

The Function of Mental Health Posters in People's Health Awareness " A Semiotic Study"

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Summary:

This study presents a semiotic study that tested selected mental health posters. According to WHO, every 1 in 8 people in the world suffer from mental health disorders as a result of depression, bad treatment, and societal problems. The number is increasing worldwide, especially in Arabic land, which requires serious focus. Therefore, people need to get a better understanding of this kind of disease and dispose of the stigma of having this type of illness in society. The beneficial way is to create convincing posters to work as guides for people. This study aims to show the function of mental health posters in people's awareness in public. Furthermore, it aims to discover how the visual details of these posters convey the importance of mental health. The semiotic approach is used as a theoretical and analytical framework for analyzing 16 mental health posters to obtain the aims. The analysis shows that mental health posters call people to treat this illness as well as other illnesses. Mental health disorders may lead to other physical and societal problems and even to death. Therefore, we should work together to overcome or decrease this illness.

1.Introduction

Semiotics is the study of anything that stands for something else. It analyses and understands the way we communicate with each other through signs. Human language is considered a language of written, spoken, or visual signs. It concerns the elements that create communication environments, such as an image, a word, a

letter, a gesture, a painting, or even a colour, and their method of conveying meaning (Sless& Shrensky, 2023, p. 1).

Barthes (as cited in Griffin, 2012. p. 332) claimed that semiotics is “an adventure” for him. It studies the relationship between the linguistic side of language (verbal) and social interpretations of the sign (nonverbal). He did not consider it a cause, a science, a discipline, a school, a movement, nor, in all probability, even a theory.

World Health Organization (WHO) claims that mental health is “a state of well-being in which the individual realizes his or her abilities, can cope with the normal stresses of life, can work productively and fruitfully, and can contribute to his or her community”. It mentions these words, the importance of mental health balance in individuals and their societal roles. Far away from the values and norms of societies, mental health does not mean the absence of the mind but the professional way of interacting with the communication environments. It refers to individuals' acceptance and positive emotions about themselves and their societal functions (Galderisi et al. 2015.p.p.231-233).

According to WHO (2023), 4.8% of the world's population dies because of many mental health conditions. Mental health conditions suffer from low-care treatment, stigma, discrimination, and rights violations.

The reasons behind mental health conditions are the lack of satisfaction with an individual's life, which reflects internal self-disregard, low confidence in one's beliefs of efficient outcome behaviour, and expectation of one's behaviour based on one's health (Kim, 2003p.p.117-118).

Psychoanalytic theory emphasizes self-control and happiness, while social theory argues that self-concept is shaped by individual engagement with a group, with the perception of positivity or negativity influenced by the collective's interaction with the individual (Thajeel & Ali, 2024).

The previous reasons for mental health problems may lead to depression, anxiety, attention-deficit/hyperactivity disorder, eating disorders, conduct disorder, substance misuse disorder, panic disorder, post-traumatic stress disorder, borderline personality disorder, schizophrenia, or autistic spectrum disorders (such as autism, Asperger's syndrome) (Michaud, 2005, p.835).

2. Literature Review

Language is a social practice in which humans apply rules in uttering words in a particular context. The syntactic and semantic purpose is essential in conveying that pragmatic investigation comes then. The variation of language style results from language pursuit in interaction situations. The rules come from their individualistic presence within human language practice. Humans' desire to connect with others motivates them to create new ways to send meaningful ideas and feelings through sounds, signs, images, and so forth (Sless, 2023. p.p. 16-18).

'Semiotics' general definition is the study of signs. Different semioticians and scholars defined the term 'Semiotics'. For Umberto Eco (1976 as cited in Chandler, 2017), 'Semiotics is concerned with everything that can be taken as a sign.'

Charles Morris (as cited in Lloyd, 2021) stated that "Semiotics has for its goal a general theory of signs in all their forms and manifestations, whether in animals or men, whether normal or pathological, whether linguistic or nonlinguistic, whether personal or social. Semiotic is thus an interdisciplinary enterprise."

The core of the semiotic study is a sign. Humans have used signs for a long time in their communication language. They have various functions, permit humans to notice things and inner elements, and work as guides to construct the reactions of humans. They may represent different phenomena exploiting the capacity to understand two sides of the referents, denotative (the first captured meaning of the referent) and connotative (the distinctive feature of that referent), considering the type of environment communication and the situation they use. Every creature

produces and understands particular signs according to their biological programs. Their signs enable them to communicate with each other and draw out the shape of the information from the real world (Sebeok, 2001p.p. 2-38).

