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The Semiology of the Visual Discourse of Motion Graphics Technology and its Impact on Understanding and Remembering Environmental Awareness among University Youth

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Abstract

The study aimed to reveal the features and implications of the visual discourse of motion graphics, and how it was employed to deliver an awareness message that directs the target audience to positive behavior in an attractive manner and convincing content that is easy to remember and understand. In addition to testing the relationship between the visual effects through which the awareness-raising motion graphics videos are shown, and the process of cognitive perception of information. Within the framework of the available intentional sample, (30) female students were selected from the College of Islamic and Arabic Studies, Department of Media - Public Relations and Advertising (third year), and the experiment was applied to the study sample using the sequencing method by exposing them to the first application (PPT file containing a set of The texts supported by simple still images on environmental awareness prepared by the two researchers) then the second application, which is (the merging of a group of clips from motion graphics videos produced by United Nations. The study showed a remarkable diversity in the positive behaviors that were reflected in the local and global visual discourse. The semantic structure of the global models was based on the written and iconic signifier only, while the local models relied on the audio text as a means to attract attention and arouse interest. It was also found that the level of comprehension and awareness of the study sample increased by 80% for the post-test (Motion Graphics), while it was average in the first pilot test (PPT) by 60%, and the low level (did not remember anything or mentioned false information) was the highest in The pre-test (PPT) with a percentage of 60.0%, while the high level (remember most of the information presented in the presented material) was the highest in the post-test (Motion Graphics) with a percentage of 56.7%, Thus, the effect of Motion Graphics on the free recall of the presented environmental information becomes clear.

key words: Visual Discourse, Motion Graphics, Environmental Awareness, University Youth.