

# The Spatial Assessment for Declaration Boards in Baghdad City using Remote Sensing Methods

Ali A. Shnain, Alaa S. Mahdi.

University of Baghdad, College of science, Remote Sensing Unit, Baghdad, Iraq, 2022

## Abstract .

The research problem is based on the spread of billboards in the city of Baghdad which are mostly time in a random and unstudied manner, time leads to distortion of both the advertisement and the place at the same time and loss of functions. Buildings and in the streets, and activating the role of remote sensing techniques to reach successful formula that achieves both functional and aesthetic values aimed at making outdoor advertising.

The researcher relied on a descriptive, analytical, experimental approach ,and on his experience, with an analytical deductive methodology, on a sample of billboards with official licenses issued by the concerned government departments, numbering (503) outdoor billboards. The research concluded important results, including the imbalance in the distribution of external billboards and their concentration in the heart of Baghdad city exclusively, without any considerations for the presence of residents outside the geographical advertising focus, and the use of multiple digital techniques in the work of one advertising design that has negative results related to lack of knowledge in attraction and repulsion. These technologies are especially with regard to pictures and graphics.

## التقييم المكاني للوحات الإعلانات في مدينة بغداد باستخدام طرق الاستشعار عن بعد

علي عبد النبي شنين، علاء سعود مهدي .

جامعة بغداد، كلية العلوم، وحدة الاستشعار عن بعد، بغداد ، العراق، 2022

## المستخلص

ترتكز مشكلة البحث في انتشار اللوحات الاعلانية في مدينة بغداد في أغلب الأحيان بشكل عشوائي غير مدروس مما يؤدي إلى تشوية كل من الإعلان والمكان في ان واحد و فقدان كل منهما وظيفته , وهدف البحث من خلال المشكلة المطروحة الى تقييم ودراسة التوزيع المكاني للوحات للإعلان الخارجية على المباني وفي الشوارع , وتفعيل دور تقنيات الاستشعار عن بعد للوصول لصيغة ناجحة تحقق كل من القيم الوظيفية و الجمالية الهادفة لعمل الاعلان الخارجي . واعتمد الباحث على منهج وصفي تحليلي تجريبي وعلى خبرة الباحث وبمنهجية استنباطية تحليلية , على عينة من اللوحات الاعلانية ذات الرخص الرسمية الصادرة من قبل الدوائر الحكومية المعنية وعددها ( 503 ) لوحة اعلانية خارجية . وخلص البحث الى نتائج مهمة منها عدم التوازن في توزيع لوحات الاعلان الخارجية وتمركزها في قلب مدينة بغداد حصرا , دون اي اعتبارات لوجود سكان خارج البؤرة الاعلانية الجغرافية , و استخدام تقنيات رقمية متعددة في عمل تصميم الاعلاني واحد له نتائج سلبية مرتبطة بعدم الالمام المعرفي في تجاذب وتنافر تلك التقنيات خاصة فيما يتعلق بالصور والرسومات .

## 1. Introduction

Advertising is a non-personal activity in the sense that there is no direct contact between the advertiser and the advertiser to him. The message and information contained in the advertisement are transmitted indirectly through a specific means, and this is what differentiates between advertising and personal selling, which is based on direct contact between the seller and the buyer, [Al-Sairafi ,2016 , p9 ]. Advertising as a means of communication is considered bidirectional, meaning that the advertiser does not only aim to communicate information to the public, but must make sure that this information has been delivered in planned manner , and this is done by knowing

the reactions of consumers or the parties in contact with the advertising message, which is The known as the "echo back" process, [Abdel-Rahman , 2020, p84 ].

