

Cinema and Advertising: A Historical and Technical Study of Visual Persuasion

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Abstract

Cinematic video has become a fundamental tool in modern advertising, as it combines visual and auditory impact to convey complex marketing messages to audiences. This study aims to analyze the use of cinematic video in commercial advertisements by reviewing the artistic and technical foundations underlying this industry, in addition to examining its psychological and emotional effects on the viewer. By understanding elements such as cinematography, sound effects, editing, and digital technologies, advertising can effectively capture the audience's attention and influence their behavior toward the promoted product or service.

This study is based on the hypothesis that the promotional video is not merely a marketing medium, but a profound artistic tool that incorporates creativity and techniques that enhance the advertising experience. The research explores the differences among types of advertising videos, whether those relying on storyboard narratives or digital effects, and discusses how cultural and social factors influence the design and success of such videos in the market. It also focuses on the evolution of cinematic video usage in online advertisements and social media platforms amidst rapid technological advancement.

Keywords: Cinematic Video, Advertising, Visual Impact, Promotional Messages, Cinematic Analysis, Media Platforms, Advertising Techniques.

Introduction:

Our current era is witnessing rapid developments in all fields of media, particularly in the advertising sector, which provides advertisers with a vast opportunity to influence audiences. Cinematic video is one of the most prominent tools used in the advertising industry due to its visual and auditory impact, which contributes to crafting an effective promotional message. The advertising video has evolved rapidly due to technological advancements in both the cinema and media industries, becoming a powerful tool for conveying messages and marketing products and services.

Furthermore, cinematic video in advertising has become an unconventional tool that merges cinematic arts with modern marketing techniques, making it an essential area of study in media and marketing. This research will address the topic of "Cinematic Video in Advertising," shedding light on the role of video in the advertising industry, its impact on the audience, and its technical and artistic dimensions.

Cinematic video in advertising is considered one of the most effective tools in modern media production. The advertising video reflects a genuine transformation in promotional and advertising methods, as it represents the peak of interaction between sound, image, and the marketing message, setting it apart from traditional advertising techniques. This field has flourished in recent years with the advancement of digital media, and television and digital ads are now shot using advanced cinematic techniques, which enhance their ability to capture the attention of the target audience. This research aims to study the evolution of cinematic video in advertising, its techniques, its psychological and aesthetic effects on the audience, and the importance of its use in contemporary advertising.

Problem Statement:

The problem addressed in this study lies in highlighting the evolution of cinematic video use in advertisements throughout history and how technological advancements have facilitated the emergence of new methods and techniques in the advertising field. The study also raises questions regarding the psychological and behavioral impact of these advertisements on the audience, as well as the influence of editing, cinematography, and music techniques in shaping promotional messages. It explores how these elements integrate to create an effective and inspiring advertisement for the consumer.

How has the use of cinematic video in advertising evolved over time? And to what extent do its artistic elements influence its effectiveness?

Significance of the Study:

This study is of great importance given the impact of cinematic video in the field of advertising media. In an era where brands compete intensely for attention and influence over consumers, a deep understanding of how promotional video affects audiences is essential for decision-makers in the advertising industry. Through this study, we aim to explore the psychological and visual factors that make advertising video an effective tool for influencing consumer behavior.

Objectives of the Study:

- **Examine the relationship between advertising and consumer behavior:** Analyze the extent to which promotional video influences consumer behavior and engages audiences with the advertised product or service.
- **Study the impact of cinematic media:** Identify how cinematic elements—such as imagery, sound, and lighting—contribute to shaping the advertising message.

Research Methodology:

This study adopts a descriptive-analytical approach, focusing on the analysis of the technical and artistic components of cinematic video in advertising. It explores how visual and auditory elements are utilized to achieve the intended impact on the audience.

