

The Visual Speech of Palestinian Banks on Facebook: An Analytical Study of Arab Bank

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Abstract

This study aims to analyze the uses of Palestinian banks for digital visual content in their publications in order to study the main visual elements used in them and their connotations. The study relied on the qualitative approach to analyze how digital visual content is employed in the brand of the content of the Arab Bank account on the Facebook platform, through the semiological method, which in turn analyzes the connotations of the visual content, including its symbols, elements, colors, shapes, etc., represented by publications and its suitability for the brand. The study concluded that the appropriate visual elements were used to enhance the corporate image and build Arab Bank's digital brand. Digital publications also varied and included promotional content and my services, as well as campaigns focused on social and humanitarian aspects. The results showed that the use of appropriate visual elements by the bank contributed to consolidating the concept of trust among customers and enhancing the professionalism and formal character of the banking institution, and that visual elements, such as colors, symbols, characters and shapes, were used to convey messages related to professionalism, confidence, innovation and keeping pace with modernity in the brand.

Article History

Received 2-3-2026

Accepted 1-5-2026

Published 15-5-2026

Keywords

Visual Discourse,
Palestinian banks,
Arab Bank,
Facebook.

Introduction

In light of the digital revolution, many sectors benefit from the virtual world, by providing digital visual content in delivering the message and drawing the attention of the target audience faster to what they want to promote, and here the banks found themselves facing the challenge of entering this world to address their audience.

Visual content is a storehouse of aesthetic and semantic dimensions, (adway, 2023) and among the elements that can be used in visual content such as: image, animation, fonts, colors, icons, graphics, video, texts and templates., and the coordination of these elements in an innovative and attractive way to create visual content that takes the target audience on an interactive and enjoyable journey.

This study focuses on the connotations involved in the digital visual content of the Arab Bank of Palestine, through the analysis of some of the posters published by a semiological analysis, as the semiological analysis is the best approach that sheds light on the mechanisms through which meanings are produced in semantic patterns, reveals the internal relations of the elements of the pattern, and then reshapes the semantic system in a way that allows a better understanding. Semiotics "signs" are specialized in searching for the meanings behind words and their cognitive and semantic stakes, in order to interpret the apparent meaning and the non-apparent meaning, and it is also a valuable tool for understanding the layers of meaning embedded in signs and symbols and how they contribute to the communication of ideas within a specific cultural or social context (Congratulations, 2017).

The study seeks to answer the question: How is visual content employed in the brand of Palestinian banks via digital platforms? Under it, what are the main visual elements used in Arab Bank publications and what are their meanings?

This study aims to explore the employment of digital visual content in Arab Bank publications, and to know the main visual elements used in them and their connotations.

Literature Review

After the French social philosopher Roland Pate, the founder of the theory of visual semiotics, Bart's methodology is applied in media studies that focus on the semiotic analysis of various media fields such as advertising, cinema, films, video clips and cartoons, as Bart developed a set of standards and elements of analysis for images, as he considered in his book "The Light Room " and "Reflections on Photography 1980", and other works. (Al-Arabi, 2015)

According to Bart, the elements of analysis go through two basic levels: the descriptive level: that is, the descriptive significance, which is the level that everyone can perceive and in which the image is described in detail, by answering the question "what"? This helps in understanding and identifying the subject of the image and knows about its content, and the elements that make up the image(Al-Lawati, 2021).

Bart's second level is suggestive (implicit): It relates to deconstructing the suggestive connotations of the image, by deepening the analysis of the implicit connotation that the images contain (Ali S. R., 2020), by answering the question " why"? In order to know or guess the intention behind these signs and symbols that contain the image, and to identify the significance and significance, and this level depends on the ability of the researcher, his culture and his experience in analyzing(Rabee, 2017).

The current study adopts visual content analysis tools with the same level of semiotic analysis of visual icons, where visual publications published on the Facebook platform of Arab Bank and Bank of Palestine are analyzed.

According to the descriptive level, by describing the visual elements contained in the publications, this helps in determining the first direction of the elements of the "brand" in the publication, and then analyzing these publications according to the suggestive level, through which the connotations, suggestions and meanings of the publication are determined, and classified according to the elements of the " brand" of banks.

The pioneers of semiology have several methods and approaches in analysis, so Roland Barthes (designation and implication) relied on semiotic analysis of the " image" or visual icons. As for the French critic Martin Jolie, she relied in his book "Introduction to Image Analysis" on analyzing images at three levels: (formal, iconic, and linguistic)(Ismail, 2018).

