Manifestations of Globalization in International Television. Advertising Analytical Study of Ads in MBC1 Channel for the Period from 1/1/2019 TO 31/3/2019

Manifestaciones de globalización en publicidad televisiva internacional.
Estudio analítico de anuncios en el canal MBC1 para el período del 1/1/2019 al 31/3/2019

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ABSTRACT

The research aims to provide accurate scientific perceptions on the nature of the role played by the declaration as a means of globalization implement its entitlements and transmit information to the public. The researcher adopted the survey methodology to study the subject of globalization in the international TV advertising through MBC1 channel. It is concluded that the channel, through broadcasting advertisements that promote foreign goods and commodities, has contributed to the consolidation of ways and lifestyles by showing foreign products consumed by foreigners to achieve the desire of the Arab public to reincarnate in foreign life.

Keywords: Ads, globalization, international advertising, international television, MBC1.

RESUMEN

La investigación tiene como objetivo proporcionar percepciones científicas precisas sobre la naturaleza del papel desempeñado por la declaración como un medio de globalización, implementar sus derechos y transmitir información al público. El investigador adoptó la metodología de la encuesta para estudiar el tema de la publicidad en la globalización televisiva internacional a través del canal MBC1. Se concluyó que el canal, a través de la transmisión de anuncios que promueven bienes y productos extranjeros, ha contribuido a la consolidación de formas y estilos de vida al mostrar productos extranjeros consumidos por extranjeros para lograr el deseo del público árabe de reencarnar la vida extranjera.

Palabras clave: Anuncios, globalización, MBC1, publicidad internacional, televisión internacional.

INTRODUCTION

The great advancement of technology and modern technologies in our world today is reflected in various sectors, especially advertising, which has been fortunate in terms of benefiting from this development, as the design and production of advertising has become one of the most prominent reasons to attract the recipient and pay to buy, and in order to achieve the goal of advertising. It must be shed light on the most important global manifestations and the resulting culture of confusion, food, lotions and others, as it is necessary for advertising manufacturers to keep pace with the evolution in dealing with topics and employ technological development to achieve the goal of winning the largest possible number of customers, especially with the availability of a large number of means of presentation of these advertisements. The new media has become at the forefront of the media in terms of the prevalence and use, which provides the owners of those ads great opportunities to influence the audience.

While advertising as a communication activity affects the promotion of goods, services and ideas, it contributes in practice to the dissemination of new values and trends and changes people's habits and tastes. When a society receives advertisements prepared by institutions active in countries with a culture other than the target audience, it must and take into account that advertising carries with it the values of its culture, and may be an effective factor in social change, and therefore can be used advertising to spread globalization, which seeks to achieve its goals in controlling the global market and extend its influence globally.

Institutions based on the production and marketing of advertising has taken the lead in the implementation of agendas beyond the issue of marketing the product, as it became one of the tools to pass the various types of messages behind the goals and objectives beyond the process of commercial marketing, and not lose sight of making profits for the advertisers by helping them On the promotion of goods, among these goals is the process of marketing the manifestations of globalization through advertising in various media, especially television, summarized the researcher problem of research in the following key question:

What are the manifestations of globalization in the international TV commercial on MBC1?

The importance of research comes from the nature of the phenomenon being studied and its importance to society, as well as its scientific value, as well as what it can achieve the benefit of science and knowledge, and the importance of this research lies in several aspects, including:

1. This research is an important addition to the society to reveal the objectives and endeavors of large companies in the dissemination of globalization.

2. It represents an addition to scientific research being one of the topics highlighted for the first time.

The research aims to achieve the following:

1. Disclose the most important advertisements presented by MBC1 satellite channel in the context of its daily programs.

2. Identify the most prominent aspects of globalization in the contents of the ads shown on the satellite channel MBC1.

3. Stand on how companies employ advertisers of well-known personalities in the world to communicate the advertising idea to the recipient.