Definitions of Terms:

1. Cinematic Video:

It is an audiovisual production that utilizes modern cinematic techniques—such as advanced cinematography, editing, and lighting—to deliver promotional messages effectively.¹

2. Advertising:

A strategic communication process designed to convey promotional messages to a target audience, with the purpose of influencing consumer behavior, shaping perceptions, and encouraging engagement with a specific product, service, or brand.²

Advertising is considered one of the most prominent media tools that has found its way into our contemporary era. Dr. Mohamed Al-Nadhir defines advertising as "a public communication tool used by a sponsor who pays a fee to convey his message through this medium, aiming to inform and persuade beneficiaries about a product, service, or idea. It is used to influence the buyer's perception, knowledge, and attitudes."³

3. Media Platforms:

These are communication channels used to transmit information and ideas, including television, the internet, radio, and the press.⁴

4. Visual Impact: Refers to the use of cinematographic techniques such as lighting, composition, and visual design to create visual impressions that influence the viewer.⁵

5. Cinematic Techniques: A set of technical methods and tools used by filmmakers to create distinctive visual and narrative effects, including advanced cinematography, editing, and special effects⁶

1.The Historical Development of Cinematic Video in Advertising

1.1 The Beginnings in the 20th Century

The use of video in commercial advertising began in the early 20th century, when cinematic advertisements were limited in scope and heavily reliant on photographic techniques and basic motion effects. Initially, cinematic advertisements took the form of short clips screened in movie theaters between feature films. These ads were primarily used to promote consumer products such as food and beverages, as well as to advertise upcoming films and television programs⁷.

¹ Abdullah bin Abdul Rahman, *Cinematic Media and Its Impact on Modern Societies*, 3rd ed., Dar Al-Thaqafa, Cairo, 2010, pp. 52–55.

² Fatima Zahra Ben Issa, *The Art of Advertising in the Digital Age*, 1st edition, Dar Al-Fikr, Tunis, 2015, pp. 102–107.

³ Mohamed Al-Nadhir Abdullah Thani, *Advertising Discourse Between Message and Interpretation*, Kingdom of Saudi Arabia, 2018, p. 20.

⁴ Hussein Al-Manea, *Modern Media: Its Impacts and Challenges*, 2nd Edition, Dar Al-Ru'ya, Amman, 2018, pp. 89–93.

⁵ Ahmad Al-Jabiri, *Media Psychology*, 4th ed., Dar Al-Mada, Beirut, 2012, pp. 77–80.

⁶ Salim Fahmi, *Cinema as a Tool of Influence in Society*, 2nd ed., Dar Al-Tanweer, Cairo, 2014, pp. 118–123.

⁷ Mostafa, Rami. *Technology in Cinematic Video Production*. Dar Al-Bayan Publishing, United Arab Emirates, 2019, p. 141 .

Cinematic advertisements were initially limited to short clips shown in movie theaters between films. These advertisements primarily relied on photographic techniques and simple motion effects. They were used to promote consumer products such as food and beverages, as well as to promote movies and television programs.

1.2 Expansion of Use in the 1950s and 1960s:

In the 1950s and 1960s, a significant transformation occurred in the use of video in commercial advertising, thanks to new advancements in cinematic photography and editing techniques. During this period, cinematic advertisements experienced substantial growth in terms of visual creativity and innovation in storytelling methods. Companies began using short narrative techniques (now known as "storytelling marketing") to deliver their messages in an engaging and impactful manner, which helped build brand identity.⁸

With the onset of the 1990s, computer technologies and 3D animation entered the realm of cinematic advertising, allowing advertisers to utilize imaginative capabilities and advanced techniques in the creation of promotional videos. These technologies revolutionized the advertising industry, enabling the creation of stunning visual effects and image integration techniques that surpassed the boundaries of reality.⁹

Cinematographic Elements in Advertising Videos:

Cinematography:

Cinematography is considered one of the fundamental elements that contribute to the success of an advertising video. The selection of camera angles, lighting, lenses, and other cinematographic techniques has a significant impact on the visual message conveyed to the viewer. Lighting plays a vital role in establishing the mood and overall atmosphere of the advertisement, while camera angles guide the viewer's attention toward the main subject of the advertisement, directing focus specifically to the product or service being promoted.¹⁰

The Evolution of Cinematic Video in Advertising:

Since the advent of television, video has been utilized in simple advertisements that relied on static shots or animated graphics. Over time, video advertising techniques have gradually evolved, now incorporating the latest cinematic technologies in cinematography, editing, and lighting. Advertisements today often employ advanced tools such as special effects and virtual reality, making promotional videos more interactive and engaging for viewers.

