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## A survey of influential personalities in magazines, films and cartoons in the Arab world

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## **Abstract:**

The Arab and Islamic identity remains at the forefront of what our societies in general, and our scientific research in particular, seek to fortify, support its constituents, consolidate its membership, protect it from distortion, and protect it from weakness.

Our Arab culture is one of the richest cultures in the world, and its richness is reflected in the integration of its elements, which include the following: beliefs that focused on the Islamic faith, the values that regulate social life, the cognitive elements that regulate identity, and the symbolic elements based on language and its alphabets, .

The emergence of new branches and classifications of science, arts and human and natural knowledge, the emergence of a set of global values and alphabets against local values, the growing spread of international animation films versus Arab animation films, the emergence of patterns of communication between human structures and the emergence of new lifestyles at night and day ... imposed on our Arab identity variables and challenges placed on the weight of our Arab societies.

The current study is based on the exploitation of contemporary media through one of its main pillars now, animation films, to preserve the Arab visual identity and to support the Arab cultural identity through its consolidation and deepening.

Bakkar's character in the series Bakkar, which was associated with all the Arab youth especially in Ramadan through his adventures is his friends to resist the bad guys and help the good and other high human values provided by young people in different age groups and many other personalities associated with our Arab society.

In each of the features and gestures that are used in the design of cartoon characters between all creatures, man is unique in his ability to express the features of his face, and reveals the face also what the owner wants to hide from others. He could not find a creature other than a human who could, for example, falsify his face with a smile or joy

The characteristics of the common faces in the age of the children in the cradle usually is a head of a huge size, especially in the front and differs accordingly for the teenager or young man, or the mother or the old woman will often be less in the textures of the young, and has a large nose and the strength of the curve And wrinkles in the face. From the above we will

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مجلة العمارة والفنون العدد الثالث عشر

review some of the features of the faces in particular and the body in general, which can be used in the design of characters and animation of them.

For example, the common belief that the two small eyes are evidence of treachery and since many people know this idea and some of them believed unconsciously, it is useful for the artist of successive drawings and worthy of consideration in terms of both positive and negative views.

The relationship of character with the features is a simplification and deepening of the basic facts. It should be borne in mind that the structure of the face depends not only on the bones of the skull, but also on the muscles that undergo a lot of change. Do not use it and grow and relax when you get older.

The muscles are affected by the state of mind and the manner of behavior that causes the appearance of the back and then these features cause cavities and protrusions which distinguish between men and boys, and this is why some of the faces that become attractive and enjoyable by providing age while others fade, For example, those who do not bleed their forehead do not look wrinkled in their faces.

The person often expresses his facial features to confirm what he says in his tongue, sometimes to change the meaning of his speech. Sometimes, the person relies on the expression that makes us understand that it means the opposite of what he starts with.

But the most important expressions that draw on the features of the human face are those silent expressions, which are not accompanied by words spoken by the owner of that face.

Most expressions have become a kind of signal agreed upon by the people of the earth.

In the opinion of the student that the art of animation can add expressions of human characters on the animal or plant or even the dead and this is considered a drop (earns the attributes of something else) .. For example, the individual is characterized by movements of a child in laughter or playing or horse riding, the lion wearing a suit and speak He has a human body, a lion's head and other things. Perhaps the eyes are the most characteristic of the character, and may indicate narrow black eyes converged away natural eyes each other by one eye on depression and suspicion.

If the eyes are very attractive and small and very close together, especially when the eyebrows are tilted with the eyeballs, this is the evidence of deception. The two small eyes that are close together with the wide eyebrows that are free of negative signs usually signify subtlety.

The eyebrows are one of the easiest features of the facial expression. Any simple tingling in the eyebrow affects the entire face and we can demonstrate the expression of the eyebrows with their varied positions, lines, thickness, color, length and direction of hair. Heavy eyebrows often indicate physical or mental activity. On the weakness and fluctuation of opinion, for example military men, their eyebrows are as heavy as Julius Caesar, Richard the Lionheart, and Wellington.

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Hair is a big sign of age. White or falling hair usually indicates age, beard and beard indicate masculinity and so on. By adding anything to the nose or removing a small thing from it works as in the eyebrows to change the image of the whole face.

The mouth is more indicative of the natural side of thought processes, and this is not only a matter of logic but also a general observation.

There are some expressions and meanings are done by hands and feet as evidence and a pretext for increasing expression and hands is an important expression tool in the characters of successive drawings, and always cartoonist depends on them in different expressions from

The hand and arms are very important in the communication process. There is a link between the movement of the hands and facial expressions or facial features.

The feet, especially the foot clothes such as shoes, pants, dresses, etc., are very important features in the various cartoon characters, they express the personality, whether the child or child or otherwise.

"If you see a man wearing a white shirt and holding an earpiece that is necessary to be a doctor, and if you see a man wearing his uniform, he is either a mechanic or a worker in a uniform. Workshop or technician "and so on

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The researcher presents the characters of heroes in the animation. Heroes of popular melodrama, heroes of legends, heroes of comedy and humor, and heroes of fantasy.

The research also presents a survey of some contemporary cartoon characters such as Alaa El Din, Majid Mahrous, Zico Zaki, Qatar El Nada, Zeid & El Araby El Saghir, Saad Personality, Bakkar Personality and Salsabil.

Keywords: Elements of Knowledge - Symbolic Elements - Arabic Animation - Age of Knowledge and Informatics.