And the purpose of the multi-polar advertisement is to provide information and influence the public in an indirect way, or the purpose may be to persuade and entice the consumer to acquire the commodity and prefer it over other commodities, and the advertisement may include the idea of promoting the establishment itself without its products, [Mounir , 2020 ]. Information is also communicated to the public through a known and specialized means, and there are many means that can be used, whether visual (television - cinema) or audio (radio) or read (such as newspapers, magazines, billboards, etc.), the use of These means ensure that the advertisement reaches the largest possible number of targeted consumers due to the proliferation of these means. Also, the most important thing that distinguishes advertising is the clarity of the advertiser's description in the advertisement, which enables the nature of the advertising message to be known and distinguished from other advertising messages. Advertising for other activities such as publishing houses, [Fahmy & Sayoh , 2015, p 257, ].

an advertising message is everything that comes from an image, a symbol, and a word. The text of the advertising message also includes the basic idea that the advertiser wants to reach the audience.[ Al-gharab & Al-Hamadani , 2020 , P 47 ]

## **2. Aim of the Research**

The aims is to evaluate and study the spatial distribution of outdoor billboards on buildings and streets. The research also aims to discuss the compatibility and harmony of the process of spreading commercial billboards geographically with the main goal of advertising in a scientific and practical way. Activating the role of remote sensing techniques to reach successful formula that achieves both functional and aesthetic values aimed at making outdoor advertising.

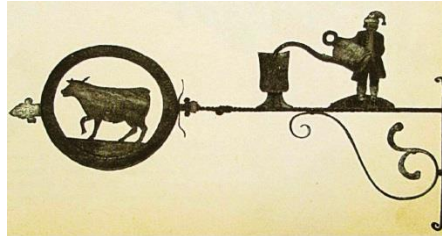
## **3. Region of Interest**

The researchers selected the sample in the category of billboards with official licenses issued by the concerned government departments and the number is (503) outdoor billboards. The researcher also noticed in the research field which number of unlicensed billboards due to the complexity of their types and the change in their locations or their removal, the researcher considered them useless for the study.

## **4. The Appearance of the External Advertisement**

Outdoor advertising has a beginning with the advent of the industrial revolution, when the flow of large quantities of goods imposed the task of promoting them and introducing consumers to them through advertising. In addition to newspaper ads and wall posters, other forms of advertising appeared, such as helium balloons, and writing advertisements on trains and public transportation. with the beginning of the year 1820, the spread of advertising in the streets increased, the taxes imposed on it rose, and the competition for poster spaces increased, which made advertisers search for new ideas and ways to attract the attention of passers-by. which acts as a bizarre clothing billboard carrying the message it is advertising ( Al-Rubaie , 2015) .

One of them wore a hat three times longer than the usual hats at the time and wrote on it “a pair of shoes for 12 francs.” Also, what was called the “billboard sandwich” appeared, and it was a template of the advertisement that the man wrapped his body in, so that it looked like a sandwich for people to read the advertisement written about it, and this method still exists until now, so we find many advertising men in their strange uniforms moving around the streets of Westminster where large billboards were banned, and in 1841 AD the first advertising and advertising agency appeared in Boston, founded by Volney Palmer and then with the spread of radio stations in 1920 A.D. Radio became an advertisement medium, and television soon caught up with it in the early 1940s, figure1, & 2.



**Figure 1, A Swiss Advertising Banner From the Eighteenth Century**



**Figure 2, An advertising Banner for a Restaurant the Sun in the Nineteenth Century**

The external advertisement of the Arabs in the past was represented by the character of the herald used by princes and rulers to announce their decisions and what they wanted to announce to the people, then merchants began to use it to announce the arrival of their ships and goods. The Arabs exported this custom to the West, but advertising did not take its true form until the beginning of the era of printing in the fifteenth and sixteenth centuries, when it became in the form of leaflets distributed by hand, [*Salam & others* , 2017, p270].

in Iraq after 2003, specialized advertising agencies spread and began to compete in creating new advertising ideas and means. In addition to posters and billboards, some advertising companies convert the company's logo or trademark into a three-dimensional design on any surface such as floors or walls, in stadiums and even security checkpoints. This type of advertisement has been very popular due to the strangeness of the idea and the attractiveness of the design, which made it an effective way to leave amazement and excitement around the product and achieve a successful advertising campaign for it, figure 3