METHODOLOGY

The researcher used the survey method and the content analysis method because it is considered an important tool in the quantitative and qualitative study of the content of any communication means. The content analysis form was prepared which includes the main categories of advertisements for the manifestations of globalization to be analyzed.

Limits:

1. Spatial domain: represented in the advertising material within MBC1 daily programs.

2. Temporal field: Defined in the period from 1/1/2019 to 31/3/2019 field.

3. Thematic area: Announcements broadcast by MBC1 during the period from 7:00 to 10:00 pm daily as the peak period.

The research community is represented by a group of people or objects to be studied, in order to describe or identify their general characteristics, or to identify the relationship between its components, so these communities vary in size, and because the study of the entire community is sometimes expensive or impossible, so we resort to the sample that Representing the entire study community.

The research sample consisted of advertisements broadcasting in the evening (from 7:00 to 10:00 pm) on MBC1 channel, which is the period between 1/1/2019 to 31/3/2019, which means that the total hours in this period amounted to (270) The total intervals reached (360) advertising intervals during the mentioned period. The researcher relied on the regular random sample.

The researcher used, within the framework of his methodological procedures, to produce accurate results and judgments.

1. Observation: The researcher used the observation tool to follow and watch the ads on MBC1 channel, in order to determine the type of ads and the most important methods used in the presentation of advertising material, as well as to identify the celebrities who participated in the filming of these ads, by recording all these indicators and classified in the form of main units and categories Subclass within the analysis form.

2. Content Analysis Form: The researcher used the content analysis form in order to examine and analyze the content of the advertisements in MBC1 channel, at the level of form and content in order to achieve the research objectives, as follows:

Ninth: Definition of Terms:

Globalization: a new scientific philosophy, a system of relations, work and new interests in its connotations, goals and means.

Advertising: That paid form of non-personal messages that are broadcast through various means of mass communication.

International TV: It is the means by which to provide audiences in other countries with information and news in order to influence those audiences and convince them of the advertising message.

LITERATURE REVIEW

Concept of globalization

Globalization is the evolution of human life from the life of the individual living in the context of the local and national environment to the life of the individual living in the context of a global environment and this development did not come from a vacuum, but is the result of decades of repercussions of the information and communication revolution, but by the end of the twentieth century For more than two decades, the term globalization has been controversial in academic, political, cultural, global and other circles, from defining the concept to defining globalization's manifestations and dimensions, the nature of the forces driving them, as well as monitoring and analyzing their impact and implications. The positive and negative existing and potential states and communities, have been promoted by the Americans intensely, promised that a new global system that seeks to promote freedom, democracy and happiness, and reshape the states and communities to make them more suitable with the development that took place in humanity (1).

The various aspects produced by this phenomenon, and intervened clearly in the economic, political, social, cultural and behavior of members of society, without much regard for the political borders of sovereign states, or belonging to a specific country or a particular country, and thus the outputs of globalization pave the way for the total abolition of national and civilization In this light, globalization has been defined as: "a new

world order based on the electronic mind, the information revolution based on information and unlimited technical creativity, without regard to the systems and cultures of civilizations, values and geographical and political boundaries. J World "(2).

It has also been defined as giving the universal character a thing (3), and globalization as seen by many thinkers and writers is the domination and predominance of a culture of cultures over all cultures in the world (4).

Dimensions of globalization

For the penetration and globalization of globalization in all walks of life, here we briefly touch on its economic, political and cultural dimensions. This is because they are all related to the communication and media dimension, which we will address in more detail, as these three dimensions use modern media and communications, especially satellite TV channels, as an essential means to find their way to penetration and application.

Economic dimension

It is the most prominent dimension of globalization, as the concept of globalization is enshrined in an economic agreement, the General Agreement for Trade and Tariffs (GATT), which began negotiations of international trade liberalization after the Second World War and the establishment of the United Nations. These negotiations, due to conflicting interests, and differences of opinion, when it stalled, it was seen that an interim agreement was concluded until the negotiations were concluded. That's a And the Third World Islamic Countries (5).

