

# The Role of Comedy Characters in Capturing the Audience's Attention in Television Advertising

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## Abstract

This study examines the significance and impact of comedic characters as a communicative phenomenon in everyday societies, where they form an essential part of television advertisements. It focuses on how these characters captivate and persuade consumers by employing sound, imagery, colors, and motion to create an atmosphere of enjoyment and excitement. Television advertising is considered an effective means of promoting products due to its ability to reach a broad audience, thereby enhancing the spread of consumer culture in modern societies.

**Keywords:** Character, Character History, Advertisements, Forms of Comedy, Television.

## 1. Introduction

### Methodological Framework

#### Research Problem:

The research centers on the role of comedic characters in television advertisements and their effect on capturing audience attention and enhancing advertising effectiveness. The utilization of comedic characters by television institutions is deemed essential for achieving effective communication with consumers through humor and satire. Talented comedic characters stand out for their ability to convey artistic and intellectual messages that critique negative phenomena in a satirical manner while promoting significant human issues. Additionally, these characters play a vital role in achieving social marketing objectives and boosting sales with proven effectiveness on both global and local levels. Consequently, the study underscores the importance of comedic characters as a crucial tool in realizing the goals and success of television advertisements. The research problem is focused on:

- What is the role of the comedic character in attracting the audience to television advertising?

#### Importance of the Research:

The primary significance of this research lies in analyzing and studying the elements of comedic character skills in television advertisements with the aim of diagnosing and understanding their

essence. This research is distinguished by the scarcity of studies and literature on this subject in Iraqi and Arab libraries, contributing to the enrichment of comedians, researchers, and academics through the evaluation and improvement of comedic character performance in television advertising. The research also clarifies the unique and distinctive aspects that help capture attention and interest in the advertising field, thereby achieving effective success and impactful efficacy in the media market.

#### Research Objectives:

The aim of this study is to explore the role of comedic characters in captivating audiences for television advertisements. This will be accomplished by executing a comedic television advertisement to ascertain the allure of the comedic character and its influence on the audience. This research is crucial in understanding how humor and satire can be employed to attract attention and achieve effective communication within the context of advertisements, thereby attaining advertising goals with greater efficacy and success.

#### Research Boundaries:

To comprehend the study of the role of comedic characters in drawing the audience to television advertisements and the influence of the artist Ihsan Daadoush in conveying the idea, the following boundaries must be considered:

- Subjective Boundaries: This study examines the role of comedic characters in television advertisements, focusing on how they can attract the audience and convey a specific message. It highlights the importance of the artist Ihsan Daadoush as a particular example of this type of character and his role in effectively communicating the idea.
- Temporal Boundaries: Concerned with the advertisements produced by the artist Ihsan Daadoush during the year 2021, these ads provide a practical example of the impact of the comedic character within a specific timeframe.
- Spatial Boundaries: Focuses on the advertisements featuring the comedic artist Ihsan Daadoush, representing a model for the use of comedic characters in advertisements that reach a specific audience within a defined spatial context.

#### Definition of Terms:

- Character
- Comedy
- Attraction
- Television Advertising
- Comedic Character
- Ihsan Daadoush

## 2. Theoretical Framework

### First Section: Concept of Character

First: The character is a complex concept in psychology, encompassing physical, mental, and emotional traits that interact within the individual's being. There is a multitude of views and theories concerning the nature, determinants, and components of character. The biological determinants of character include the influence of glandular secretions on behavior, alongside the mental and physical abilities and traits with which an individual is born, which are common to all members of the species. Biological factors significantly affect the formation of character, which is essential in understanding pathological or abnormal personalities, as these physiological and physical factors reveal the psychological and social aspects of character.

### Second: The Interpersonal Determinants of Character:

The social environment refers to the context in which an individual lives, including family, school, university, society, and the nature of relationships with colleagues and others. These relationships encompass political, economic, social, cultural, technological, and urban dimensions and significantly influence an individual's perceptions and various attitudes. Environmental factors interact with heredity to shape the character's pattern, where socialization processes within the family transform the individual from a biological being into a social one. Without these factors, the individual would be like any other living being, facing difficulties in adapting to new cultural standards if moved to a different cultural setting.