**Figure 3, An Advertising Screen Above a Checkpoint Security in Baghdad**

#### **4. Forms of Outdoor Advertising**

##### **A- Advertisements Painted on the Walls**

drawing is done directly on the walls of the building by exploiting one of the facades of the building, which is usually one of the side or back walls of the building, which is easy to see for road users, [Abdo , 1974, p121]. So that the walls are free of openings as much as possible, and the artistic creativity of the designer is exploited through various advertising elements and the exploitation of color possibilities In highlighting the shape of the product and adding an aesthetic shape to the building, and this type is of little use in the city of Baghdad, figure 4



**Figure 4, An advertisement Drawn on the Wall of a Building**

## B. Advertising Posters on the Walls of Buildings.

advertising poster is employed on the building so that the huge size of the building can be used to attract the attention of the recipient of the advertisement, and the employment of parts of the building leads to the interaction of the recipient and makes it part of the advertisement, which increases the impact of the advertisement, figure 5.

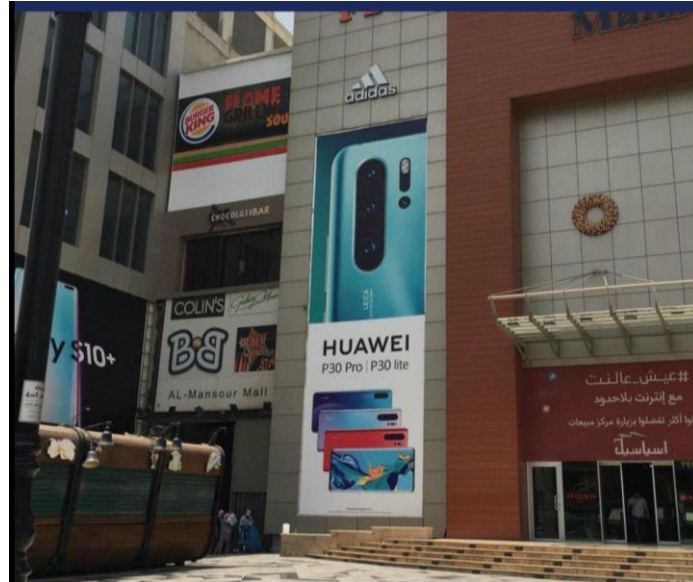


Figure 5, A Billboard on the Wall of a Shopping Mall in Baghdad

## C. Using Optical Projection on Buildings

It is a technology of designing and displaying using computers and lighting devices on the facades of buildings, where static images and animated videos can be displayed, and the method of display on the building differs according to the nature of the advertisement itself, [Ahmed , 2018, p32 ]. Whether it is fixed or mobile, so the projection area, width and dimensions on the face of the building differ until it reaches the maximum area, which is the limits The building as a whole, figure 6



Figure 6, A Advertising Boards using Optical Projection on a Building in Baghdad



#### D. Ground Advertising Boards

They are billboards of different sizes that are erected at traffic lights and stopping places on roads, sidewalks and street islands. They display either attractive pictures or distinctive advertising messages that are able to attract attention in a direction of the road, [Baghdad Municipality Department, 2018].