Second: the political dimension:

The economic protection that foreign companies find within countries reflects on the political system of these countries, which leads to a reduction in the role of the state before those companies, which move with the support and support of international laws, and then foreign countries intervene to protect their companies. This is most pronounced in developing countries, where democracy, public freedoms, and media freedom are spoken. It is followed by talk about the laws and regulations of the state towards minorities, human rights, terrorism, and others which result in political objectives and dimensions due to economic agreements.

Third. Cultural dimension:

Globalization in the cultural sphere is aimed at humanizing the Western style, in accordance with its tradition and behavior. This is most evident in the activities of Western institutions in developing countries, for example by the USAID, Australian Aid, and Canada Canada. Denmark, Finland, Norway, Sweden, Sweden, and others provide funding for women's NGOs in third world countries, taking advantage of the scarcity of resources, indicating the exploitative trend of these institutions.

Among the implications of globalization on the cultural side were what was evident at United Nations conferences, such as the United Nations Population Conference held in Cairo in 1992 and the Human Rights Conference held in Vienna in 1993, which revealed the predominance of Western cultural norms.

It is clear that the decisions of such conferences and the activities of Western funding institutions reflect a real reflection of the concept of globalization in its cultural dimension.

International TV advertising

First: Advertising Concept:

In the tongue of Arabs, the declaration means (manifest), in what Boutros Boustany sees as (show and publish) (9), while the great dictionary defines the declaration as a set of means used to identify a facility (10).

In terms of statistical meaning, "the art of definition or the art of enticing people or individuals and directing their behavior in a certain way" (11), the American Marketing Association defines advertising as "a paid form of presentation, definition and promotion of the person's ideas, goods and services by a known source." 12).

It is also defined as "a structured administrative activity that uses innovative methods of communication design.

Second: Objectives of the International Declaration

Most of the advertising objectives are to promote a particular commodity or brand in a competitive position, and advertising is often used to increase sales, but the huge technological development is no longer confined to advertising in this aspect only and has become used for several purposes, such as stimulating sales among different social classes Building the highest studies and systematic research Also, the building of the integrated mental image, as well as constructive expectations to give social value to the material products of the institution, in addition to that advertising has become a key element in the campaigns of government media and social responsibility campaigns in what is known as social advertising The Declaration then seeks to differentiate its objectives to stimulate the recipient and motivate to search for more information and knowledge about the commodity, service or idea advertised to do the targeted behavior (14).

Third. Types of advertising geographically (15):

1. Local Declaration: A declaration that is published within a specific geographical area such as a governorate or state.

2. National Declaration: A declaration that is published within a larger and wider geographical area throughout the country.

3. International Declaration: A declaration that is published within a wider geographical area than the national declaration such as advertisements focusing on the Arab region, for example, where satellite channels are used.

Fourthly. Types of grooming (16):

1. Emotional grooming: It is all that pulls the viewer emotionally, whether it is crying, joy, sadness, laughter or any emotional feeling, often without any advertisement.

2. Grooming Mental: depends primarily on convincing the viewer mentally such as giving ratios and figures and facts.

3. Evidence and witnesses: the use of evidence and people who used the product.

4. Specialists: The use of specialists in the same field of product such as toothpaste ads.

A declaration usually adopts multiple methods of influence, and Frye has defined it as follows: 17

A. Logical: It is what appeals to the mind, and directed to the idea, and is based on the reasoning in persuasion, and has a long-term impact.

B. Emotional: It is an appeal to the emotional side of man and is designed to influence the emotions more than the impact on the mind and thought.

T. Selective: It is an appeal that urges the individual or group to select a particular variety of choices.

D. Initial: An appeal urging an individual to purchase one specific species.

Fifth. The effectiveness of the use of celebrities in the field of advertising:

Celebrity advertising is a type of certificate declaration that consists of three types: experts, laypersons, and celebrities. Experts are individuals who are perceived by the general public as having a broad knowledge of a particular field, and are chosen to advertise because of this experience. They are selected for their proximity or relevance to the quality of the target audience or advertised product in order to convey a specific message about the product.