### Third: The Situational Determinants of Character:

1. **Main Characters in Advertisements:** These characters are pivotal in advertising campaigns and are chosen based on their alignment with the brand's message, the nature of the product or service, and the audience's preferences. These characters can be celebrities, experienced individuals, or appealing cartoon figures, selected for their fame, relevance, and credibility.
2. **Cartoon Characters:** Creatively used in advertisements to convey innovative ideas and establish a close connection with the audience. They are often designed to be attractive, as seen in campaigns like the United Nations' use of the "Smurfs" to raise global happiness awareness.
3. **Actors:** Sometimes lesser-known actors are chosen as the main characters in advertisements based on their suitability for the advertisement's concept and goals, alongside their persuasive impact.
4. **Supporting Characters:** These characters hold secondary importance compared to the main ones and can be either real people or animated figures. They help convey the advertisement's message and often represent diverse groups or multiple individuals.
5. **Comedic Characters:** Known for their humorous and satirical actions, they often spotlight social issues or human habits in a funny way. Their purpose is entertainment while humorously addressing social concerns.

6. Performance Skills of Comedic Characters: To effectively portray comedic characters, actors need talent, artistic skill, and the ability to mimic behaviors convincingly. This performance requires a deep understanding of the nuances of comedy, satire, and social commentary.

## Second Section: Concept of Comedy

### First: The Origin and History of Comedy:

The research discusses and elucidates the enigma surrounding the history of Greek comedy and the difficulty of studying it due to the scarcity of available sources. Aristotle notes that we do not precisely know the circumstances of the comedy's origin or its development, similar to tragedy, reflecting a lesser importance of comedy in Greek civilization compared to tragedy. The text also mentions that most of Greek comedy's works have been lost, with only a few remaining as a primary reference, including Aristotle's *\*Poetics\**. The text connects comedy with the religious Dionysian festivals, indicating that comedy was part of these celebrations, expressing joy, satire, and jest.

The author also explores the link between comedy and the religious festivities of Dionysia, which celebrated the god of wine and joy, including satirical songs, jokes, and humor. This highlights that comedy was an integral part of Greek life, representing joy and merriment during that period. In his analysis, Al-Tikriti observes that Greek tragedy garnered greater respect and popularity than comedy, possibly explaining the lack of in-depth studies on comedy compared to Greek tragedy. Ultimately, the text portrays comedy as an ancient and venerable art reflecting various aspects of ancient Greek life, yet it remains a challenging subject to study due to the paucity of sources and references that delve into it as deeply as they do with Greek tragedy.

### Second: Comedy or Farce

Comedy is a literary genre intended to provoke laughter and entertainment. It relies on the use of satire and suspense to present humorous situations arising from human contradictions and flaws. Comedy differs from the other prevalent literary genre, tragedy, primarily in the story's ending, as comedy typically concludes on a happy or cheerful note, whereas tragedy ends in sorrow or disaster.

### Comedy Objectives:

- Satire and Suspense: Comedy aims to satirize human flaws and absurd or silly behaviors.
- Entertaining the Audience: Comedians strive to present humorous situations to entertain the audience and alleviate tension.
- Social Communication: Comedy serves as a social communication tool, allowing individuals to share their experiences and daily situations in a funny and appealing manner.

### Psychological and Social Impacts:

- Mood Improvement and Stress Relief: Laughter resulting from comedy is an effective way to enhance mood and provide a sense of psychological comfort, contributing to daily stress relief.

- Strengthening Social Bonds: Comedy can strengthen social bonds among individuals by providing opportunities for interaction and sharing common experiences.

#### Philosophical and Theoretical Analysis:

- Contrasts and Juxtapositions: Comedy utilizes contrasts and juxtapositions between characters and situations to create a humorous effect.
- Expression of Human Emotions: Comedy offers a light-hearted perspective or attempts to understand and analyze human emotions and behaviors in a different way.

#### Contemporary Applications:

- Comedy Films and Plays: Comedy films and plays are part of the contemporary applications of comedy, used to present funny stories and characters that reflect various aspects of life and society. Comedy is an effective tool for expressing human flaws and satirical situations in an entertaining and laughter-inducing manner. It provides viewers with an opportunity to smile and laugh while simultaneously achieving positive effects on mood and social spirit.