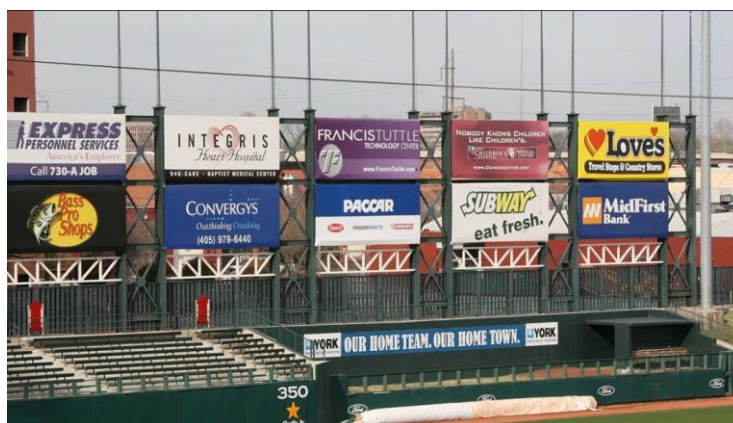
J]. They are always clear (visible) to the target audience at all times. This means Availability of an essential strength factor, which is (clarity / visual), i.e. the ability to control making the advertising message in a parallel or slightly elevated place, and thus reaching the largest number of people, figure 7.



**Figure 7, A Ground Advertising Boards**

#### E. Advertising boards in stadiums and exhibitions

Advertising agencies install and set up booth stands in central places in the stadium, and most companies take advantage of the opportunity to set up such boards by focusing on making them interact directly with their customers, and to clarify this idea by displaying the product in a distinctive artistic way to achieve a practical purpose or make it accompany it, figure 8.



**Figure 8, The Advertising Boards in a Sports Stadium**

#### F. Advertising boards on means of transport

Advertising agencies have used buses to display billboards and slogans for their products on them, as well as taxis, which they exploit in another way, which is to place the company's logo on top of the taxi, where anyone can see and read the advertising messages of advertisers. Usually, advertisers depend on the methods in which the target audience is frequently present. , figur3 9.



**Figure 9, A Political Advertisement on a Bus in Baghdad**

## **5. Differentiation Criteria for Billboards**

There is no specific method or absolute rule regarding choosing places or types of outdoor billboards suitable for each advertisement, because this depends mainly on intuition , and wisdom on the part of the advertiser and advertising companies, but there are stages followed by specialists for the purpose of selection, which are in four stages: -

Media meeting: Its aim is to clarify the objectives of the advertising campaign and the value of the financial budget by a group of specialists assigned to choose the appropriate types.

Excluding types and places that are not available or incompatible with the objectives or capabilities of the advertiser.

- Evaluate what is available , according to its ability and potential to hit the target at the lowest cost and with the best possible effectiveness.

- Choosing the places and types that will be used. It should be noted here that experience has shown that the use of more than one type, such as prints, laser images, etc., leads to more effective results than using a single method.

The selection of the means of publication depends on the comparative analysis of the tools used in the approved means of advertising. It is thus based on quantitative and qualitative criteria in which the audience has a decisive role, as shown in the following:

- Total attendance: It can be defined by the number of people who pass near the poster advertisement (the total number of users of the road or place).

- Useful attendance: It is part of the total attendance, which belongs to the goal or target that we have identified, and this presence is the only one that we take into account in the comparative analysis. The process of predicting the number of useful attendance for the advertising medium is based on a descriptive study of the total attendance, according to the analysis criteria used for the billboards, which are mentioned in the table 1.

**Table 1, The Advantage & Disadvantage of Billboards**

Disadvantages	The Benefits	Advertising Medium
Poor attention of viewers. Weak selectivity. High design costs And buying advertising space	Good geographical selectivity. A wide variety of tools and means Used, the walls –the big paintings in the cities –bus stops. Short implementation period	The Billboards

In order to describe the goal or target, such as the social level, community composition, and other criteria, it should also be noted that in practice, specialists use data banks in selection, so these banks are built based on the data of the specialized institutions (Traffic - Capital Municipality - Municipality - ... etc.).