Many companies use celebrities in their advertising to promote their products and brands despite their high cost. Their fame will attract attention to the product advertised, especially in light of the crowding of advertising in various media, secondly, celebrities have great effectiveness in drawing a mental image of the products, especially in the stage of presentation to the market or in redrawing the image of an existing product Act. (Margin) Repeat the previous source

The strategic effectiveness of using celebrities to make the consumer remember the ad is achieved.Most consumers when exposed to advertising messages are not ready to actually buy the product so it is important to make the information for this product stored in their memories so that the situation is ready to buy so that

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the information that was announced, The strategy of using celebrities is one of the most successful ways to achieve this goal. (Margin) Repeat the previous source.

PRACTICAL FRAMEWORK OF RESEARCH

Content Analysis Modules

The researcher used a number of units of analysis, in order to determine the nature of the units used in the ads broadcast by MBC1 channel, which are as follows:

1. The natural unit of the advertising material: It was represented by the vocabulary of the advertisements displayed within the programs of the MBC channel during the period from seven to ten pm.

2. Subject Unit: The researcher used this module in order to detect advertising topics that are used to promote goods and services during the programs of MBC1 channel and reflected through the manifestations of globalization.

3. Character Module: This module was used to reveal the characters who represented roles in the advertisement.

4. Unit of time: It was used to measure the time spent on television advertising according to the product or service displayed on the study channel.

Analysis Categories

The categories of analysis were divided into categories of form and content as follows:

1. Categories of content:

A. Topic Category: These are all advertisements that appear from 7-10pm on MBC1 depending on the topic you covered.

B. Unity of Linguistic Methods: means the approximation of the meaning to reflect the viewpoint of the communicator as (semantics, formulas do preference, realization, citation sources).

T. Character category: Means known personalities that participated in the ads.

D. Music category: means the phonetic symbols used to imply certain meanings such as (music depicting the general atmosphere, alternative music for real sound, music to explain meanings).

2. Special categories:

A. Time category: means the time allocated to the advertising interval during the program hour subject of the study

B. The category of dramatic or artistic style: means the dramatic or artistic forms used in the content of the declaration.

T. Personal phenomena: means cities, buildings, cars or any person who appears during the announcement.

D. Color Classification: It is intended for visual symbols that accompanied the filming of the advertisement.

Procedures and results of content analysis

1: Content Categories:

a. MBC1 Advertising Topics Category:

Table (1) below shows the distribution of the most important advertising topics broadcast during the program period for the period from 1/1/2019 to 31/3/2019, from (7-10) pm and the amount of recurrence and the ranks obtained, and it was clear by monitoring the advertising topics During the study period (30) advertising materials varied between the ranks (eighth) to the rank (first) during the study period, and the announcement of the company (Pepsi) to the players (Messi, Mohamed Salah) has ranked first with (9) iterations and obtained a percentage (9.2%) This indicates the financial momentum of the company in the repetition of the announcement during the study period, and the second place shares the ads of the companies

of (Coca Cola, Sool and Dettol soap (8.2%), which also demonstrates the strength of the financial monitoring of the two companies in the repetition of their advertising material on MBC1 channel, while the third place is shared by the advertising (SunSilk shampoo for women, and Schweppes syrup) repeated (6) and (6.2%) explains The fourth is the advertisement (lotion, moisturizing cream, Dove, and Pizza hut) with a frequency of (5) and (5.2%) of the total percentages of ads on the study channel, while sharing the fifth place with frequency (4). (CLEAR shampoo for men, Aptamil baby milk, Emirate airlines and HALA make-up brand) Lifebuoy, Persil Washing Powder, Himalaya Face Wash, and Veet Hair Remover ranked sixth (3%) with three iterations during the study period, and 7th place with 2 repetitions (2%). JIF removal cleaner, Singal toothpaste, NAJWA K. perfume, Fine Baby diapers, SENSODYNE toothpaste, NIDO (Golden start) milk for children), and last rank with frequency (1%) was for eight companies (Vatike cream bath, blends and flavors) Knorr food, Jadore women's fragrance, PRO NAMEL toothpaste, LANCOME, Maggi soup, BOSCH dishwasher, and Talabat app.