Symbols play a crucial role in expediting communication and condensing information. They allow for the transmission and reception of text by condensing complex concepts into concise representations (Kazem, 2003).

According to Morris (1938), semiotics deals with the signs' meanings from three separate aspects: semantics (the relation between the sign and the thing that represents or refers to), syntactic (the explicit combination order of the language elements), and pragmatics (the relation between the sign and the intention of the users) (Sless, 2023p. 8).

The two essential models of analyzing signs are linguist Ferdinand de Saussure's semiology and philosopher Charles Sandres Peirce's semiotics. The Saussurean model of the sign, also known as (the dyadic model) is a linguistic theory presented by Swiss linguist Ferdinand de Saussure. It has impacted linguistics and semiotics, changing our knowledge of how language works and how meaning is formed. According to Saussure, language comprises signs, which are made up of two primary elements: the signifier and the signified. The signifier is the physical shape of the sign, such as a word, sound, or image. It is the observable or concrete component that we perceive with our senses. On the other hand, the signified is the mental notion or meaning that the signifier symbolizes. It is the sign's abstract or cognitive element. Saussure emphasized that the link between the signifier and the signified is arbitrary, implying no intrinsic connection. A system of distinctions and relationships within a given linguistic system determines the meaning of a sign. In other words, words develop meaning by distinguishing them from words in a language (Cobley, 2001. P.4).

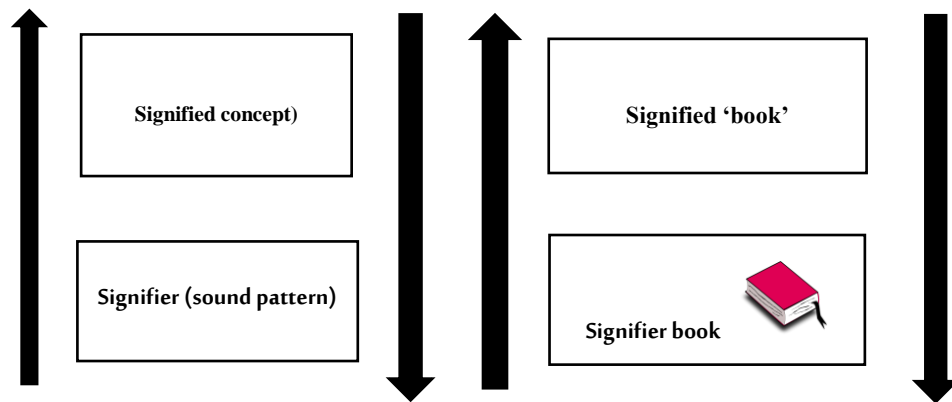


Figure 1: Saussure's dyadic system of the sign (adopted from Abbas, 2020)

Charles Sanders Peirce established the Peircean theory of signs, often known as semiotics or semiotic theory. A sign, according to Peirce, is something that represents something else in some way. He divided signals into three categories: the sign itself, the object or referent that the sign represents, and the interpretant, which is the meaning or understanding created by the sign in the interpreter's mind. According to Peirce's theory (triadic), signs are divided into three types: icons, indexes, and symbols. Icons are symbols that look like or correlate to the items they represent. A map, for example, is an example of an iconic sign. Indexes are symbols that have a direct relationship with the items they represent. Indexical indications include smoke suggesting fires. Symbols, on the other hand, are signs that have a predefined or arbitrary connection with their objects. Symbolic signs include words, numerals, and most language-based signs (Atkin, 2008).

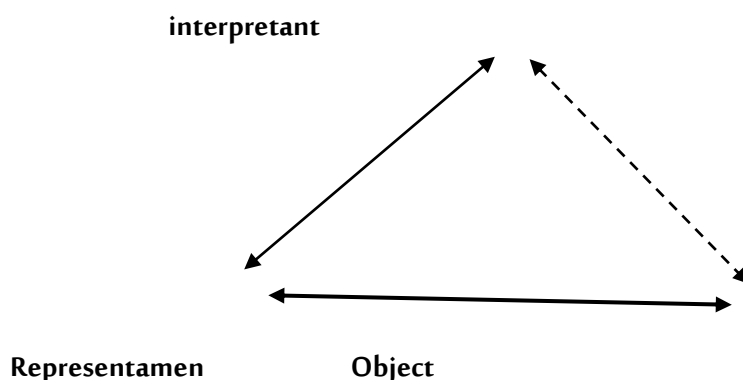


Figure 2: Peirce's triadic theory of semiotics (adopted from Raaphorst, Duchhart, Knaap, Roeleveld, & Brink, 2016)