Contemporary video advertisements now rely on techniques like motion capture, animation, and advanced sound effects, all of which have contributed to transforming the traditional format of advertising. A prominent example of this trend is the use of augmented reality, which allows consumers to interact with products within virtual environments.

The cinematic approach is not limited solely to narrative storytelling; it also encompasses the integration of advanced visual and auditory effects. For instance, soundtracks are often employed with precision to influence the viewer's emotions, linking the music to feelings of excitement, joy, or tranquility, thus enhancing the psychological impact of the advertisement. This interplay between sound and image creates a highly effective combination that strengthens the advertising message and renders it more vivid and compelling.

Additionally, camera angles are among the essential tools in promotional video production. They are strategically employed to create powerful visual effects, such as using a low-angle shot to depict a character with grandeur and authority, or a high-angle shot to convey vulnerability or humility. These cinematic techniques influence the viewer indirectly, thereby increasing the advertisement's ability to shape consumer behavior.¹¹

The Auditory Impact in Promotional Video:

Auditory impact is no less significant than visual impact in promotional video. In fact, sound can often be the most influential element in conveying the advertising message to the viewer. Promotional videos rely on various auditory components such as the *soundtrack*,¹². Sound effects refer to artificially created or enhanced sounds used in audiovisual media (such as films, advertisements, or games) to support the narrative, evoke emotion, or enhance realism.¹³

⁸ Kareem Youssef. "Video Ads and Digital Marketing." Arab Foundation for Books, Jordan, 2020, p. 182.

⁹ Abdel Fattah, Adel. "Cinema and its Psychological Impact on the Audience." Dar Al-Fikr, Egypt, 2018, p. 102.

¹⁰ Zahrani, Fahd. The Principles of Cinematography in Advertising. 1st ed., Al-Raed Publishing House, Kingdom of Saudi Arabia, 2017, p. 54.

¹¹ Al-Zahrani, Khalid. The Cinematic Style in Commercial Advertising. Dar Al-Thaqafa Publishing, Saudi Arabia, 2020, p 56.

¹² Brandon, Kenneth. The Art of Sound in Cinema. Academic Publishing House, United States of America, 2015, p. 45.

¹³ Ahmed Nasif. Sound Effects in Cinema and Advertising. Dar Al-Ofoq Publishing, Egypt, 2018, p. 103 .

Soundtracks are typically used to evoke specific emotions in viewers; for example, calm and elegant music is employed in advertisements for luxury products, while fast-paced and energetic music is used in sports or entertainment commercials. Sound effects play a crucial role in reinforcing visual elements, such as explosion sounds or flowing water, which enhance the scene and make it more realistic and immersive. Additionally, voice-over narration is used to deliver direct or indirect messages, such as awareness campaigns or marketing content that accompanies moving images.

The use of motion is one of the most essential cinematic elements in advertising video. Motion ranges from simple camera movements such as panning or tilting to more complex techniques, including rapid motion or gradual zooming¹⁴.

These movements are used to highlight the finer details of the product or to draw attention to a specific element within the frame. For example, in car advertisements, fast and continuous camera movements are used to showcase the car's acceleration or power, while slow movements are used to emphasize the sleek design details of the product. Additionally, moving images help capture the viewers' attention and are among the most commonly used techniques in commercial advertisements, including those that rely on animation or special effects to create interaction with the audience.