Table (1) shows the iterations of the category of advertising subject and percentages

Rank	ratio	repeat	Advertising Themes
First	% 9.2	9	Pepsi Advertising Company
the second	% 8.2	8	Advertising Company Coca Cola
the second	% 8.2	8	Dettol lotion and soap
Third	% 6.2	6	SunSilk shampoo for ladies
Third	% 6.2	6	Schweppes syrup
Fourth	% 5.2	5	Lotion and moisturizing cream Dove
Fourth	% 5.2	5	Pizza hut
Fifth	% 4.1	4	CLEAR SHAMPOO FOR MEN
Fifth	% 4.1	4	Aptamil milk for children
Fifth	% 4.1	4	Emirate Airlines
Fifth	% 4.1	4	HALA make-up brand
Sixth	% 3	3	Lifebuoy Hand Cleaner
Sixth	% 3	3	Persil washing powder
Sixth	% 3	3	Himalaya face lotion
Sixth	% 3	3	Hair Remover Veet
Seventh	% 2	2	Laundry powder OMO
Seventh	% 2	2	JIF fat removal cleanser
Seventh	% 2	2	Toothpaste Singal
Seventh	% 2	2	Perfume NAJWA K.
Seventh	% 2	2	Fine Baby Diapers
Seventh	% 2	2	Toothpaste SENSODYNE
Seventh	% 2	2	NIDO (Golden start) infant formula
Eighth	% 1	1	Vatike cream bath
Eighth	% 1	1	Food Mixes and Flavors
Eighth	% 1	1	Jadore is a women's fragrance
Eighth	% 1	1	Toothpaste PRO NAMEL
Eighth	% 1	1	LANCOME perfume
Eighth	% 1	1	Maggi Soup
Eighth	% 1	1	BOSCH Dishwasher
Eighth	% 1	1	Talabat application
	% 99	97	Total

B. Language Methods Category:

Table (2) shows the linguistic methods that embodied the meaning of advertising material from the point of view of the contact person. The linguistic methods that confer on real life were ranked second with (13) repetitions and obtained (36.1%), and methods of formulas do the third ranked (13.9%) and (5) iterations, while the fourth and final ranked by the language method Citing sources (11.1%) and (4) iterations.

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Table (2) shows the iterations of linguistic methods and their percentages

Rank	ratio	repeat	Advertising Themes
First	%38.9	14	Semantic
the second	% 36.1	13	Realization
Third	% 13.9	5	Formulas do preference
Fourth	% 11.1	4	Citation of resources
	% 100	36	Total

T. Characters category:

Table (3) below illustrates the most famous figures in the world, which led to the representation of the advertising break and sometimes other characters prepared only to highlight their faces as an advertisement interface.Following the analysis categories, it was revealed that the first place was occupied by the players of Lionel Messi and Mohamed Salah (9). The second place is for the singer Nancy Ajram in her advertisement for Coca Cola, and her ad received (8) iterations (16.3%). Third place in his announcement of the drink (Schweppes) with (6) iterations by (12.3%), while the fourth place is shared by each The international player Cristiano Ronaldo in the announcement of shampoo (CLEAR) and the Gulf singer Hala Turk in announcing the brand of cosmetics for its own company (HALA) with (4) repetitions each (8.2%), as is the case with the fifth rank was the media Raya Abi Rashed announced her face wash from (Himalaya) and shared the same rank actress and Miss Lebanon Nadine Najim for her announcement of the hair removal from (Veet) with (3) repetitions (6.1%), and the sixth place was occupied by Lebanese singer Najwa Karam for her own perfume (NAJWA The seventh place of the fragrance (LANCOME), which played the role of actress Rakih Julia Roberts by repeating the ratio of (1%).