Some of the studies dealt with the employment of digital content through digital platforms to enhance or consolidate the identity of the target institution or sector as a study(Ali R. H., 2022),which examined the employment of visual content to enhance the identity of Palestinian universities. A (Ali R. H., 2022) study and a study (Al-Zahrani, 2021) that dealt with the possibility of using semiotics in the field of Arab digital design on the communicative role of the brand of international economic companies operating in Egypt "Semiotic analysis. This study also shares with a study (Al-Zuhri, 2017) that deals with brand analysis and analysis of digital visual content.

Banks seek to benefit from the power of technology to transform the way banks manage their business, manage their teams and provide better value to their customers. Banks also exist across major platforms to be close to their customers and to promote their campaigns and all that is new. In this research, which takes from the Arab Bank study community, we find a clear presence for them through electronic platforms.

Based in Amman, Arab Bank was established in 1930 and has one of the largest global Arab banking networks, with over 600 branches. Arab Bank offers a wide range of banking products and services to meet the needs of individuals, companies and other global financial institutions, and the bank has a prominent presence in major financial markets and centers in the world such as London, Dubai, Singapore, Shanghai, Geneva, Paris, Sydney and Bahrain. Arab Bank has a sister company and a group of subsidiaries and affiliates. In 1996, Arab Bank created its own page on the Internet (www.arabbank.com) to keep pace with the digital revolution. In 2010, its Facebook page was created through which the bank's campaigns, offers and competitions are published. (Arab Bank, 2024) Arab Bank is available through the recognized web pages "the official platform" Web site", Facebook, Instagram, LinkedIn, YouTube, and on the X platform.

The research monitors the number of followers of the main pages of Arab Bank based on the information published on the main platform of the bank, where the most follow up of Arab Bank is 71.7 thousand followers of the Facebook platform, where Arab Bank has two Facebook accounts, the first under the name "Arab Bank" and the second under the name "Youth from Arab Bank", followed by the follow-up "Web site" 71.4 thousand followers, and follows the YouTube channel of Arab Bank 37.9 thousand

subscribers , while 508 thousand subscribers through the LinkedIn account of Arab Bank, and the number of followers of the X platform 26.9 thousand . (Arab Bank, 2024)

Methodology

This study is one of the descriptive studies that relied on the qualitative approach to explore how digital visual content is employed in the brand of the content of the Arab Bank accounts on the Facebook platform, through the use of the semiological method, which in turn will analyze the connotations of the visual content from the symbols, elements, colors, shapes, etc., represented in the publications and its suitability for the brand , based on the fact that the qualitative approach has the ability to employ methodologies that are employed within the scientific methodologies used by researchers for the reasons of understanding how humans organize their lives and their external surroundings, and add meanings and connotations through the symbols, rituals, beliefs, ideologies, opinions and social roles they adopt (Hussein, 1983)

The sample of the study represented in the study is represented in the posters published by the Arab Bank based on the extent to which the followers of the Facebook page interacted with it, and this was shown by the comments, inquiries and likes of the analyzed post, where the most interactive ones were selected. Intentional sampling, which is defined as the way in which the research sample is carefully selected based on criteria specified by the researcher, is used by researchers in qualitative research and exploratory studies(Ghunaim & Alian, 2014).

Results

The results of the study include a toxicological analysis of posts on the Facebook page of Arab Bank:
Post 1: "We made it easy for you to contact the Authorized Service Center"



Post No. 1: A Post presenting a new service from Arab Bank, which is an authorized service center to facilitate direct communication with customers

In this post, a female president appears wearing a dark blue (navy) uniform and a white shirt. She puts the headset with a microphone and smiles while working in a modern office environment. The office appears in front of her computer. This suggests that she is a customer service employee. At the top of the post is a headline that says: "We made it easy for you to communicate with the authorized service center." It is written in a clear line in a dark blue color, which draws attention to the message of this advertisement. To the right of the woman is the headset icon, which includes a hashtag for Arab Bank #22 in reference to the presence of a direct customer service. To the right of the post is a text that

mentions "The hashtag of Arab Bank of Palestine with the service (Name Tag). The advertisement shows that it is for Arab Bank in Palestine.

Visible Items

1. Color Palettes

White: The white color is used in this post for the background, and in the headset icon and hashtag #22, and the color reflects indications of clarity and transparency, which gives the idea of openness and credibility in banking transactions, helps to highlight other elements clearly, such as texts and symbols, and makes the message clearer and easier to understand.

Blue color: The blue color is used in phrases, the bank logo and the circular symbol inside which the speaker icon, and it symbolizes security, trust and stability, which establishes the concept of trust and credibility between the customer and the bank towards the banking services provided.