Cinematographic editing is another vital element in the production of advertising videos. Fast-paced editing is used in advertisements aiming to capture the audience's attention instantly, while slow-paced editing is employed in other ads that focus on creating a dramatic atmosphere and emotional focus¹⁵.

The Psychological Impact of Cinematic Video Editing in Advertising:

Emotional Response:

Emotional response is considered one of the primary objectives of cinematic advertising. Companies primarily use video to evoke emotions and affective reactions in the audience, such as joy, sadness, or excitement.¹⁶

Stimulating Consumer Behavior:

Studies indicate that promotional videos that evoke a strong emotional response can significantly influence consumer behavior. Through techniques such as repetition and intense visual impact, advertising is able to build an emotional connection with the viewer, which leads to increased brand loyalty and encourages purchase decisions.¹⁷

Studies confirm that contemporary consumer identity is largely constructed through repeated exposure to advertisements with a cinematic visual style, especially when they employ youthful models and strong audiovisual effects.¹⁸

The Dramatic Structure of Promotional Videos:

Despite the short duration of promotional videos, they often follow a clear dramatic structure built on three stages: the beginning (presenting the problem or need), the middle (introducing the product or service as a solution), and the end (a happy or emotional conclusion). This dramatic structure elicits a psychological response from the audience, as it aligns with the mental framework of storytelling.

Advertisements often employ what is known as the "condensed dramatic plot," where the event is compressed into a few shots, maintaining both the emotional and communicative impact.¹⁹

The Impact of Technology in Promotional Videos:

Advancements in technology in the field of cinematic production have significantly improved the quality of promotional videos. Among the most important developments that have impacted this field are computer graphics techniques, which enable advertisers to integrate animated scenes and unreal images into the promotional video, offering endless creative possibilities. For example, imaginary scenes can now be created that transcend the limits of reality, enhancing the appeal of the advertisement and allowing for the presentation of new ideas in an innovative way. Editing technology has also played a major role in improving the quality of promotional videos. Editing is no longer limited to cutting scenes; it has become an essential part of building the temporal rhythm and emotional pace of the advertisement. Editing can create powerful psychological effects, such as speeding up movement in a certain scene to

¹⁴Ghanem, Iyad. *The Art of Movement in Cinematic Advertisements*. Al-Thaqafa Publishing House, Lebanon, 2017, p. 112.

¹⁵Sami Imad, *The Arts of Cinematic Editing*, Arab Arts Center, Lebanon, 2021, p. 99.

¹⁶Adel Jaber, *The Impact of Advertising on Emotional Behavior*, Dar Al-Qalam, Jordan, 2020, p. 76.

¹⁷Rania Hassan, *Psychological Marketing in Advertising*, Dar Al-Fikr, Lebanon, 2019, p. 58.

¹⁸Nada Jaber, *Consumer Identity in Visual Media*, Dar Al-Hiwar, Syria, 2017, p. 94.

¹⁹Mazen Al-Zuhairi, *Analysis of the Dramatic Structure of Television Commercials*, Dar Al-Fikr Al-Mu'assir, Iraq, 2021, p. 48.

convey a sense of fast action or excitement, or slowing down time in another scene to create a feeling of calm or relaxation.

Furthermore, augmented reality (AR) and virtual reality (VR) technologies have become tools used in some modern advertisements. These technologies allow consumers to experience the product interactively, increasing the impact of the advertisement. For instance, some car companies now offer interactive experiences for shoppers, where they can view their cars in a virtual environment and test its features using virtual reality technologies.²⁰

Digital Technologies and Creativity in Promotional Production:

Technological advancements have led to the emergence of sophisticated techniques in the field of advertising direction, such as 3D graphics, augmented reality (AR), and artificial intelligence (AI) in customizing advertisements and analyzing audience behavior.

