the posters in question on (the practice of outright lying, distortion of facts, falsification, deception, manipulation of consciousness, soliciting emotion, incitement to take supportive action or adopt a specific position) in all designs of the samples of the current study research sample.

### 4. Conclusion

- 1) The use of satirical content in poster designs posted online reflects the intentionality of those who mislead, to influence the mental image of the recipients about the target of ridicule and destroy his personality by fabricating a mental image of him that has nothing to do with the truth.
- 2) The employment of the wrong link between the elements of the design of the posters in question reflects the motivation of those who mislead to manipulate the awareness of the recipients, and trying to divert them from their usual intellectual paths towards thoughtful teleological oriented meanings.
- 3) The lack of employment of real images describing the events on the ground in the posters that represented the research sample, replacing them with painted forms reflects the desire of misleading people to select controlled expressive elements that are far removed from real reality.
- 4) The use of rhetorical methods and formal metaphors in the expression of meanings in the design of posters (the subject of the research), it asserts the existence of a hidden intention to manipulate the consciousness of the recipient by manipulating meaning and generating imaginary meanings that mislead the recipient.
- 5) The use of the intertextuality method in all the posters in question with previous posters reflects a clear desire to produce fake posters aimed at misleading the recipient.

The researcher finds through his discussion of the results and conclusions reached in his research, although he has not been able to obtain results from previous research in his field of research: Misleading is an inherent feature of political posters posted on the Internet, it is manifested in the designs of these posters in multiple ways, means and mechanisms that would achieve misleading goals that contribute to leading and mobilizing public opinion and biasing its tendencies towards a particular political issue or standing against it.

### 5. Recommendations:

The researcher recommends the following: Emphasizing the achievement of transparency and clarity standards in the production of posters that have contact with the destinies of peoples to prevent slipping in the paths of lying and fraud.

### 6. Propositions:

The researcher proposes: Conducting an exploratory study on "the impact of misleading in online posters on the recipient's decisions and intellectual adoption.

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