

***Artistic Composition and Its Semantic Dimensions in Promotional
Advertising Posters: A Semiotic Analytical Study of Ooredoo Algeria's
Posters 2023/2024***

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Abstract:

This research clarifies the interplay between artistic composition and semantic dimensions within promotional advertising, employing a semiotic analysis of a series of promotional posters by Ooredoo for the period 2023/2024. Leveraging Martin Jolly's framework for examining promotion and artistic expression, our study delves into five promotional posters from Ooredoo Algeria, revealing pivotal insights:

- Ooredoo extensively utilizes a spectrum of signs -iconic, linguistic, and symbolic- to robustly promote its varied offerings, strategically engaging the audience's attention.
- Artistic and aesthetic elements play a crucial role in commercial promotion, as evidenced by the strategic use of colors, shapes, and icons within the posters.

Keywords: *Semiotics, Promotion, Poster, Artistic Composition.*

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I. INTRODUCTION:

Promotion serves as a dynamic component within the marketing mix, orchestrating interactions to foster the communication process. This process emanates from what institutions deliver in terms of goods, services, or ideas, aiming to fulfill the public's needs and desires, tailored to their capacities and expectations.

Artistic composition is intrinsically intertwined with commercial promotion, predominantly through visual mediums like images, posters, and designs. These artistic representations, crafted by skilled artists or designers using meticulously selected techniques, are pivotal in achieving expressive, functional, and aesthetic objectives. They are deemed potent communication tools that effectively convey succinct and coherent messages, encapsulating expressions pertaining to specific ideas or themes between the sender and receiver.

This study seeks to dissect the artistic composition and its semantic layers within promotional posters, particularly analyzing a selection of Ooredoo Algeria's posters through the lens of Martin Joly's approach. This approach focuses on the visual and linguistic systems to decode their underlying meanings.

Our inquiry is structured into three main sections: A detailed examination of how artistic composition is intimately connected to commercial promotion, highlighting how visual elements such as images, posters, and designs are employed to encapsulate and communicate ideas or concepts.

An overview of the methodological dimensions of our research, which outlines the problem statement, research questions, significance, objectives, and the sample of posters analyzed. This section also encompasses various methodological approaches essential for semiotic analysis as prescribed by Martin Joly, with a focus on unraveling the artistic and semantic intricacies of promotional posters.

1. Problem Statement:

Commercial enterprises form the bedrock of a nation's economic stability, offering a diverse array of services and generating substantial profits. At their core, companies embody a collaborative venture wherein multiple parties pool their financial resources and expertise to undertake expansive projects that may be unmanageable for an individual alone. (Boukarkar, 2019, p. 1) The overriding aim of these institutions is to maintain a robust market presence and to fulfill the evolving needs and desires of their customers.

To this end, companies must channel their collective resources, human, material, and financial, toward optimizing customer satisfaction and forging a positive corporate image that resonates with the quality of their products and services. Integral to achieving this is the formulation and execution of a robust promotional strategy.

This strategy is a crucial component of the promotional mix, designed to cultivate a favorable perception among consumers regarding the company and its offerings through various promotional tools such as advertising, public announcements, public relations, personal selling, and sales promotions.

This approach also includes the evaluation of customer responses to these communications to identify and rectify product shortcomings, thereby retaining existing

customers and attracting new ones to bolster loyalty and satisfaction. (Hamili, 2019, pp. 17-19)

Promotional posters are pivotal in advertising a company's services and offerings. Their purpose is not only to depict a subject but also to promote it, employing tactics of persuasion, reminder, and visual engagement to capture and influence the audience's attention. These posters stand as one of the dynamic methods used by institutions to introduce products and encourage their acquisition. (Kasmia, 2015, pp. 11-12)

Achieving this often involves the utilization of iconic and linguistic systems, underscoring the need for an extensive exploration of commercial marketing strategies that engage customers indirectly through these visual communications. The primary issue our study addresses is the exploration of the following question:

- **What is the significance of the artistic composition and its implicit and explicit dimensions in Ooredoo's promotional posters?**

2. Study Objectives:

- To clarify the messages and meanings conveyed by the artistic images used in commercial promotions.
- To explore the significance of commercial media and its efficacy in eliciting responses, as well as to examine the communicative role that images play in their artistic and semantic capacities.
- To illuminate the capability of visual language to transmit meanings and messages, and to uncover the underpinnings of the visual message in promotional posters used by commercial entities.
- To underscore the significance and role of advertising within the Ooredoo institution and to understand the public's engagement with the promotional messages disseminated by the institution.