#### Previous Studies:

The research examined by the two researchers focuses on studying comedy in Iraqi cinema and television. It indicates that there are very few theses that have addressed this topic from specific angles, including:

1. Doctoral Thesis by Abdul Karim Aboud Al-Maliki: This study examines "Comedic Actor Techniques in Theater," focusing on comedic actor techniques in general and Iraqi actors in particular, as well as the skills of comedic actors in Egyptian cinema.
2. Master's Thesis by Suad Hassan Wadi: This study explores "The Role of Artistic Elements in Activating Laughter in Television Comedy," focusing on how laughter is activated in television comedy series through artistic elements such as cinematography, editing, lighting, and makeup, including the role of the comedic actor.
3. Master's Thesis by Ahmed Ibrahim Jalal: This thesis examines "The Construction of the Comic Situation in Iraqi Television Scripts," focusing on how comedic situations are constructed in Iraqi drama.

The current research adds a level of seriousness and scrutiny to the subject by studying comedy in the Iraqi context, with a focus on the artistic and performance aspects of comedic actors in theatrical, cinematic, and television arts.

#### Indicators of the Theoretical Framework:

1. Comedic characters play an important role as a key attraction element in television advertising.
2. The main dramatic dimensions of the comedic character are embodied by the characters in the advertisement.
3. Comedic characters evoke pleasure and happiness by performing in comedic situations.

4. Improvisation is considered a necessity for comedic characters in advertisement performances.
5. Comedy is one of the dramatic elements that engage the mind and thoughts of the audience.
6. Comedic situations in television advertisements aim to make the audience laugh and persuade them to buy the product in a humorous and smooth way.
7. The comedic situation plays a fundamental role in influencing the audience by creating an atmosphere of enjoyment and humor.

### **3. Research Methodology**

#### **Research Methodology:**

The researchers employed the descriptive-analytical method in their study, a research method that focuses on accurately describing current phenomena and conditions, interpreting and analyzing them in depth. This methodology involves studying the details of the phenomena within the research context, including their structure, processes, and surrounding conditions. The goal is to provide a deeper and more precise understanding of the subject under study, enabling the researchers to reach results that align with the nature and requirements of the research. By using the descriptive-analytical method, the researchers can accurately record and document observations and then critically analyze them to better understand the causes and phenomena of the subject being studied. This allows the researchers to present an in-depth analysis that enhances our understanding of the subject and clarifies the internal and external relationships affecting it. Overall, the descriptive-analytical method is an effective tool for achieving detailed and comprehensive research results that meet scientific research requirements and contribute to the development of knowledge in the studied field. (Abu Talib, pp. 94-1, 1990).

#### **Research Population:**

The research population encompasses all television advertisements featuring the actor Ihsan Daddoush produced in the year 2021.

#### **Research Tool:**

The researchers employed a research tool in the form of an analysis form, designed to analyze the samples based on the concepts and indicators derived from the theoretical framework of the study. Before utilizing this tool, the researchers obtained approval from a panel of experts in the Advertising Techniques Department to ensure the tool's validity and effectiveness in collecting the necessary data.

The indicators identified and included in the analysis form are as follows:

1. The importance of the comedic character as an attraction element in television advertising.
2. The role of improvisation as a fundamental feature in the performance of comedic characters in television advertisements.

3. The impact of the comedic character on the audience by creating an atmosphere of enjoyment and humor.

Using this tool, the researchers applied it to the studied sample to analyze how the comedic character influences television advertisements, with the goal of better understanding its role and significance in attracting and affecting the audience.

#### Tool Validity:

The researchers submitted their initial form to a group of experts and specialists in the Advertising Techniques Department, who generally agreed on the validity of the form's items, with a few minor modifications suggested and subsequently applied.

#### Unit of Analysis:

The researchers employed content analysis as a research method to describe communication in a quantitative, systematic, and objective manner. The aim was to use a consistent and clearly defined unit, analyzing the shot as the unit of analysis to understand the explicit content of the communication in a precise and systematic way. (Schramm et al., p.169)

#### Research Sample:

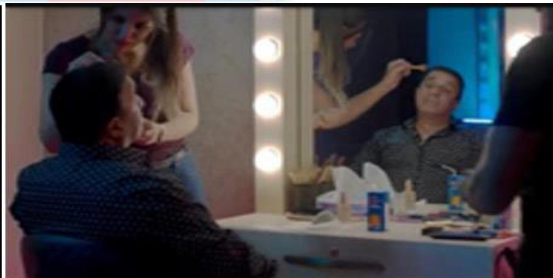
Three television advertisements out of five featuring the artist Ihsan Daddoush during 2021 were intentionally selected, representing 60% of the total. The samples were chosen based on several reasons:

1. Coverage of the required time span for the research.
2. Their widespread public appeal at the time of the research.
3. Their distinction as advertisements featuring the selected artist.
4. Their inclusion of Ihsan Daddoush's high comedic skill.
5. Their fulfillment of the research's requirements and objectives through their diversity and ability to achieve the desired outcomes of the study.