- **Taking into account quantitative criteria:** In addition to attendance, it is necessary to analyze the homogeneity and relevance, as well as the cost per millennium (1,000 views). The closeness of the means of dissemination to the target is measured by measuring the homogeneity or suitability of this method, and it can be determined by the relationship;

$$1000view = (\frac{n}{m} * 100)$$

Where, m, is the total number of viewers

n, is the useful number of viewers

Also, the coast for each 1000 can be given as;

$$coast / 1000 = (\frac{c}{n} * 100)$$

Where, c, the coast of publication and broadcast

Before making the final selection, workers in this field should not neglect the qualitative criteria:

Editorial context: It is very necessary for the message to be compatible and in harmony with the interests of the target who frequents the advertising medium. For example, an advertisement for a cigarette product will not have the same effectiveness if it is published near a mosque or a sports stadium.

The advertising context: that is, the position that the advertisement can take, such as the annual season, such as (ads for travel companies), or the presence of competitors in the same geographical area. Technical features: such as the quality of the image in the advertising screens, and the resistance of the posters to weather conditions and vandalism.

## 6. Conditions for regulating commercial billboards



The organization of the administrative aspect of billboards is a social demand that must be taken into account in all stages of planning, starting with its inclusion of goals and ending with the formulation of regulatory laws to ensure its achievement, and billboards as one of the constituent elements of the community scene require legislation to achieve this social demand and these measures are implemented by force of law in order to Preserving the public interest. And the laws regulating billboards are one of the forms of expression and communication of information, which makes them related to the issue of freedom of opinion, and the regulation demand that was raised in the general topic came for two reasons: - Or not. The billboards distract the attention of road users, and therefore traffic safety standards require the existence of regulations.

Secondly, the preservation of aesthetic values in the spatial space itself is in the public interest. On the other hand, the importance of harmony in the urban environment, and that harmony is the conditions, features, or characteristics of satisfaction that gives strength to planning in general, as both of them go beyond the local and spatial aspects related to the development site, so the two concepts are concerned with broad lines that reflect the multiple aspects of the resulting effects From development, in order to preserve harmony in the environment Distorting the urban environment in Iraqi cities through the random placement of commercial advertisements in their streets, and the concerned departments in Iraq have issued legislation to reduce the impact of commercial billboards on the urban environment, and the legislation aims to use billboards effectively as a means of communication, and in At the same time preserving the aesthetic aspects of the spatial space, as well as improving the safety of traffic and pedestrians.

The legislation generally includes definitions and purposes of commercial signs, differentiates between temporary signs that are used on occasions and permanent signs, and defines signs that are allowed on private property without a license, and those that require licenses, as well as the conditions for approval of signs in public places, their specifications and methods of installation. and maintenance.

## **7. Controls in the Implementation of Commercial Billboards in Baghdad**

The researchers extracted a very small number of instructions and legislation for external billboards applied to all governorates of Iraq due to the enormity and complexity of these instructions, which also pertain to the city of Baghdad.

### **Advertising boards on the sidewalks:**

- 1- Advertisements on the side sidewalks, the height of the column carrying the billboard shall not be less than 2.5 meters from the level of the sidewalk, in order to protect pedestrians.
- 2- The distance between the billboard and the other is not less than 200 meters.
- 3- The billboards should not obstruct the movement of pedestrians on the sidewalks.
- 4- That the plates do not light directly on the road.

### **Advertising within the central islands:**

- 1- Retreating from intersections and roundabouts for a distance of not less than 50 metres.
- 2- It shall be kept away from the traffic sign boards, at a distance of not less than 100 metres.
- 3- The distance between the center of one plate and another should be 200 m.

### **Advertisements on the facades of commercial buildings:**

- 1- The total area of advertisements placed on a specific interface should not exceed 20% of the area of this interface.
- 2- Availability of a frontal setback of the building of not less than 5 m.
- 3- A suitable location shall be chosen, taking into consideration its distance from pedestrian traffic and parking lots.

**Bright and electronic mobile screens:**

- 1- These advertisements should be placed in the axes and main and arterial roads, which have a width of not less than 40 m, and in the squares only.
- 2- It is prohibited to place more than one advertising screen in one public square.
- 3- The distance between these advertisements and the entrances or exits of the tunnels must not be less than 500 meters.
- 4- These advertisements must not obscure the vision or the sun from the neighboring or surrounding real estate, and it is prohibited to install them in the medians of the roads.