Modern editing programs like Adobe Premiere and Final Cut Pro have become essential tools in producing precise and visually stunning promotional videos. These technologies offer great potential for real-time editing, image composition, and cinematic effects.²¹

Cinematic Video and Online Advertising:

The internet and social media have changed the way advertisements are consumed. With platforms such as YouTube, Instagram, Facebook, and TikTok, video advertisements have become increasingly diverse and widespread. Short videos lasting between 15 to 30 seconds have become the most common format in this field, due to the speed at which audiences consume content across these platforms.²²

These advertisements rely on quick attention-grabbing elements and strong visual effects to captivate the viewer within the first few seconds. One of the key techniques used in these ads is storytelling, which aims to convey a marketing message in an innovative way. Viewers can also interact with these ads through interactive links or direct subscriptions, thereby increasing the effectiveness of the marketing impact.

Psychological Techniques and Their Impact on Audience Behavior:

The promotional video is a powerful tool for influencing audience behavior. This influence relies on a number of psychological techniques that stimulate emotions and feelings, such as the use of cultural symbols or emotional associations with the product. In this section, we will discuss how the promotional video penetrates the human psyche through various tactics.

Cinematic advertising adopts several psychological methods aimed at evoking emotions and fostering a positive connection with the product. For instance, advertisers use familiar cultural symbols to attract the audience's attention, such as colors that carry specific meanings (like red, associated with love and excitement) or music that evokes particular emotions (such as emotional music that influences feelings of sadness or joy).

Additionally, some advertisements employ the technique of social influence, which relies on the audience's perception that others are interacting with or using the product, thereby enhancing their desire to mimic this behavior.²³

Marketing Strategies in Cinematic Advertising:

Marketing strategies are a fundamental component of promotional videos, where advertisers aim to convey a specific marketing message in an innovative and effective manner. The success of a promotional video heavily depends on understanding and analyzing the target audience and how to employ cinematic techniques to achieve the desired impact.

Psychological and Aesthetic Targeting of the Audience:

Effective marketing strategies rely on the use of psychological and aesthetic elements that influence the audience in indirect ways. Through the application of cinematic techniques, advertisers can create a visually appealing environment that captivates both the visual and auditory senses of the viewer. For example, artistic cinematography or the use of innovative camera angles may enhance the attractiveness of a product, leading the viewer to perceive it not merely as an ordinary item, but as something unique and distinguished. Additionally, lighting plays a significant role in reinforcing a sense of beauty—for instance, soft lighting can evoke a luxurious atmosphere, while bright lighting conveys a sense of energy and excitement.

On the psychological level, the audience's emotions are directly targeted, as advertisers employ emotional arousal strategies to attract attention. Advertisements that convey positive emotional messages—about love, happiness, or

²⁰Nasser Al-Tayeb, Promotional Video Technology: Between Cinema and Innovation, Dar Al-Uloom, Egypt, 2021, p. 75.

²¹ Hussein Sharara, Technological Creativity in Advertising Industry, Dar Al-Ibda, Lebanon, 2022, p. 109.

²² Hala Nader, Video Advertising in the Age of Social Media, Dar Ru'ya for Publishing, Egypt, 2020, p. 76.

²³ Sami Al-Ahmadi, Psychological Theories in Cinematic Advertising, Dar Al-Ma'arifa, UAE, 2022, p. 62.

peace—help establish an emotional bond between the product and the viewer, making people more likely to remember the brand and perceive it as part of their daily lives. This strategy contributes to building a positive mental image of the product.²⁴

Influence on Consumer Behavior:

Cinematic advertising can exert an indirect influence on consumer behavior by transforming desires into purchasing decisions. Through the use of cinematic storytelling techniques, advertisements can affect buying choices by creating specific mental states—such as arousing curiosity or inspiring hope for the future—which motivate the audience to purchase a product or engage with the brand. Moreover, the repetition and constant presence of advertisements across multiple platforms reinforce this influence, contributing to the formation of new consumer trends.

Advertisements that feature elements of social behavior—such as scenes depicting people interacting positively with a product or service—are among the most powerful tools in influencing audience behavior. Viewers may find themselves affected by these social cues, leading them to feel compelled to participate in this collective experience.