#### Analysis of Sample Models:

##### Model (A):

- Name: Dada Chips
- Type: Commercial
- Duration: 1:42
- Year of Production: 2021





### Concept of the Advertisement:

The advertisement revolves around the promotion of "Shebs Dada," emphasizing its significance in both small and large-scale projects. It highlights the product's strong character and high quality.

### Advertisement Description:

The scene opens with two individuals in a barbershop, where the artist Ihsan Dadoush is shown performing a haircut. The barbershop is staffed by a female team. Following this, a character is shown holding a mobile phone, which belongs to Ihsan Dadoush, who then engages in a conversation about the "Shebs Dada" advertisement. The scene transitions to Ihsan Dadoush with a group of children and a can of "Shebs Dada." Various shots are captured, accompanied by suitable music and songs that create an atmosphere of joy and delight. The advertisement concludes with a close-up of a 250 Iraqi dinar note in the character's pocket, followed by a scene where the product is tasted by children, emphasizing its delightful flavor. The message highlights that everyone enjoys "Shebs Dada" and concludes with an array of "Shebs Dada" cans, with a substantial prize giveaway, ensuring a memorable ending that reinforces the product's appeal.

### Sample Analysis:

#### 1. Role of Comedy Characters in Attracting Ads:

The text examines the role of public figures, like artist Ihsan Dadoush, in advertisements. It focuses on how using such figures can enhance attention and attraction in ads, and their role in increasing audience desire for the advertised products or services. Specifically, it analyzes how public figures like Ihsan Dadoush boost ad appeal and effectiveness, leading to a deeper understanding of the ad's message and achieving advertising goals.

#### 2. Dramatic Dimensions of Comedy:

The importance of using colors in advertisements and their role in capturing attention and reinforcing the campaign's message is discussed. The analysis includes how colors, as used in ads featuring Ihsan Dadoush, impact viewers and their psychological effects. It also covers the psychological dimensions and varied effects of effective color use in ads, which enhances audience understanding and campaign effectiveness.

#### 3. Improvisation:

The importance of artistic performance in advertisements and its impact on viewers' emotional responses is highlighted. The focus is on how the message and musical taste of the ad contribute to enhancing emotional and psychological responses. The points address how message and visual elements improve ad effectiveness and increase its psychological impact.

### Model (B)

- Name: Mr. Ice

- Type: Commercial

- Duration: 35 seconds

- Year:2021

#### Concept of the Advertisement:

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#### Advertisement Description:

The scene opens with two individuals in a barbershop, where the artist Ihsan Dadoush is shown performing a haircut. The barbershop is staffed by a female team. Following this, a character is shown holding a mobile phone, which belongs to Ihsan Dadoush, who then engages in a conversation about the "Shebs Dada" advertisement. The scene transitions to Ihsan Dadoush with a group of children and a can of "Shebs Dada." Various shots are captured, accompanied by suitable music and songs that create an atmosphere of joy and delight. The advertisement concludes with a close-up of a 250 Iraqi dinar note in the character's pocket, followed by a scene where the product is tasted by children, emphasizing its delightful flavor. The message highlights that everyone enjoys "Shebs Dada" and concludes with an array of "Shebs Dada" cans, with a substantial prize giveaway, ensuring a memorable ending that reinforces the product's appeal.

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- Type: Commercial
- Duration: 35 seconds
- Year: 2021



### The concept:

The advertisement for "Mister Ice" ice cream is regarded as the principal advertisement for the Arab country's populace, emphasizing hospitality and travel traditions, which must be distinguished by robust flavor and high quality.

### Description:

The text explores the impact of colors like blue and green in advertisements, where they exhibit strong allure alongside cherry trees in sports advertisements, diminishing the presence of lighter colors such as yellow and orange on the ground, and manifesting with intense desire.

### Analysis:

#### 1. The comedic character:

In the opening scene and in shots 1, 2, and 3, the character is enriched by interaction with children, enhancing the overall appeal of the advertisement in an open area designed to reveal the desert setting, serving the purpose of the military event. The natural setting is distinguished by a composition of contrasts and contradictions. Additionally, the comedic persona (Ihsan Dadoosh) effectively conveys the message to the audience, achieving the material dimension of the comedic character. However, the caricature in this advertisement was not fully realized, though the emotional reactions were achieved.

