MAGICAL REALISM IN ADVERTISING

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Abstract:
Several publications have been published featuring graphic design. However, there are no systematic and clear findings on the relationship between Magical Realism and graphic design. Graphical design and Magical Realism are highly important in coming up with an advertisement design. Magical Realism depends more on creative graphic design to bring forth a touch of the imaginary into the factual coherent world anchored on reality. Magical Realism marks an established fact that visual imagery coupled with sound makes the communication process embodied in advertising more fruitful and successful. The main goal of advertising is to create awareness and stimulate interest resulting in actual sales. For as long as business has existed, advertising has been there and this underlines its importance in the business cycle. The whole process of advertisement is very dynamic and any change that can improve it should be welcomed whole heartedly because it changes the phase of the nature of producers. In this research, therefore, a lot of discussions are revolving around graphic design and Magical Realism in the light of the advertising. Moreover, the paper tries to find out possible ways through which producers can incorporate Magical Realism in their advertisements to ensure that they achieve their goal of reaching their customers.

Keywords: Magical realism, Advertising, graphic design, producer, customers.

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