



VISUALCONTAMINATION WITHRANDOMADVERTISEMENTS AND THE POSSIBILITY OF APPLYING FINES TO THEIR OWNERS

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Received // 202, Accepted // 202, Published 30/ 6/ 2021

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ABSTRACT

Baghdad governorate has many areas of distinctive architectural and architectural character, which are heritage and valuable areas that we must preserve and take care of. But we see many manifestations of it, which have a negative impact on buildings, areas and roads, so that they distort the view and thus lead to visual pollution in general. The research examined the visual pollution from random advertising, which stretched buildings, walls, electricity poles and sidewalks. The study covered different areas of al-Karkh and al-Rassafa (Jadreya Bridge, Nation Square, Jordan Square, alkindy Street) Most of the distortions were the result of non-removable posters, Handwriting, election candidate advertisements or repeated advertisements. Then we could be reached to the advertis by the phone shown in the advertisement, the location of the advertiser or the advertiser's character and the imposition of financial fines for the purpose of removing the advertisement and not repeating it in the future.

Keywords: Political, paper, medical, deformity.



التلوث البصري بالإعلانات العشوائية وإمكانية تطبيق الغرامات على أصحابها

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Received // 2020, Accepted // 2020, Published 30/ 6/ 2021

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الخلاصة

تمتلك محافظة بغداد العديد من المناطق التي تتميز بالطابع المعماري والعمراني المميز والتي تعد من المناطق التراثية وذات القيمة التي يجب أن نحافظ عليها ونعتني بها، ولكننا نرى العديد من مظاهر التجاوزات عليها والتي تنعكس سلباً على المباني والمناطق والطرق بحيث تؤدي إلى تشويه المنظر وبالتالي تؤدي إلى التلوث البصري بشكل عام وتم في البحث دراسة التلوث البصري الناتج من الإعلانات العشوائية والذي طال المباني والجدران وأعمدة الكهرباء وأرصفة الطرقات حيث شملت الدراسة مناطق مختلفة من جانبي الكرخ والرصافة (جسر الجادرية، ساحة الأمة، ساحة الأردن، شارع الكندي) وكانت أغلب التشوهات ناتجة عن ملصقات غير قابلة للإزالة وكتابات بقتاني الأصباغ وإعلانات لمرشحي الانتخابات أو إعلانات متكررة ومن الممكن الوصول إلى الجهة المعلنة عن طريق الهاتف الموضح في الإعلان ومكان المعلن أو شخصية المعلن وفرض الغرامات المالية لغرض إزالة الإعلان وعدم تكرار ذلك مستقبلاً.

الكلمات المفتاحية: سياسي، ورقي، طبي، تشوه.

INTRODECTION

1. METHODOLOGICAL SIDE

The problem of research

Study of visual pollution as a type of environmental pollution resulting from random declarations in Baghdad province that extended all of the streets from power poles, sidewalks, bus stop, etc.

The importance of research

The importance of research lies in preserving the architectural and architectural character of the city of Baghdad, which is a heritage area when advertising.

The goal

The possibility of applying fines to advertisers through the phone registered in the advertisement, the location of the advertiser and the character of the advertiser.

Sample Study

The study covered different areas of the Karkh and Al-Rassfa (Jadreya Bridge, Nation Square, Jordan Square, alkindy Street).

2. THEORETICAL SIDE

What is advertising and what types of advertising

The advertisement is one of the most important means used by producers and market people to reach the buyer or consumer in the simplest and most common way. One of the best ways to influence a person's attitude and change direction is to communicate the information and concepts you want to them to the hearing and vision, because they have a magical effect on the mind of the audience and the speed with which they change. As we see it, the media, both visual and audio, are creating different views and orientations for the public at a speed that has not been preceded by previous methods used to influence the target audience (Azmmour, 2011).

The declaration can be defined simply as the various visual and audible activities and methods used to spread the sold product or service offered. To communicate information and features to the customer in a simplified and easy way that is consistent with their trends, trends and purposes and motivates them to buy this product or get service and the promotion and advertising process is supposed to be preceded by several other things:

1. Selection the item to be sold to the consumer: Before you start doing anything, and before making any decision about the marketing or sales process, you must first identify and

advertise the goods or service that is to be offered to the consumer and then proceed to market.