**Advertising on vehicles:**

- 1- It is stipulated that the advertisement or publicity does not change the shape of the vehicle, hide its features, or affect traffic safety.

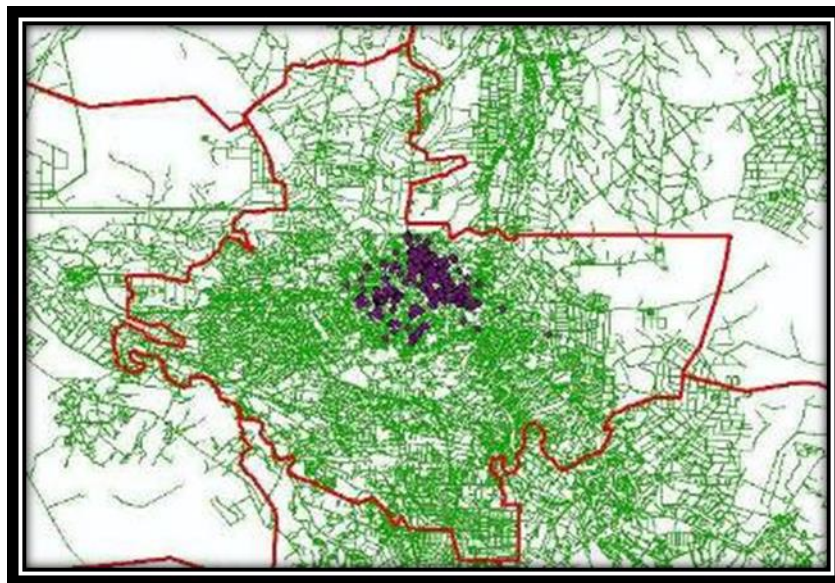
**8. Results**

The research identified three axes for the results of the field study process, summarized as follows:

- **Spatial distribution of outdoor billboards**
- **The visual field of outdoor advertising**
- **Legal aspects of placing external billboards**

**Spatial distribution of outdoor advertising boards.**

The researcher was able, through the applications of geographic information systems (GIS), to create a map of the city of Baghdad, in which he specified the locations of the billboards distributed within its administrative borders. As shown in map, figure 10.



**Figure 10, Distribution of Billboards in the City of Baghdad**

By looking at map figure 10, we find an imbalance in the distribution of external billboards and their concentration exclusively in the heart of Baghdad, without any considerations for the presence of residents outside the geographical advertising focal point.

- The researcher prepared a comparison table between the population census of each municipal center within the city of Baghdad corresponding to the number of billboards present in the same center, based on the population census of the city of Baghdad issued by

the Population Statistics Department in the Iraqi Ministry of Planning for the year 2020, in order to indicate the balance of advertising distribution with the population, table 2.

**Table 2, External Billboards for the Population Census in the City of Baghdad**

No.	Municipality Name	Population census	Number of Outdoor Billboards
1	baghdad aljadida	1,325,960	28
2	Rusafa	129,122	88
3	Karkh	124,067	23
4	alshaeb	1,457,384	59
5	Kadhimiya	460,576	6
6	alshuela	1,078,549	0
7	alsadr	1,276,249	22
8	Mansour	475,752	64
9	alghadir	101,953	114
10	alrashid	509,724	10
11	aldawra	280,000	15
12	Karrada	348,593	30
13	alaeizmia	990,706	44
	<b>The Total</b>	<b>8,558,625</b>	<b>503</b>

Through the table above studies the spatial evaluation of outdoor billboards, we can see that billboards are piled up in municipal centers and not others, and this is a major organizational error in which advertising companies make, as they did not take into account the population size of these areas in the mechanism of distributing outdoor billboards, and the administration adopted advertising for these companies On a superficial look based on the rate of traffic momentum in it, knowing that the traffic problem in the city of Baghdad is unstable. These bottlenecks may disappear in an instant as a result of the turbulent security and organizational situation of the city of Baghdad, which causes the billboards to lose their effect, and this congestion in the billboards is contrary to the instructions of the Municipality Baghdad.