Table (3) shows the occurrences of the category of characters and their percentages

Rank	ratio	repeat	Advertising Themes
First	%18.4	9	Lionel Messi
First	%18.4	9	Mohamed Salah
the second	%16.3	8	Nancy Ajram
Third	%12.3	6	Free Membership
Fourth	%8.2	4	Cristiano Ronaldo
Fourth	%8.2	4	Hala Turk
Fifth	%6.1	3	Raya Abi Rashid
Fifth	%6.1	3	Nadine Njeim
Sixth	%4	2	Najwa Karam
Seventh	%2	1	Julia Roberts
	100%	49	Total

D. Music Category:

Table (4) below shows the most important music and phonetic symbols to imply certain meanings or add special atmosphere to the advertising material. After calculating the categories, it was found that the use of music that indicates certain meanings ranked first with (22) repetitions (38.3%). The use of this type of music in order to influence the recipient is a kind of emotional grooming, while the music that reflects the real voice was second (14) repetition rate (23.3%) and companies used this type of music for the purpose of attracting

the attention of the recipient, either ranked The third was the share of music that depicts the general atmosphere - (13) repetition rate (21.7%) for the purpose of naturalizing the material produced, while the fourth and last place is the share of songs and got (10) repetitions and the rate of (16.7%) The motive in broadcasting excerpts from foreign songs with filming advertising material for the purpose Universalize them in order to attract and attract public attention.

Table (4) shows the frequencies and percentages of the music category

Rank	ratio	repeat	Phonetic symbols
First	%38.3	23	Music to explain the meanings
the second	%23.3	14	Alternative music for real audio
Third	%21.7	13	Music depicts the atmosphere
Fourth	%16.7	10	Songs
	%100	60	Total

Shape categories:

a. Time Category:

Table (5) below shows the time allocated to the advertising interval during the program hour from (7-8) pm and the number of program hours during the study period. The researcher shows that the total time for the program hour during the study period is (3 peak hours X 90 days duration) Programmatic time = 270 hours), the total time of the advertising interval, note that the advertising interval per hour is (14) minutes, either in peak hours only (42) minutes, and found that the total time of the advertising interval during the study period is (42 minutes during the three X hours 90 days (programmatic duration = 3780 minutes); It has reached (1:08:15) hour, minute and second.

Table (5) shows the iterations of the time category and their percentages

hour	min	sec	Characterization of time
270			Total time of program hours during the study period
	3780		Total time interval during the study period
1	8	15	Total time of analyzed ads shown in Table (1)

B. Category of dramatic or artistic style:

Table (6) below shows the dramatic methods and forms used to produce the advertising material. It was clear after the screening of the dramatic and artistic style category for all the ads subject to analysis. The recipient of the representative scenes that show the role of the characters that played representative roles, some of them famous figures in the sports and artistic world at the level of the Arab world and the world. Implied within the advertised product of Focused on clothing and fashion designs, the style of showing hair, color and length and the latest international stories have won the third place with (16) repetitions and obtained (19.2%), while the use of cosmetics was ranked fourth and (13) repetitions (15.7%) The dance style within the advertising interval was ranked last and fifth with (13.3%) and (11) repetitions.

Table (6) shows the iterations of the dramatic or artistic style category and their percentages

Rank	ratio	repeat	Technical method class
First	%26.6	22	Representative scene
the second	%25.2	21	Show off clothes
Third	%19.2	16	Show hair, color and length
Fourth	%15.7	13	Show the advantages of using cosmetics
Fifth	%13.3	11	Dances
	%100	83	Total

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T. Category of Phenomena:

Table (7) below shows the nature of the phenomena that accompanied the photography of the advertisement, after sorting the categories of the phenomena that accompany the photography of the advertising material. The bathroom, swimming pool or studio location has competed for the second place with (9) iterations (11.7%), as well as sharing the photography in the kitchen and the appearance of high-rise buildings in the advertisement on the third place with (8) iterations (10.4%). Filming these two sites to depict the lifestyle of modern luxury, either the use of smart devices such as mobile and iPad hands The figures that played the roles of advertising representation got the fourth place with (7) iterations and by (9.1%) and it became clear through its use that the world is connected with some small village, while the depiction of nature and gardens was ranked fifth and (6) iterations and by (7.8%) As for filming the galleries of luxury furniture, luxury cars and restaurants with modern designs, they got the sixth place with (5) duplicates (6.5%), while filming cities during review of the advertising material was ranked last and seventh with (4) duplicates (5.1%).