2. Product promotion: Once we have selected and identified the goods that will be offered to consumers, we will move to the second stage, which is how this product will be marketed and what means it will depend on to promote the product and stimulate consumer buying, so we must take a number of steps:

1. Public road survey and surveys to learn about trends and trends in consumers and what they like and what they like about the product to be launched, and the companies used to do this survey by roving delegates on the roads to hold dialogs with people. However, this method has recently been replaced by the work of online surveys, as they have received more ease and speed of reaching the target audience as well as providing good money. This method helps the commodity producer determine what aspects and things the audience likes and dislikes in advertising products and processes to avoid negative and set pros and product advantages so that the audience will be very impressed and therefore drive sales to this product, Not only is the buyer's quality to be known at this stage, but what is the daily consumer's needs, income level, and purchasing motivation to identify a consumer value product that is consistent with its purposes and objectives and one of its basic needs to ensure that this product achieves high sales. Individual behavior plays an important role in understanding it as the basis for the right marketing of a successful product, and it should be considered for the effects that affect the consumer in it, which is expressed in its hobby, and also what the primary consumer's motives for buying mean what motivates the person to make a purchase any brand or store in general, selective buying motives are the drivers that lead the consumer to buy from a particular brand or to select a particular shop from other stores or brands that sell the same product. When the buyer arrives at this stage, the buyer has trusted that brand or shop or is emotionally associated with it.

2. Research indicates that the senses in the human body are raised faster and better influenced in order to determine the type of advertising to be published for the product. Will it be audio or visual propaganda or Monday, and research and psychological studies at this point indicate that the visual effects greatly affect the emotions of man, his response to and the excitement with him, as well as the sound effects that create an atmosphere of sympathy, especially if sound is familiar to the target. Advertisers may use celebrities or football players in advertising work for their popular public outlandish intimacy and encourage consumers to decide and buy this product because of the confidence they have gained from seeing its favorite star plus the emotional atmosphere they have gained toward the product when his favorite character view appears in it (Al-Hwerini,2018).

Media means of advertising

At this stage, emphasis is placed on the media through which advertising for the product will be disseminated, with multiple media tools and methods that define the product to the consumer, and the best advertising method, appropriate and appropriate for the product, should be used to reach the target audience with the lowest costs, expenses, the most cost-effective methods, and the most return possible, and the ad will be divided according to the target To:

1. an educational announcement: The kind of advertising associated with marketing new products that have never been on the market before, or old and used goods, but for which new uses and purposes have appeared and have never been mentioned before.
2. News announcement: This type of advertising is linked to new services or goods that everyone knows, without sufficient information to allow them to apply for or purchase. It is a demonstration and relies on the explanation of product information in the ad in a concise,



concise and concise manner that identifies the consumer with respect to the product or service, but in a simplified and concise manner.

3. Media advertising: This type of advertising is intended to promote a product or commodity in order to strengthen the industry, produce the product, and create a popular consumer for this product, in which words or things are placed in the advertising that creates a kind of passion between the consumer and the producer (Tarek, 2017), the advertising is for the target audience divided into:
 1. This is intended for traders and wholesalers who make and direct the advertising to those distributors who then put it in a final form at stores and other outlets.
 2. an agricultural declaration: This declaration is for farmers and landowners, where seeds and fertilizers are presented in this and other declarations.
 3. introductory statement: The advertising for the product is directed to the end-user and the normal consumer who buys the product to satisfy his or her needs and desires, the primary consumer for which the advertising is made and for which the product is made (Tarek, 2017).