Medical posters have dealt with from a semiotics point of view in various studies. See Luth, Jardine, & Bubela (2013); Peiji (2018); Daniele (2016); Rosli (2018); Kadim & Abbas, 2022; Smith & Higgins (2022). These studies have not been concerned with mental health posters specifically, despite their importance in the life of societies. For that reason, this research looks at the mental health posters in more detail to insist on their function in building a healthy society psychologically, generally in Arabic land and especially in Iraq.

3. Method

Through this section, the data is presented and described beside the analytical framework of analyzing the selected data. The selected data contains (16) mental health posters that concern mental health cases and how to deal with them to encourage people to deal with them with no shame. The posters are selected from various websites that exist in the reference section. The Semiotics technique consists of analyzing two layers of discourse: textual language (verbal) and visual language (non-verbal) (colours and signs). The analysis takes two paths:

3.1 The Denotative Analysis

This part of the analysis concerns the written phrases of the health posters. It involves the denotative meanings according to lexical items, words, phrases, and sentences in the health posters. In addition, it is concerned with the denotative meanings of signs and colours used to create the selected posters.

3.2 The Connotative Analysis

The connotative analysis concerns the meaning behind written words and the visual lines used in the posters showing the message sent through them. It reveals what is the implicit illusion image of the denotative forms. The connotative analysis takes four sub-division paths:

3.2.1 Master Rhetorical Tropes

This section explains rhetorical tropes such as metaphor (Hassan, 2023) (a figure of speech that involves transferring meaning from one concept to another), synecdoche, metonymy, and irony and their function in conveying ideas and images to the viewer.

3.2.2 Colours

Colours contain nonverbal language. They have a direct impact on humans' psychological well-being. They are mediums that transmit the information of the object to the observer's eyes, enabling the observer to conceptualize the meaning of objects (Kirchner, 2015).

3.2.3 Lexicalization

The essential part of conveying meaning is the choice of certain words with their deep and surface structure. They play a role in expressing the message to the observer concerning the symbols used in the image.

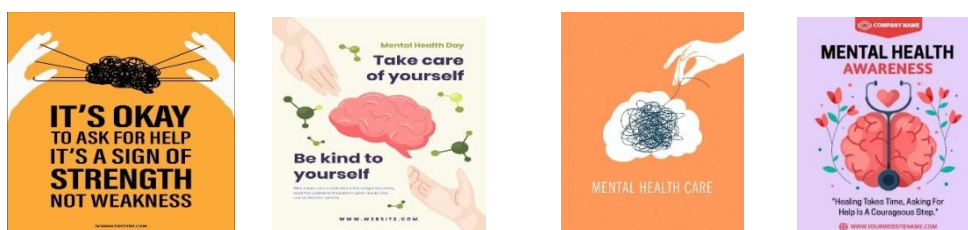
3.2.4 Surface and Deep

The nearest part to the observer is the surface, which is concerned with colours, lexical items, and symbols the posters include. On the contrary, the colours, lexical

items, and symbols the posters contain are the farthest part to the observer. The surface structure is touchable, whereas the deep structure is untouchable (Chi & Kurt, 2012).

4. Data Analysis

This section displays the analysis of 18 mental health posters that show the courage to solve mental problems by asking for help from professionals. They set various images and instructions on being healthy in mind and soul. They used effective words and ideas on the human self to convey the mental health message directly or indirectly.



4.1The Denotative Analysis

The denotative analysis concerns the surface description of the selected above-mentioned, starting with the first poster from the left. Its background colour is yellow; from above, there are two hands with tangled threads. At the bottom, a phrase is written in capital letters and four words in bold [IT'S OKAY TO ASK FOR HELP. IT'S A SIGN OF STRENGTH, NOT WEAKNESS]. The second poster from the left is an announcement of World Mental Health Day, which includes the following two written statements: [Take care of yourself] and [Be kind to yourself]. At the bottom is a paragraph whose content is [stars maps are made from the brightest stars, and the patterns they form give rise to the constellation names.]. There are two hands; the one above is in a state of giving, and the other is in a state of taking. Between them, there is a healthy brain surrounded by green brain cells. The colour of the background is light yellow. The third poster from the left contains a brain with