Symbolism in Promotional Video:

Symbolism is one of the most prominent tools used by advertisers to influence audiences. It may be embedded in various elements of an advertisement, including clothing, colors, lighting, and even in the scenes themselves. For instance, advertisers may employ visual symbolism to represent luxury or affluence—such as displaying the product in an upscale environment or surrounding it with visual effects that enhance this impression. Symbolism may also be conveyed through the characters depicted in the ad, such as portraying idealized or attractive individuals to communicate messages of beauty or strength.

In addition to visual symbolism, musical symbolism is frequently used. Some advertisements feature specific types of music or melodies that evoke emotions like love, sorrow, or optimism, thus deepening the viewer's emotional engagement with the advertisement. This use of musical symbolism helps reinforce the core messages the advertisement seeks to convey.²⁵

The Impact of Promotional Video on Popular Culture:

The influence of promotional video extends beyond the individual level to encompass popular culture as a whole. Cinematic advertisements play a significant role in shaping standards of beauty and elegance, as well as in defining consumer and behavioral trends within society.

Influence on Beauty Standards:

Cinematic advertising contributes to shaping ideals of beauty that affect how individuals perceive themselves and others. In many advertisements, people are depicted according to idealized standards of beauty, often portrayed as having flawless appearances and desirable characteristics. This can lead to negative psychological effects among viewers who may feel they fall short of such ideals. However, in recent years, some advertisements have started to promote more diverse representations, showcasing individuals of various body types and cultural backgrounds, thereby fostering inclusivity and broader societal acceptance.

Influence on Societal Behaviors:

Cinematic advertisements also influence societal behaviors in various ways. For instance, advertisements promoting specific products may encourage individuals to adopt certain lifestyles, such as healthy eating or the use of environmentally friendly products. Additionally, advertising contributes to reinforcing consumerist behavior by making individuals feel the need to purchase specific items in order to fulfill their needs or desires²⁶.

Technical and Artistic Analysis of Cinematic Promotional Videos:

The cinematic promotional video is considered one of the most prominent visual media forms that heavily rely on the use of advanced cinematic techniques to create both visual and emotional impact on the viewer within a short time frame. Beyond well-known aesthetic elements such as lighting, scene design, and cinematography, advanced cinematic techniques play a central role and serve as the backbone in shaping the visual language of advertisements.

²⁴Adel Al-Juhaimi, Marketing Strategies Through Promotional Video, Dar Al-Dirasat Al-Mutaqaddima, Saudi Arabia, 2020, p. 95.

²⁵Mohammed Al-Zahrani, Symbolism and Ideology in Television Advertising, Dar Al-Kitab Al-Hadith, Egypt, 2021, p. 131.

²⁶Abdul Karim Al-Saeed, Popular Culture and Cinematic Advertising, Dar Al-Fikr Al-Arabi, Egypt, 2020, p. 159.

Tariq Al-Zuhairi highlighted the significance of these techniques, stating: "Analysis does not stop at the visual and auditory elements but goes deeper to understand the advanced technical structure that contributes to the formation of the advertising meaning."²⁷

1. Fast Cutting Techniques:

Fast cutting, also known as "*Fast Cutting*", is one of the contemporary editing methods used in advertisements to achieve two primary goals: first, capturing attention through an accelerated visual rhythm; and second, enhancing the viewer's psychological engagement. The rapid succession and fragmentation of shots stimulate a neurological response in the brain, embedding the advertisement within the viewer's visual and auditory memory.

This technique is frequently employed in ads targeting youth demographics or promoting high-energy products such as sports drinks, automobiles, or technological gadgets. Through fast cutting, the dramatic time of the advertisement is manipulated—despite its short duration, it appears visually rich and content-dense to the viewer.

Fast cutting not only fulfills an aesthetic function but also accelerates the emotional and psychological reaction of the viewer, prompting immediate engagement with the advertisement's message and encouraging decisions such as purchasing or brand interaction.