Visual pollution

Visual pollution is a term called unattractive optical elements. They are landscapes or anything else that a person wants not to look at as examples of bad paintings, rubbish, some walls, unstudied buildings, unstructured architecture, signs, grass, random advertisements, or in other words, a distortion of any eye view that is perceived to be uneasy to myself and to us he also described it as a kind of artistic insecurity or the disappearance of the esthetic image of everything surrounding us from buildings to roads, sidewalks, streets, public squares and others (Abdulrazaaq, 2017). One of the most important sources of visual pollution in general, which is part of environmental pollution, is the lack of cleanliness and the proliferation of empty cans in the streets, paper and plastic waste, as well as damaged and damaged cars scattered in the streets, in front of houses, workshops and repair shops, which have expired and need to be recycled and remanufactured, street excavations and abandoned dumps the unneeded, random bumps that destroyed cars and caused alarm for passengers, as well as incomplete governmental and non-governmental installations, the neglected construction that turned into containers for big waste and houses for random housing. Also, the debris and debris of the construction were scattered randomly, and the swamps were found in some quarters because of the leakage of water from homes, as well as the spread of internet towers and mobile phones between one house and another and other visual pollution. What we mean in our research is signs and posters (repeated ads are remarkably distorted) also on the walls, which are exuberant, vibrant and distorted, as well as the paintings, full of misspellings, and the signs of old and worn shops, which constitute a visual affinity and slate billboards in the streets with their conflicting colors and contents, which may sometimes offend public taste with their images, sayings and a recent display of election ads that remain for a while long time after election ends and candidates win or loss see (Figure 1, 2, 3 and 4).



Figure (1): Random distribution of electrical generator wires.



Figure (2): Random distribution of electrical generator wires and significance for places.



Figure (3): random advertisements significance for doctors



Figure (4): Random trash in the street.

The aim of the study is to address the impact of visual contamination with random advertisements spread in Baghdad governorate, where some main ways were studied, how advertisements were published and distributed, ways and methods of writing and others, and the possibility of imposing sanctions on their owners.

Problems caused by advertisements and banner spam

1. distorting sites, buildings and private properties of heritage and physical value that adversely affect tourism resources.
2. Ads conflict with pedestrian movement and the negative impact on traffic.
3. the interference of ceremonial and commercial declarations with the visual restriction of the historical, architectural or esthetic features of the city.
4. Environmental pollution as a result of leaving advertising waste without safe disposal.
5. Accidents and material losses are the result of advertising, especially large and poorly secured.
6. Unsustainable consumption patterns and their negative economic, environmental and social impacts.
7. Waste of electrical power and photosynthesis due to unregulated lighting that may cause road accidents (EA/Ems,2010).

The role of advertising in societies

There is no doubt that the declaration as a communications activity has had a major impact on the lives of contemporary societies. Just as it affects the promotion of goods, it does in practice contribute to the dissemination of new values and trends and changes in people's habits and tastes. Today, ads are influenced by dietary habits in terms of food quality and eating style, and new generations are raising their taste of sandwiches, sweets, and soft drinks, and are influenced by the different kinds of fashion the world needs. The declaration effectively contributes to the expansion of consumption and creates a pattern of consumer behavior in society (Khalil,1995).

The important aspect of advertising

It changes human thinking and then develops its behavior and comprehensiveness, making it a civilization role in promoting, sensitizing, and convinced society that the only solution to the survival of life on this planet in a way that guarantees human dignity is to act seriously, in order to rationalize the exploitation of natural resources and preserve the environmental balance (Almalik,1999).

The dangers of visual contamination

The danger of visual contamination is mainly related to the loss of beauty and the collapse of esthetic considerations, dissatisfaction, acceptance of the ugly image and its spread so that the visual scale of the eye becomes an existing custom and law, and visual contamination affects the human soul. The effects of pollution start with psychological problems such as tension, tight, excessive nervousness, disturbed behavior and psychological pressure, and become worse as physical diseases such as high pressure, heart, diabetes, swollen joints, colon, difficulty in breathing. He also said that some of the specialists returned the nature of the emotions resulting from feeling a negative visual effect to increase the release of adrenaline, the hormonal material produced by the human pituitary gland, in turn, translated into what the eyes showed and sent the brain to produce the hormone, which in turn increases the stomach's load. It increases the heart rate and thus the speed of the emotion and may lead to a positive visual effect of feeling beauty and thereby increase the secretion of cortisone in the body which reduces pain sensation of the body or its parts, especially those suffering from rheumatic diseases, thus resulting in a feeling of comfort and psychological calm. This explains why our societies have become more aggressive and aggressive, especially in the densely

populated urban slums and populace, with negative influences in the planned and new areas, which have some beautiful, i.e., ripe visual effects(Qassim,2016).