Visual field of outdoor advertising

- 1- The use of multiple digital techniques in the work of one advertising design has negative results associated with lack of knowledge in the attraction and repulsion of these techniques, especially with regard to images and graphics.
- 2- The lack of familiarity with the features, capabilities and limitations of graphic programs affected the effectiveness of their employment in advertising production.
- 3- It was evident to the researcher the weakness of advertising designers in the field of printing and its techniques, which was negatively reflected in its relationship to the output of printing designs, which generated technical problems associated with the design and printing of advertisements.
- 4- The spread of the spirit of imitation of some foreign advertising ideas and methods, and distancing from local ideas that make the advertising consumer feel belonging with it.
- 5- The researcher found that many of those who work in the field of outdoor advertising are whimsical and have not studied design or its foundations.

Legal aspects of placing external billboards.

The Iraqi government, represented by the Municipality of Baghdad, issued regulations to reduce the impact of commercial signs on the urban space of the city, and the regulations aimed at using billboards effectively as a means of media communication, and at the same time preserving the aesthetic aspects of the urban environment, as well as improving traffic and pedestrian safety. The researcher is the systems that manage the advertising process previously.

Through field research for the purpose of limiting the legal problems that accompany the presence of this huge amount of outdoor billboards in the city of Baghdad, the researcher recorded a set of regulatory violations for the work of advertising companies, which are:

1- Negligence by licensed advertising companies of permanent maintenance of the outdoor billboard, figure 11.



**Figure 11, A Damaged Billboard**

2. The license holders have not yet committed to remove the billboards by moving from the site or in the event of a desire to cancel the license, figure 12.



**Figure 12, The Billboard has not been removed after the expiry of the license**



3. The existence of some violations of the advertising design with the basic declaration thereof, such as the location, size and prominence of the billboards, their dimensions, their actual sizes, and others related to the dimensions and content of the advertisement, figure 13.



**Figure 13, Violation of an External Advertisement Spatially**

## **9. Conclusions**

The city of Baghdad suffers from the chaos of commercial advertisements and the randomness of licensed and unlicensed billboards, which cause severe visual pollution represented in the absence of uniformity and harmony with the indicative signs of street names and addresses in the city, the overlapping of commercial, ceremonial and indicative advertisements, and the loss of the advertising message in its purpose, while obscuring the visual vision of landmarks. Architectural or aesthetic, and the dispersion of the targets of the advertising message.

- Neglecting the renewal of advertisement boards and taking care of their cleanliness and safety in many places, and ignoring the removal of some advertisements whose activity has ended. Months may pass without these expired advertisements being removed, which causes chaos and confusion for the effective advertisements, which distracts the road user about the validity of these advertisements and results in losses. For advertisers and advertising companies alike.

And along the roads connecting between the city's regions, the sides of the road look like a forest of pictures in which everything mixes, from promoting clothes, perfumes and jewels to political propaganda for elections and honoring the martyrs.

Despite the seasonal efforts made by the municipalities to control this huge industry, which results in the removal of some of these billboards from time to time, its weaknesses reappear due to either weak enforcement of the law, or the tyranny of public interest in a cause other than the issue of advertisements in the streets. So that the advertisers violated all the lighting poles, the walls of the buildings, and every unexploited space that they could erect a metal plate on top of which would be rented to different advertisers. Although there are no accurate figures on the size of the advertising industry in Baghdad, it is likely that it is very huge, and is probably the largest compared to the rest of the provinces of Iraq . - Despite our knowledge that billboards in Baghdad contribute to visual pollution and thus do not show the beauty of the city and distort its features, it is an economic need that no one can dispense with, neither the consumer nor the producer. - In order to address this phenomenon, it is necessary to authorize only the installation of paintings with artistic characteristics studied by specialists in the field of media, on the basis of standards determined by advertising committees that are formed from plastic artists and engineers from the



Municipality of Baghdad in addition to academics in the media, to develop a professional standard guide that achieves integration between the goal The advertisement with the urban view of the city.