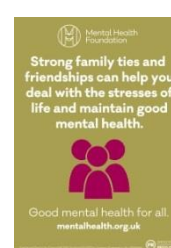
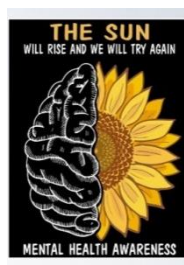
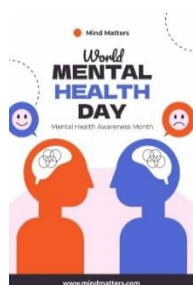
tangled black threads and a hand catching the tip of that thread. At the bottom, there is a written sentence in white capital letters [MENTAL HEALTH CARE]. The background of the poster is orange. The last poster is entitled with three words in capital letters, two of them in black [MENTAL HEALTH] and one word in red [AWARENESS]. At the bottom, there is a quoted sentence with each word starting with a capital letter: "Healing Takes Time. Asking For Help is A Courageous Step". This poster contains a red brain; the stethoscope is in the middle, and the red heart is at the top. On both sides of the brain are two rose branches and green leaves.

4.2 The Connotative Analysis

The first poster's idea, from the left, shows that with two hands, we can solve problems whatever it is. The tangled black threads are a metaphor for the problems that a person can suffer from. The hands are also a metaphor for the help you ask others for. This guides you to the correct solution to solve the crisis. The words in bold, 'IT'S OKAY' and 'STRENGTH' emphasize that whatever the person suffers from any dilemma in his/her life, it is ok because all the people exposed to it, and asking for help is not something to be ashamed of or that can be considered a weakness. Still, on the contrary, it is a strength to confront any problem or crisis. The orange colour is a mix of red, which refers to passion, and yellow, which refers to the power of healing. The second poster shows the process of giving the mind to the right person as the transmission from the sick mind to the healthy and bright mind. The open hand is considered the patient's permission or acceptance to get help from the others. The close hand refers to the helpers who give hope to the patients. This poster is from the event of Mental Health Day and contains construction on how to treat the self by taking care and being kind to it by listening to the inner ideas, feelings, and thoughts if they are bad or good. Asking for help from the experts is the best way to live with a peaceful soul and mind. The colour of the mind is Pinky red refers to a healthy bodily organ that is surrounded by green cells of a healthy and

good life. The inner meaning of the phrase below in the poster is to encourage patients or even people who suffer from some issues to talk and express themselves to professionals or share their annoying stories with others to feel more confident and powerful. It is used as 'synecdoche', the part of the universe 'star' to refer to the people as a whole. The background colour 'light yellow' shows the encouragement and confidence in sharing the issues with others. The third poster focuses on getting help just by asking for it, and all the problems you suffer from are solved by giving the tip of the threads, and everything will get all right. These tangled threads are inside the patient's mind, and the hand is a metaphor for an external helper. The background is filled with raindrops to refer to the refreshing life after the rain with a powerful personality. The last poster from the left emphasizes the awareness of mental health since it is written the phrase in bold and capitals 'MENTAL HEALTH AWARENESS'. The statement below is a wisdom that encourages people to be patient to get good mental health. Covering wounds and pains takes time, depending on the person's ability to cure, and encourages

asking for help and not suffering alone. Also, this poster contains a stethoscope used as a part of discoverer medical tools that lead to prescribing suitable treatment to the patients to enjoy a healthy heart and mind. The heart is a metaphor for life, and the mind is a metaphor for ideas and thoughts. The beautiful red flowers in the poster also present a healthy life.