II. Methods and Materials:

1. Study Methodology:

The inherent complexity of any research topic uniquely informs the selection of the most appropriate methodological approach. In our case, the semiotic approach is ideally suited to explore the nuances of our study, which focuses on the artistic composition of messages in promotional posters, encompassing both text and static imagery.

Our analysis method involves a detailed examination of the perceived shapes, images, and colors within these posters, aiming to generate insightful outcomes that effectively address the identified research problem. Semiotic analysis is as reliant on the cognitive abilities of the researcher as it is a discipline marked by precision in its procedures and objectives. (Ibn Mandour, 1990, p. 312)

This analytical modality transcends its theoretical underpinnings to become a practical methodology across a spectrum of academic fields, including humanities, intellectual studies, and scientific inquiries. It serves as an essential instrument for engaging with both linguistic and non-linguistic systems, offering a contemporary lens

through which to enhance understanding, interpretative processes, and the reading of various signs. (Kacimi, 2024, p. 58)

2. Study Approach:

Semiotic methodologies reflect the diversity of semantic systems they aim to interpret. This study employs several prominent semiotic approaches to analyze texts and images within the context of promotional materials. We have specifically chosen Martin Joly's framework for its robust capacity to deconstruct the signs and symbols embedded in promotional imagery. This approach not only facilitates a deeper understanding of how images generate meaning but also outlines the specific methodologies by which these meanings are conveyed. Our analysis is structured around critical steps that guide the semiotic evaluation of images, detailed in Table 01.

Table 01: Steps of Image Analysis

First: Description
Second: Denotative Level
1- The Plastic Message:
- The Medium
- The Frame
- The Framing
- Viewing Angle and Target Selection
- Composition and Direction
- The Shapes
- Colors and Lighting
2- Iconic Message
3- Linguistic Message
Third: Connotative Level

Source: (Kassi, 2006/2007)

3. Research Community and Its Sample:

3.1 Research Community:

In the realm of scientific research, the term 'research community' encompasses all entities or elements designated for study. (Angers, n.d., p. 298) Within our investigation, which delves into the artistic composition and the nuanced meanings, both overt and covert, of commercial promotional posters in Algeria, the research community includes these posters.

Our aim is to analyze these elements to discern the effectiveness of their promotional strategies. Through an examination of a carefully selected set of sample

posters, we endeavor to decode the explicit and implicit meanings conveyed through the images, thus offering a comprehensive understanding of the communicative power of these promotional tools.

3.2 Study Sample:

Echoing the definition provided by Maurice Angers, a sample in scientific research refers to a select subset of elements drawn from the broader research community. This subset is meticulously chosen following scientific principles and methodologies to ensure a representative reflection of the entire community.

In our case, the sample encompasses a series of promotional posters produced by Ooredoo's communication operations in Algeria during the 2023/2024 period. (Red, 2017, p. 320) Selected through a purposive sampling approach, these posters are intended to provide a deep dive into the effectiveness of artistic communication strategies employed within promotional contexts. (Harz Allah, 2016, pp. 6-7)

4. Artistic Composition and Its Utilization in Commercial Promotion:

The concept of "artistic composition" pertains to a variety of visible creations, including but not limited to paintings, sculptures, and architectural works. These forms of art are crafted to evoke emotional responses through visual stimulation, ranging from positive to negative reactions.

Artistic composition extends into diverse fields such as decorative arts, including ceramics, furniture, and interior design, and the foundational visual arts such as painting (notably oil painting), sculpture, and architecture. (mawdoo3.com, n.d.)

The synergy between artistic composition and commercial promotion is profound. Most goods and services are marketed through creative visual representations, images, posters, and designs, that encapsulate and communicate specific ideas.