## 10. Recommendations

According to above data, the researcher identified a set of recommendations which may contribute scientifically and practically to the development of the advertising sector in the city of Baghdad, and summarized them as follows:

- Using a mathematical equation in the process of distributing billboards based on dividing the total number of billboards by the population of the city of Baghdad.

The number of billboards in the city of Baghdad = 503 billboards.

The population of the city of Baghdad = 8,558,625 people.

$8,558,625 \div 503 = 17,015$  approximately, that is, it should be one billboard for each result of the division of the above number.

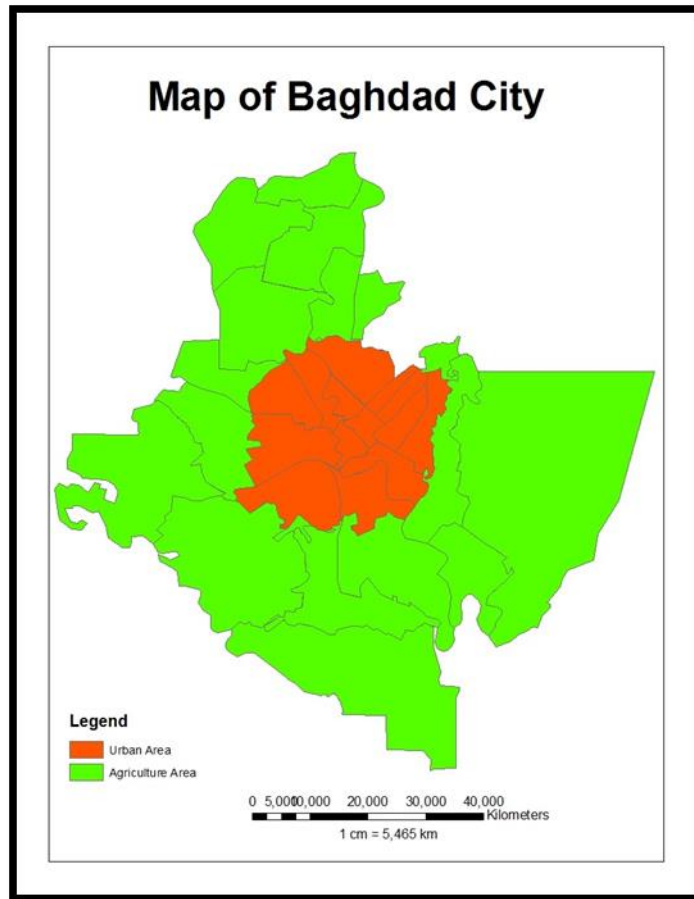
By applying the above computational process to the municipalities of the city of Baghdad, the optimal distribution will be, see table 3.

**Table 3, External Billboards for the Best Population census in the city of Baghdad**

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-	<b>The Total</b>	<b>8,558,625</b>	<b>503</b>

The numbers of the above boards can be modified according to the ad material or the target audience category (women, men, rural, urban, children...etc).

- The researcher also recommends in the subject of the spatial distribution of external billboards, relying on the administrative division of municipalities classified as residential, and avoiding municipalities of an agricultural nature because it is a useless cost by installing billboards with a low residential density, as in figure 14.



**Figure 14, Baghdad City, Residential and Agricultural Distribution**

Finally, the appearance of cities today is governed by the way in which they market themselves by the prevailing commercial culture, and those in charge of cities must be able to control the process of spreading these advertisements, organize them, and advance them to an aesthetic level that raises the taste of the viewer and improves the appearance of the city instead of distorting it with balance in planning.

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