4.3 The Denotative Meaning

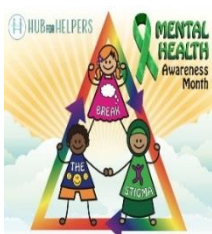
The first poster from the left consists of an image of two people facing each other over the heads of every one of two small faces with sad and happy facial expressions. Inside both of their minds, there are overlapping circles. At the top of the poster are two words [Mind Matters] written with the first capital letters preceding by an orange dot or small circle; under them, there is a sentence [World MENTAL HEALTH DAY/ Mental Health Awareness Month]. The second poster from the left contains the body of a naked woman with three bracelets, holding in one hand a glass of red juice and her head hanging on the top of her other hand. Above her head, there are lots of green butterflies and green ribbons. With her back bent, the phrase [Mental Health Awareness] was written, and various words were written on the parts of her body [SMART ENOUGH/ STRONG ENOUGH/ TALENTED ENOUGH/ IMPORTANT ENOUGH/ GOOD ENOUGH/ KIND ENOUGH/ SUCCESSFUL ENOUGH/ UNIQUE ENOUGH/ BEAUTIFUL]. In the third poster from the left with the black background, it is obvious there is a brain with half a sunflower. At the top of it, the words [THE SUN] are written in bold and capitals, followed by the complement [WILL RISE AND WE WILL TRY AGAIN], and at the bottom of it, the statement [MENTAL HEALTH AWARENESS] is placed. The last poster from the left, at the top [Mental Health Foundation], is placed, and at the bottom, a long line is put [Strong family ties and friendships can help you deal with the stresses of life and maintain good mental health]. In the centre of the poster, an image of a person standing with two people behind him/her. At the bottom, the sentence [Good mental health for all] is noted.

4.4 The Connotative Analysis

The first poster represents the importance of connection with others by talking and expressing thoughts, feelings, and emotions. The connection should occur using the language that is the best way to sense the other and share the appropriate steps

for reaching better humour and breaking the restrictions of fear. The 'metonymy' reference is represented by the two small faces with facial expressions. It instructs the out-of-balance person to choose the right person with a well-balanced personality to discuss and share the issues. The overlapping circles are used here as a 'metaphor' for the expressions, feelings, emotions, and thoughts inside the human mind. The words [Mind Matters] illustrate the most important case Mental Health Day focuses on, which is the integrity of the human mind. The second poster from the left is a metaphor image. It is used in the woman's body for the safe soul with its cognitive, emotional, and behavioural health. The best way to understand that is from the words written on the body's parts. Mental Health awareness is similar to the human spine that gives the body integrity and balance. When the soul is filled with beauty, strength, good, importance, success, kindness, talent, smartness, and uniqueness, it will be filled with cure and hope. This sense is clarified by using the 'metaphor' [green butterflies and green ribbons] over the head of the woman. The sitting position and wearing jewellery show the rest and the well-being of those blessed with mental health. The third poster with a black background refers to the blue soul with weird and tragic feelings; there remains a new rise for the person even if there are pitfalls, they will be defeated. The poster contains a pearl of wisdom and an encouragement sentence that carries a message of a new beginning, a new bright life after the darkness will come, and a new person will be created again. It is a hopeful sense that gives people to go on in their lives with strong personalities, called mental health awareness. The fourth poster is set by the Mental Health Foundation to explain the role of family and friends in passing the difficult days. It emphasizes the significance of family unity in giving rise to a strong generation armed with kindness, love, and tenderness among themselves to challenge the hardest. Also, the poster illustrates the importance of good and faithful friends in our lives. They give us support and assistance in life situations in different stages of life.

So, the first steps in cure do not begin with the professionals but with family and friends. The metonymy of three unknown shadows of people could be referred to as family members or friends. After this explanation, there are wishes for everyone to have good mental health.



4.5 The Denotative Analysis

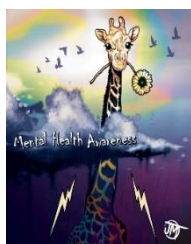
The first poster from the left contains three kids, one boy and two girls. Behind them, a colourful triangle with three arrows. The kids stand like the athletic supporters' movement and raise their hands as the bodybuilders. The background includes white clouds and the sunlight. The words [Mental Health] are written in green, preceded by a green ribbon. The kids are wearing printed clothes with words starting from the boy [THE/ BREAK/ STIGMA]. The boy's shirt is printed with two sad yellow faces and one happy face, the girl's dress on the top is printed with the thought bubble (cloud), and the second girl's shirt is printed with a person in the happy move. In the second poster from the left, there is a woman with a smile on her head, flowers, and butterflies. In front of her face, a sentence [You are beautiful] is written, and on the bottom left, there is a statement [self-Love Will Help You Bloom]. On the top of the third poster from the left is a phrase [It's ok to ask for help/ Reaching out for help is Brave]. A woman and a man are in the poster, sitting on opposite separated chairs. The head of the man is covered with heavy grey smoke and the woman is holding the watering pitcher, watering the plant the man holds. A packet of tissue paper is on the floor and beside the sitting man. The last poster comprises a girl inside a dark room, standing in front of the window, and there is a

plant in a bowl on the tip of it. The girl is trying to look outside through white light. The poster involves a sentence [Talk about what you're feeling about IT IS NOT A TABOO].