Table (7) shows the iterations and percentages of the phenomena

Rank	ratio	repeat	Personal phenomena
First	%14.3	11	a house
the second	%11.7	9	bathroom
the second	%11.7	9	Photography studio
Third	%10.4	8	a kitchen
Third	%10.4	8	Building
Fourth	%9.1	7	smart phones
Fifth	%7.8	6	Garden
Sixth	%6.5	5	Lounge seating
Sixth	%6.5	5	Car
Sixth	%6.5	5	Resturant
Seventh	%5.1	4	Town
	%100	77	Total

D. Color Classification:

Table (8) below, indicates the most important colors that accompanied the photography of advertisements and their connotations and reflections on the wishes of the recipient. It was found after the distribution of color category has met colors symbolizing the ideas (purity, clarity, clarity, transparency) such as white, blue and green colors have got the first place with (23) repetition rate (39.7%), while the colors led emotional effects such as (excitement and vitality, and movement And heat (such as red and yellow) ranked second with (19) repetition rate (32.8%), while the colors that symbolize the realism experienced by man (sadness, depression or denial) were represented in black and gray color and got third place by (15.5%) (B) (9) repetitions, while the colors of luxury such as gold and silver colors ranked the fourth fourth is (7) iterations with (12%).

Table (8) shows the iterations of the color category and their percentages

Rank	ratio	repeat	Colors
First	%39.7	23	Colors symbolize certain ideas
the second	%32.8	19	Colors lead to emotional effects
Third	%15.5	9	Colors that add realism
Fourth	%12	7	Colors symbolize luxury
	%100	58	Total

RESULTS

The researcher reached a number of results, most notably the following:

1. MBC1 focused on the repetition and repetition of advertising material found in all countries of the world and the most consumed and sold among the materials used daily such as drinks and types of lotion for (hair, face, hands, cleaning clothes, cleaning the cook).

2. The channel in its advertising breaks between the advertisements of interest to women or men as well as the child and other household needs.

3. The channel provided materials of origin manufactured in foreign countries on materials manufactured in Arab countries.

4. The channel relied on the repetition of ads whose roles led famous figures for the purpose of attracting the attention of the Arab audience.

5. The channel has an area of advertising breaks for advertisements that focus on modern life and luxury furniture in homes, cars, buildings in the streets and smart devices in their hands that show the possibility of ordering the product through your handset.

6. MBC1 featured ads that implicitly suggest and infer within the advertised product by focusing on celebrity clothing and fashion designs.

7. Through its advertising breaks, the channel used to consolidate the ways and lifestyles and how the foreign individual consumes the products in order to achieve the financial returns of the international companies and multiply the reincarnation of the foreign life of the Arab citizen, ie the globalization of his ideas through products, goods and goods.

8. The channel focused on the brands of female artists and singers that show their artistic productions on their space group.

CONCLUSIONS

The advertisements included tacit calls for Arab citizens to reincarnate foreign life by imitating celebrities and promoting international brands of various commodities.

The use of celebrities whose products are displayed by the channel through its screen in order to achieve the greatest impact since the audience follows the products of these celebrities through the screen and thus the possibility of influencing them more.

Advertising is not only about spreading the ideas of globalization, but also promoting merchandise in order to achieve greater sales ratios and thus achieve more than one goal at the same time.

The channel has invested all available capabilities, including the availability of modern technology, with the aim of facilitating access to the goods covered in such advertisements such as mobile phone.

The ads worked to consolidate globalization through its focus on manufactured goods in foreign countries and preference over its counterparts from the Arab origins.

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