#### 2. Comedic dimensions:

The significance of revealing the physical flexibility dimensions is highlighted, and the importance of voice in this advertisement has been achieved. The dramatic dimensions, along with the ability to deliver dialogue, scriptwriting, and mimicry in the advertisement, have been accomplished. Subsequently, rhythm and timing are realized, as well as relaxation and focus within the advertisement.

#### 3. Improvisation:

Improvisation holds the utmost importance in the advertisement and has been effectively realized through spontaneous performance in conveying the advertisement's message to the audience. There is no deviation from the script, ensuring the message is clearly delivered in the advertisement.

### Model (C):

Name: Janayen Water

Type: Commercial

Duration: 30 seconds

Year: 2021





The concept:

An advertisement for "Janayen Water," which is considered the primary beverage for the Arab world, emphasizing the importance of its exquisite taste.

Description:

A group of young people is watching a football match in a café. Suddenly, one of the viewers feels parched while watching the game. The player loses the match, causing the comedic character to react with frustration and anxiety. They offer him water and say, "Calm your nerves," conveying the advertisement's message through Janayen Water.

Analysis:

#### 1. The comedic character:

In the initial scenes, particularly in shots 1, 2, and 3, the material dimension of the character is utilized by the actor and a group of young people to effectively deliver the message to the audience. The comedic character plays a crucial role in the advertisement, where the material aspect is achieved. However, the caricature, which is essential in this ad, is not realized. Following this, emotional reactions, including voice and words, play a significant role in the advertisement, especially during the game's tension.

#### 2. Dramatic dimensions of comedy:

In this text, the focus is on the role of the well-known figure Ahmed Daoodosh in the field of scientific research and innovation, as well as the impact of data utilization in enhancing understanding and predictions within the current context, contributing to improved analytical capabilities and policy development for sustainable growth.

#### 3. Improvisation:

The text highlights the importance of developing practical performance in the current context, beyond merely improving analytical and tactical performance.

#### **4. Results – Conclusions – Recommendations – Proposals**

##### **Results:**

1. Utilizing the physical traits of comedic characters: The use of physical traits in television advertisements leads to increased demand for products and services in global markets.
2. Emotional impact of traits: It is evident that unattractive traits suit comedic characters and enhance their social interactions. This includes the use of traits in advertisement designs to amplify feelings of joy and happiness.
3. Modeling the effective application of traits: Aesthetic traits can be employed in advertisements to improve public relations and influence consumer behavior.
4. Reason for choosing the form:

Advertisements featuring comedic traits reflect the personality and identity in a positive light, which increases the attractiveness of the products and services and enhances their awareness in the market.

##### **5. Creative use of traits:**

The effective application of traits can contribute to improving advertising and marketing standards by enhancing communication and interactions between customers and products.

##### **6. Case study results:**

The use of comedic traits has shown that it can lead to increased profits and success in the global advertising market, thereby boosting the chances of success for the advertised products and services.

##### **Conclusions:**

1. Comedic characters are distinguished by their varied use of humor mechanisms in television advertisements, depending on the screenwriters' different approaches.
2. The comedic situation in television advertisements is built either on irony, surprise, contradiction, or misunderstanding.
3. The comedic character in television advertisements often relies on satire, irony, or exaggeration.
4. Television comedy ads are characterized by the involvement of prominent writers specialized in comedy writing (story, screenplay, and dialogue), whose unique style marks their advertisements for decades.
5. Elements of cinematic language, such as cinematography, editing, makeup, costumes, music, and effects, work together as a cohesive system to support and enhance the comedic character's performance and create a comedic impact in television advertisements.

6. The comedic character has established a distinctive identity in television advertisements through screenplay, acting, and direction.

7. The comedic advertisement is one of the most important types of television ads that attract the audience, with the comedic character, widely popular in the Arab world, playing a crucial role due to its exceptional talents in bringing joy and entertainment to the advertisement.

#### Recommendations:

Focusing on Developing Scenario Writing and Conclusions: The emphasis at this stage is on analyzing and evaluating different scenarios for the research, which revolves around the available data on the levels.

#### Suggestions:

1. The researchers propose a study on the skill of comedy in television advertisements post-2022 to attract audiences to products in a smooth manner.

2. The researchers also suggest a study on the external processing in Iraqi comedic advertisements to make them more harmonious with the advertisement content.

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