4.6 The Connotative Analysis

The first poster from the left illustrates freedom's power from society's shame in declaring and talking about self-problems through the image of three kids with the athletic movement. The poster is an invitation to break the stigma of having a mental illness. The poster encourages professional consultation without fear of people's opinions in one society. Those who suffer from depression, stress, or even disappointment should have the power to share their issues with others to get the confidence and the power to face them. Sharing issues is like the beginning of a new age and new people. The scenery is 'Synecdoche', used by the three children to refer to various races and religions. In the poster, there is a blond and white and Muslims and non-Muslim. All of those people may sustain melancholy or fatigue, and they need to break the values and norms that keep the secrets of mental illness because of the fear of society. The people should be united to defeat these old norms for well-being. The second poster shows the flourishing woman who is the metaphor for healthy nations. This bloom of a nation occurs when everyone loves themselves. The poster instructs the viewers to prioritize self-love because the starting point of a cure is from the human's inner. The poster's colours and drawing lines are filled with hope, quietness, and happiness. The third poster contains two index signifiers, 'red background' and 'smoke', referent to the sense of fire inside the man. This image clarifies what places in the depression man. The 'Synecdoche' is presented by using the image of a calm woman to refer to the good listeners or the professionals who absorb the anger by calming conversations and convert it into something useful like water, a 'metaphor' for a source of life. It is possible to change the situations from worse to better by putting guidelines of solution plan. The image of what happened

with the man and woman is elaborated on what will occur if the people ask for help and support from the others. The sentence describes that asking for help is a high level of braveness. The last poster is a 'metaphor' poster. It describes the human's inner who suffers from mental illness. It is like a dark room without any open door or other person. The window is for the other side, 'the bright side' of the mind when it gets help. Hope is like the white light that gives meaning to life and converts the blind into perceptive. The effect of the poster is to give the green light to people to talk about their suffering with no fear because it is not something forbidden on the contrary, it is the right of everyone who lives in this world.



4.7 The Denotative Analysis

The first poster from the left shows a man in the dark surrounded by a red cloud. Inside the cloud, there are two crowbars beside a rainy white cloud. Also, pieces of a missing puzzle are found. There are three rainy clouds, two in grey and one in white colour, in addition to yellow lightning. A heart with a plus symbol is drawn and an undo symbol. At the bottom, 'Mental Health Awareness' is written in white colour. The second poster from the left contains a giraffe holding in its mouth a sunflower and behind it, there are flying birds. The giraffe's body, in the neck spot, is cut into two sides by a grey rainy cloud with lightning; one side is under the cloud, and the other is above the cloud. The sky seems semi-dark under the cloud at the same time, it appears brightening on the upper side. The phrase 'Mental Health Awareness' is written on the grey cloud. The third poster includes an athletic heart in a competition

of jogging sport. The heart is reaching the race endpoint, gasping for fatigue with the joy of arriving, and the sky is clear and blue. At the top, the sentence 'Mental Health' is penned. The drawing heart is wearing glasses and appears with two raised hands. The fourth poster is a cartoon poster. It comprises a man who had an accident, and his leg is fractured. The broken leg is splinted and is written down on it [Mental Health Awareness]. The man points to his injured leg with his finger and leans on a crutch. [Just Like a Broken Leg Don't Hide It, Treat It], this sentence is uttered by the man and is placed above his leg.

4.8 The Connotative Analysis

The first poster emphasizes the idea of the possibility of fixing the situation even if it is so difficult. The poster has two sides; the first negative side is presented by the dark colour referring to the human's feelings when several complex issues may seem unsolved. The visual metaphor of the rainy clouds refers to the woeful soul that cries in silence. The man will be fine when he/she takes the new thinking road far from the past's painful experiences. The tears of the past will convert into fruitful raindrops to water the new start. Despite this negative impression, there is still a positive side hidden in this poster, presented by the hope of getting back the normal life. Heart healing presents hope. The healing is proved through choosing the correct refuge, the specialists. Meanwhile, after being meditated, the poster gives a hunch of trust that the next chapter of events will be better. The second poster shows the two opposite types of mental health lives, one that is dark fill with anger. The lightning and thunder visually present the anger metaphorically, and the lifeless atmosphere surrounding it refers to the hopelessness and loss. The colourful image stands against the first one that tells the viewer about the hope and joy of life. The metaphor of using of flying birds is a significant referent to the freedom soul of tired and hard times. Besides that, it refers to the joy of life and change that needs only simple moves. The image of a giraffe with a sunflower, as it is mute and the flower