2. Advanced Cinematographic Techniques:

High-resolution cinematography, such as HD (High Definition) or 4K (Ultra High Definition), is no longer a mere visual luxury but a strategic artistic and marketing tool. The higher the image resolution, the more detailed and clear the visuals become, enhancing the display quality and imparting a sense of realism and professionalism to the promotional content.

Visually, advanced cinematography enables precise control over lighting, shadow, and color gradations, contributing to the enhancement of the product or scene's aesthetic dimensions. Psychologically, such visual fidelity suggests to the viewer that the product is of high value and that the producing entity operates at a high level of professionalism.

Moreover, this technique allows the use of various cinematic lenses (wide-angle, macro, telephoto), opening the door to unconventional camera angles and perspectives, which in turn adds a new layer of creativity and innovation to the advertisement.

3. Special Effects and Visual Effects:

Special effects are among the most impactful techniques for achieving visual astonishment in promotional videos, playing a crucial role in creating virtual worlds that either simulate or surpass reality. These techniques include:

- **Digital Animation:** A technique that enables the creation of moving images often used to explain a product or simplify a concept in an entertaining and engaging manner. This is especially effective for technological or educational products, or when targeting children.

- **Visual Effects (VFX):** These involve the addition of elements not present in the original shot, such as explosions, environmental transformations, or complex motion sequences generated via computer software. These effects add a fantastical dimension and strong visual appeal to advertisements, commonly used in promotions for films, video games, or modern lifestyle products.

These effects are not employed solely for spectacle; they are carefully integrated to support the advertising message, enhance promotional appeal, and ensure memorability. They allow the advertisement to transcend real-world constraints and unleash imaginative expression, offering advertisers a broader and richer space for creative articulation.

The integration of fast cutting, high-quality cinematography, and special effects together forms what can be termed the "*integrated cinematic structure of the advertisement*." This structure does not merely aim at product promotion, but rather constructs a sensory and cognitive experience that influences consumer behavior and shapes decision-making processes. Therefore, analyzing promotional video from a cinematic perspective requires a deep understanding of visual language and production techniques.

With the rapid advancement of technology, it has become imperative for advertisers to possess cinematic skills and professional expertise in manipulating visual and auditory technologies to ensure effective influence on the target audience.

Conclusion:

In light of the discussions and analyses presented in this study on cinematic advertising video, it becomes evidently clear that this form of visual production has become a central tool in the fields of communication and marketing. It

²⁷ Tariq Al-Zuhairi, *Advanced Cinematic Techniques in Promotional Video*, Al-Fann wa Al-I'lam Foundation, Kuwait, 2021, p. 98.

stands as one of the most prominent manifestations of the interaction between technology and the advertising message. The study has demonstrated that the communicative effectiveness of the advertising video is not merely confined to the image or sound, but rather stems from the integration of multiple elements. These include cinematic techniques such as editing, visual angles, motion, and lighting, as well as psychologically effective strategies, such as generating excitement or building an emotional connection with the viewer.

Moreover, the evolution of digital technology and the shift toward internet platforms and social media applications have granted advertising videos a new dimension of interactivity. The viewer is no longer a passive recipient, but an active participant in the advertising experience, thanks to tools such as augmented reality and interactive video.

What characterizes this current phase of cinematic advertising development is the merging of cinematic structure with marketing thought, resulting in the emergence of a new form of advertising narrative that relies on storytelling as a principal tool of influence. Successful advertisements today no longer simply present a product; rather, they tell an emotionally charged story, employing every available visual and auditory resource to create a fully immersive sensory and emotional experience.

Based on the above, it can be argued that the cinematic advertising video is no longer merely a promotional media tool, but has evolved into a complex visual discourse. It mirrors the components of narrative cinema in its artistic construction and draws upon the disciplines of psychology, communication, and marketing in crafting its strategies. Therefore, understanding the techniques of this video genre and analyzing its tools is essential for any researcher or specialist in the fields of media, cinema, and advertising, especially in light of the rapid transformations in media formats and platforms.

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