The Sources of Visual Pollution

1. Excessive and overcrowded advertisements.
2. Telecommunication and electric wires and poles, mobile towers.
3. Signboards, billboards, posters and hoardings.
4. unproductive lands and deforestation.
5. Bad designed buildings and huge constructions.
6. Smoke spewing chimneys of factories.
7. Graffiti.
8. Open storage trashes(Sudeepta,2015).

How it is affecting human health

1. Distraction.
2. Eye fatigue.
3. Decrease in opinion diversity.
4. Loss of identity.
5. Accidents.
6. Harming mental health: Unpleasant visuals can cause exhaustion, depression, stress and anxiety due to bad views.
7. Rheumatic diseases.
8. Negative and chaotic visuals can reduce decision making power of human mind especially in kids.
9. Dark dangerous color combinations can change human perception and human psychological mood and behavior(Shafi,2015).

3. PRACTICAL SIDE

It includes written and display ads on walls, building roofs, road walls, pavements, etc. collected through the researcher's daily views, all of which are within the practical framework of the research.

Benefits from advertising in ways

As an important aspect of the economic educational process, the use of road ads can be made of the color picture as a big effect on the child's self, as the child is by nature photographing, so they should be used as an effective element in the field of economic education, by showing pictures showing the profligacy of water and electricity and its risk to society. With easy and simple phrases, or with two-sided pictures: As a picture of a child with a lot of food and no food to eat, half of the second picture is a child from Africa who is starved, his lips cracked from thirst, and so on... the pictures with two contrasting dimensions are too many. The importance of the media replication of the image has been made clear to the human soul, so on public roads we see short-distance and double-sided propaganda: On the road to travel and public roads, these advertisements are not used in a meaningful educational way, rather than displaying pictures of semi-naked women, or pictures of Western cuisine, in a way that plays well and arouses lust (Al-Turkayi,2017).

The role of the Capital municipality

The Baghdad Capital municipality declared setting controls, instructions and models that define to advertisers the sizes and measurements of billboards and the specified places to be set in the streets. The department of relations and information quoted Baghdad's under-secretary for municipal affairs as saying that the design department in the Baghdad secretariat has set regulations, instructions and models that specify to advertisers the size and

measurements of billboards and the specified positions to avoid their spread randomly to preserve the capital Baghdad's beauty, not affect traffic and traffic, blocking vision, and called companies and advertisers Those who wish to promote their goods through the use of large-size billboards to review the relevant municipal districts for the purpose of obtaining original approvals and to know where to set them up and otherwise would be subject to legal liability as well as financial fines .The Baghdad Capital municipality pointed out that the municipal districts on both sides of al-Karkh and al-Rassafa completed the lifting of a large number of billboards promoting goods and services that were randomly installed in the capital's streets, areas and important provinces, which caused the distortion of the capital's esthetics and appearance and impeded the view of road users. In addition to violating the controls and instructions established by the secretariat, the secretariat explained that this urgent action is carried out in the light of the unlimited proliferation of these paintings in an unorganized and indiscriminate manner, contrary to what is being done in neighboring countries and other countries of the world. In addition, the owners of these billboards did not have licenses from the Baghdad Capital municipality to install and install these advertisements (Ain,2016).

RESULTS AND DISCUSSIN

Random advertising is we see on the walls to indicate a particular subject, columns of electricity, or sideways, and finally campaign advertisinghave been added see in (Figure5,6,7,8,9,10,11,12,13,14,15 and 16).



Figure (5): Random advertisements in the street.



Figure (6):Random advertisements at bus stops.



Figure (7): advertisements that are affixed to the posts of the electric lights.



Figure (8): advertisements that are affixed to the posts of the electric lights.



Figure (9):The random advertisements on walls.



Figure (10): The random advertisements for politicians.



Figure (11): The random advertisements for politicians on al-ferdows square.



Figure (12): The random advertisements for politicians on one of the squares.



Figure (13): The random advertisements in al-jadiriya bridge.