always looks at the sunlight, metaphorically signifies the static spirit when it carries positivity, strength, warmth, and enduring cheerfulness. The third poster presents the brain ironically as it is in a running race competition. The prize is reaching the end line of the fatiguing road securely. After reaching safety, there will be a waiting new life filled with joy and health that will forget the fatigue of that road. This passes when looking at and transacting with things with a new, strong vision through mental health awareness. The last poster instructs viewers not to hide sustained experiences or disability in life for some reason. Even if you suffer physically or mentally, you should face them and announce them to get help for healing before the time goes out. The mental issues need attention as well as the physical ones; both demand treatment. The words 'do not hide it' are used pragmatically to incite ignoring the stigma correlated with this kind of illness and be freedom from the restrictions of society's norms and values.

5. Conclusion

The mental health posters' role is motivational and instructional at the same time. They aim to encourage people to ask for help from family, friends, or experts. This is shown particularly in the images of hands and light accompanied by words of encouragement. The posters are an invitation to release from the fear of stigma that society's norms and values have constructed for ages. Some societies deal with mental health illness as a kind of paranormal phenomenon. We see them resorting to sorcerers to treat their patients instead of treating them with specialist doctors. Rather, they prefer to say that their patients are possessed by Satan rather than say that they have a difficult psychological problem. The instructional role of the posters is represented by giving the right steps to ride the issues they suffer. They focus on visually addressing the man's inner through images and attending words to find suitable ways to reach the safe soul.

The semiotic analysis of these selected mental health posters states that the hope of healing exists; do not lose faith in people or yourself. They summon people to look at problems in a cushy way, distant from the complicated society's point of view.

6. Recommendations

1. Mental Health illnesses are widespread in our Arabic societies. They need to be more concerned with as well as the other disease to build strong societies.
2. We should work together to help people pass their hard times by standing with them or by giving suggestions that reinforce the hope inside them.
3. Mental health posters contain visual metaphors of hope, happiness and confidence that are shown obviously. By then, this is an invitation to face and reject the stigma and the fear of confessing the psychological disability and requesting assistance in finding medical solutions for it.
4. According to WHO, the number of those who suffer from mental health illness is increasing, so people need to obtain more information about this kind of disease to be ready to give help to those who need it.
5. Mental Health Day is important nowadays to be under the lens of people. Therefore, every year, this day must be activated to be familiar with the new issues.

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وظيفة ملصقات الصحة النفسية في توعية الصحة الناس "دراسة سيميائية"

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الكلمات المفتاحية: السيميائية. المعنى الدلالي. المعنى الضمني

الملخص:

تقدم هذه الدراسة سيميائية اختبرت ملصقات مختارة للصحة العقلية. وفقًا لمنظمة الصحة العالمية، يعاني كل 1 من كل 8 أشخاص في العالم من اضطرابات الصحة العقلية نتيجة للاكتئاب وسوء العلاج والمشاكل المجتمعية. يتزايد العدد في جميع أنحاء العالم، خاصة في الأراضي العربية مما يتطلب التركيز عليه بجدية. لذلك، يحتاج الناس إلى فهم أفضل لهذا النوع من الأمراض والتخلص من وصمة العار الناجمة عن هذا النوع من الأمراض في المجتمع. الطريقة المفيدة هي إنشاء ملصقات مقنعة للعمل كمرشدين للناس. تهدف هذه الدراسة إلى إظهار وظيفة ملصقات الصحة العقلية في وعي الناس في الأماكن العامة. علاوة على ذلك، يهدف إلى اكتشاف كيف تنقل التفاصيل المرئية لهذه الملصقات أهمية الصحة العقلية. للحصول على الأهداف، يتم استخدام النهج السيميائي كإطار نظري وتحليلي لتحليل 16 ملصق للصحة العقلية. يُظهر التحليل أن ملصقات الصحة العقلية تدعو الناس إلى علاج هذا المرض بالإضافة إلى الأمراض الأخرى. قد تؤدي اضطرابات الصحة العقلية إلى مشاكل جسدية ومجتمعية أخرى وحتى الموت. لذلك، يجب أن نعمل معًا للتغلب على هذا المرض أو الحد منه.