These artistic manifestations are created by artists or designers who employ specific techniques designed to fulfill expressive, functional, and aesthetic purposes. These creations act as potent communication mediums, delivering clear and effective messages about specific ideas or themes from the originator to the audience. (Al-Sheikhly, 2020, pp. 355-363)

Moreover, the structuring of shapes within visual messages carries significant meanings. The philosophical realm of phenomenology, initiated by Edmund Husserl, explores this concept by analyzing the essence of phenomena. This includes the mental processes involved in perceiving and representing shapes and forms as coherent wholes. When an observer encounters a group of shapes arranged to depict a specific form, the mind actively engages in a process of recognition, connecting these shapes with pre-existing mental images to form a coherent understanding. (Ben Wis, 2021, p. 178)

Artistic forms are integral to the composition and are considered contemporary communicative tools that adapt over time, fostering significant and innovative changes across various sectors, particularly in promotional activities. (Aoun Allah et al., 2023, p. 10)

III. Results and discussion :

1. Description



The promotional poster in discussion is part of a specific campaign by Ooredoo, situated in Tizi Ouzou, Algeria. This poster is strategically targeted towards a particular segment of Algerian society, primarily professionals and corporate entities, catering to institutions of varying sizes. It highlights the services under the "Ooredoo business" suite, which promises business clients enhanced flexibility, control, and transparency.

Visually, the poster is designed to guide the viewer's eye in a left-to-right 'Z' pattern, a common reading path that enhances message absorption. It prominently features a scenario set against a brown wooden table where seven professionals are engaged with laptops, symbolizing a dynamic and collaborative work environment. Within this setup, three distinct segments prominently display email symbols, reinforcing the focus on communication services.

In the lower left of the poster, the red Ooredoo logo is vividly placed, with the word "business" directly below in stark black typography, underscoring the company's dedication to professional and business-oriented services. At the top right corner, the company's annual message about the promotional offer is boldly articulated in black, emphasizing the focus on professional email services.

Adjacent to this message is a circle filled with white text on a contrasting background, detailing "bleui", a secure email service tailored for institutional and company-wide communication. This service boasts several attractive benefits for a monthly subscription fee of 1000 DZD, encapsulated within another eye-catching red circle with clear, white text.

Central to the poster's layout is a QR code, positioned to draw the viewer's attention towards immediate action or further information. Alongside, in bold black text, various features of the offer are listed, including "storage space starting from 100Go," "video conferencing," "choice of domain name," and "data security and preservation," highlighting the comprehensive nature of the service.

Below, additional logos for email services like Bleumind and Flex Cloud Isal are displayed, suggesting partnerships or additional service options. The linguistic component of the poster is not overlooked; it includes a bold Arabic script that accompanies the logo and outlines the benefits of the promotional offer, ensuring the message resonates well with the local demographic.

2. The Denotative Level

A. The Plastic Message:

- **The Medium:** The poster was taken from the Ooredoo institution, and it is displayed on a white background. Ooredoo prefers using large supports and billboards for its advertisements.
- **The Frame:** The poster is rectangular, approximately 3 meters by 4 meters in size.
- **The Framing:** The image composition is clear and prominent, featuring professionals seated at a table using the open email service 'bleumind' on their laptops within their organization. The promotional text in black is clear and describes the offer provided by the company. Additionally, promotional phrases are written on the usual eye-catching red geometric circles.
- **Viewing Angle and Target Selection:** This poster is horizontal with a viewing angle that allows the recipient to comprehend all dimensions of the poster. The angle of view may vary from one individual to another. The image of the table that gathers seven professionals using 'bleumind' email service on their laptops is prominently displayed, as well as the linguistic phrases and messages describing the benefits of the offer, which are attention-grabbing on the right side of the image. The viewing angle forms a 'Z' shape.
- **Composition and Direction in the Image:** The forms on the poster appear normally arranged because the eye catches the shapes and images before the linguistic message, despite its clarity and prominence. The image centered around the table, which includes professionals and experts using computers with email icons and messages, indicates secure communication between various companies and institutions for business purposes through the secure, open email service 'bleumind' that the company introduced with an attractive offer noted inside the eye-catching red circle.

Reading the Poster Based on the Importance of Shapes and Elements:

- **Shapes:** Shape of people, shape of the table that includes the people, posture of sitting people, geometric circular shapes, rectangular shapes representing communication symbols, computers used, and notebooks, square shape representing QR code, curved lines representing the shape of clothes.
- **Colors and Lighting:** The dominant colors on the poster are white, red, black, and brown in the image, shapes, and linguistic writing. Regarding lighting, the poster is brightly illuminated from top to bottom.

B. Iconic Message:

Table 2: The Iconic Message of the Above Poster.