Figure (14): Random advertisements in adin square.



Figure (15): Random advertisements down al-liqaa bridge.



Figure (16): Random advertisements in adin square on the electrical board.

Advertising types

Road advertising are that consumers can see in roads and fields. Its purpose is to be seen by the public passing through the road, by displaying advertising messages in specific locations specifically created for this purpose, or being carried out and placed directly on the walls of buildings.

Types of road advertising

Advertisements with traditional formats and advertising with modern formats are different and are described as follows:

1. Posters: Prints the advertising on one side of the papers or on multiple sides, then pastes it next to the wood. This is a traditional method, used to advertise movies, theater shows and conferences, and is the most widely used method in small cities.
2. Advertising plotted: Includes advertising plotted on boards and ads plotted on walls. They are fixed and mobile.
3. Flashlights advertising: Placed in the main squares in the facades of buildings, the roofs of buildings set up in strategic locations or places of clear vision. These ads are large in size to get the public's attention.
4. The billboards on a stand and in the form of a metal cylinder: This type of ad is placed at a high height on a stand that is mounted as a cylinder and mounted on the ground. This type of advertising is spread both in travel routes and within cities.
5. Mobile stationary ads: This type of ad is in the form of vertical, triangular, prism columns. It consists of three faces with three ads, with these columns revolving around themselves over a certain period of time. The advertiser can choose three goods or products to advertise, or choose one and advertise it in three different designs.
6. The bright figures: The luminous box, the laser and the TV screen are included.

7. a circular announcement on a column: This is a circular advertising and is mounted on a stand, carrying a guide sign to go to a street. The advertising message of this type of ad is limited (<https://doi.org/10.21961/ijmr.2020.13.1.118-130>,2020).

Street signage

Street signage has been a formidable place among all kinds of advertising, and has been highly suited to consumer culture and behavior, but as the culture of societies evolves, it has become a particular urban and community pollution when used without license and without regard to its standards. However, this type of advertising is still being used strongly today between streets, squares, subway stations and other transportation stations, mainly to raise awareness of the brand and its products or services rather than to achieve a sale or profit rate (<https://doi.org/10.21961/ijmr.2020.13.1.118-130>,2020).

Reasons for the spread of random advertisements

Specialists believe that advertisements on buildings and surfaces are chaotic and that some governmental institutions are involved in this. Because of the lack of people specialized in advertising marketing and choosing the right places to promote products and other propaganda matters that concern the company and the citizen, specialists pointed out that it is difficult now to control this for a number of reasons, including the absence of law in particular and the culture of some in this vital matter Some of the forms and types of advertisements that go over the law distort the city's face and affect the building's esthetics, and some are using the night to raise and suspend its own advertisement even if it is at the expense of another paid advertisement with one of the relevant companies Some advertisements also spread in a great way in the middle carrots that lack the simplest right elements for the declaration, including the Arabic language. Commercialization is not a simple concept but an important tool in a large, broad world that extends from product to recipient ([Al-Mada,2016](https://doi.org/10.21961/ijmr.2016.13.1.118-130)).

Solutions for random advertising

Financial sanctions are imposed on its publishers by chasing them through the mobile phone pre-placed in the advertisement or by means of spatial significance, and by forcing them to remove it, with a written undertaking signed to do so and limiting the subject to the authorities responsible.

CONCLUSION AND RECOMMENDATION

1. Accountability for the public taste-distorting advertising owners, most of whom have set a telephone number or contact address such as (crane for car drag, house for sale or rent, etc.) so that they are easily accessible and fined.
2. Stop selling the stingers used in writing, especially on the walls of houses.
3. The billboards must be on and off the driver's horizon and not sideways so that they do not get the driver's attention and distract the road.
4. Advertising content must not be animated but static and does not contain video, animations, or animations so as not to distract the driver.
5. Two consecutive ads are prohibited, as each ad must be given a period of time.
6. The display panel is not positioned on the intersection and signal limits for driver distraction and no obscuration of visibility.
7. The light intensity sensors must be placed on the street so that the light intensity of the panel matches the intensity of the light in the street so that it does not cause light glare at night and thus distract the driver and lose attention.

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