Iconic Connotations	Connotations at the First Level	Connotations at the Second Level
Human Figures: Human Heads	- Seven people at a table using computers	- Communication via email between companies
Hand Shapes	- Wrist of the hand	- Ability to communicate
Shapes and Lines	- Geometric shapes: Circle - Geometric shape: Rectangle - Geometric shape: Square - Curved and straight lines	- The table, red circles - Message symbol - QR code symbol - Notebooks, films, ISSAL company logo
Clothing	- Formal shirts	- Working in companies
Location	- The image is inside a company	- Remote work and communication across different institutions

C. Linguistic Message:

- From the promotional poster mentioned above, we find that the linguistic message is located at the top right of the poster. It describes the 'bleumind' email service needed by professionals and mentions some of its benefits.

3. The Connotative Level:

The promotional poster for Ooredoo Business not only delivers explicit content but also weaves a rich tapestry of connotative meanings that resonate deeply with professional clients, particularly those enrolled in the Bleumind electronic program. By depicting professionals actively engaged with the Ooredoo Business services, including the subscription-based open email program 'bleumind', the poster subtly communicates a narrative of connectivity, efficiency, and modernity. These professionals, shown utilizing computers to interface across different institutions and companies, symbolize a networked, collaborative, and highly digital work environment, which is increasingly valued in today's corporate culture.

Central to the poster's design is a QR code, placed strategically to draw the eye and suggest immediate digital engagement, further emphasizing the theme of accessibility and modern communication. Below this, the bold red 'Ooredoo' logo paired with the word 'business' in striking black typography explicitly targets professional demographics, suggesting a tailored, business-centric service offering.

The top right of the poster features the annual promotional message, focusing specifically on the necessities of professional email services. This is encircled by a red outline emphasizing the 'bleumind' service, available for 1000 DZD per month, which connotes value and exclusivity. This section of the poster not only informs but also

assures the professional client of the tailored nature of the service, designed to meet their specific business communication needs.

- **Color Coding:**

The promotional poster featured a variety of colors as follows:

- **Red:** A distinctive color for the company and the latitude circles, it is an eye-catching color designed to attract customers to the Ooredoo business offer.
- **Brown:** The color of the meeting table, symbolizing luxury, refreshment, abundance, and opulence.
- **White:** Used in this poster as a background to create space for the eye and make the image appear more professional. It signifies peace, expansiveness, innocence, and purity, as well as the color of the shirts.
- **Black:** The color used for the linguistic writings and the QR code, capable of conveying the message and achieving goals more powerfully. It symbolizes strength and elegance.
- **Blue:** The color of the messages and distinguished by the Bleumind and ISSAL programs, it is one of the colors most commonly used by companies, carrying meanings of professionalism, seriousness, integrity, fidelity, and calmness. Blue is also associated with authority and success, which is why it is used by the company Ooredoo.
- **Yellow:** The color of the professional's shirt, symbolizing hope and optimism.

Analytical Results:

We have delineated several pivotal insights, including:

- A concentrated focus on human representations, particularly workers and professionals, alongside other elements such as computers, to more effectively resonate with and engage the customer.
- The adoption of a distinct annual motif, characterized by a specific color and typeface, succinctly conveying the email subscription offer tailored for professionals. This is delivered using a bold Arabic font, selected for its capacity to capture the viewer's attention.
- The strategic utilization of appealing and harmonious colors such as blue, red, and black, which serve to implant the concept of the offer firmly within the recipient's consciousness.

IV. Conclusion:

Ooredoo's poster designers skillfully employ a diverse array of artistic representations, encompassing diacritical, iconic, and linguistic signs that collectively sculpt the visual narrative. These elements not only reinforce brand recognition but also captivate the audience's attention, compelling them to engage with the content.

The diacritical elements are particularly notable for their vibrant coloration which arrests the eye, while a meticulous coordination of colors, shapes, lighting, composition, and framing collectively enhances the visual appeal, creating an inviting and engaging tableau. Moreover, the posters incorporate a rich lexicon of iconic symbols that reflect the Algerian heritage, encompassing religious, social, and cultural motifs.

This diversity in advertising styles plays a crucial role in influencing viewers, leveraging psychological mechanisms such as joy, optimism, and surprise. These strategies are adeptly employed to attract attention, elicit a response, and ultimately fulfill the communicative intentions of the sender, thereby achieving the intended marketing objectives."

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