The navy **color (dark blue):** It appears in the costume of the character "woman", which is one of the prominent colors in the picture, and is used especially in brands that relate to financial institutions, because of its connotations of stability, balance and seriousness in dealing, which makes the customer feel safe in his dealings with the bank, and the navy color can be linked at most times to official work environments, which indicates professionalism and commitment as in the employee's costume, and its use in the publication supports the visual identity of the bank by highlighting the strength and professionalism of the work.

2. Indications of shapes and drawings

- The main character "icon woman": The girl appears smiling as she looks directly and sits behind the desk, in front of her computer, and she is ready to receive the audience, and the girl here indicates the customer service employee.
- Headset: The headset is usually used in this way in a professional and serious work environment that expresses active and focused listening to the audience, and putting the headset on the head suggests that the service employee is always available and ready to respond to customer inquiries, which enhances the sense of interest, and the presence of the microphone gives the impression that the caller can speak freely, and he will find a direct response without any automated intermediary, which enhances the idea of trust in the banking services provided.
- Circle shape: The use of the circle in this publication did not come as just a visual frame for the headset, as the circle usually suggests in its connotations to friendliness, comprehensiveness and continuity, and this coincides with the goal of advertising that promotes easy communication with customer service, but rather to promote the idea of direct communication, and that the service continues without interruption.
- # Code: The use of the "hashtag" symbol indicates the digital nature that the bank includes within the strategy of keeping pace with digital development.

3. Light and shadow connotations

The lighting was used homogeneously without any clear shadows, which indicates the formality and clarity of the picture and reflects a friendly work environment, and the strong lighting was applied to the main "employee" figure, which makes her the prominent element in the publication and clearly reflects her features to give the customer comfort and friendliness in dealing, and this suggests that customer service in the bank depends on honesty and transparency.

4. Phrase and font semantics

The phrase "We made it easy for you to communicate with the Authorized Service Center": This phrase indicates the bank's interest in the comfort of customers, which enhances the customer's sense of interest, credibility and efforts for his sake.

The phrase "Arab Bank of Palestine hashtag with Name Tag Service": denotes modernity and innovation and the bank's orientation towards digital technologies, as it used the word "hashtag" and "Name Tag" and the employment of these digital tools indicates that the bank seeks to make communication with its customers quickly and easily, and enhances its image as a financial institution that keeps pace with technological development.

5. Semantics.

The simple, clear and modern calligraphy, which is devoid of diagonal calligraphy, has been employed to decorate and sharp corners, and here it is noted that it is not just a visual element, but has connotations that support the marketing message in an innovative and effective way.

6. movements and gestures

The girl appears in a formal sitting position, looking in front of her as if she is talking to the reader of the publication directly, which reflects the roar and focus at work, which in turn reassures the customer

and sends him a message that he will receive good service. The smile that appears on the girl's face with calm features reflects a sense of confidence, calm and professionalism, and this enhances the bank's visual image as a financial institution that seeks to provide comfort to its customers.

The movement of the hand on the keyboard also suggests to the viewer that the service is quick and immediate, and this enhances the customer's experience of the new service through which he will receive a response to his inquiries.

The connotations of other elements:

Formal dress "Suit": The girl's formal dress symbolizes credibility, seriousness and discipline at work, which creates the impression among the customer that the service is highly efficient, and it is also one of the most important visual elements in the advertisement to reflect the bank's financial identity.

Headset with microphone: Refers to the girl's professional role in customer service, and this reinforces the basic idea of advertising, and carries in its connotation modernity and digital development in banking services.

Based on this analysis, it is clear that the visual content of the advertisement is not limited to promoting the service only, but carries in its visual elements a lot of connotations that aim to build trust with the customer and enhance the visual identity of the bank.

After conducting a semiotic analysis of the Arab Bank publication at the prescriptive and implicit levels, it is clear that the visual content tends towards cultural neutrality, as it lacks Palestinian cultural symbols such as an embroidered dress. This suggests that the visual content adopts a global rather than a local Palestinian cultural model, reducing the cultural impact of the publication. Socially, the presence of women appears in the publication as evidence of their empowerment in the labor market, where the employee represents the global stereotype of the bank employee, not necessarily the representation of Palestinian women. The visual content also enhances Arab Bank's brand by reinforcing its corporate and professional identity, and reflects the Bank's orientation towards digital development. Overall, I see the visual content of the publication as effective and positive for the institution, but it lacks the cultural dimension that can foster deeper communication with the local community.



Post No. 2 : This circular offers a new service which is 15% cashback limited to Friday in December 2024

- The Post. - The Post?

Through this publication, Arab Bank offers a new service, which is a 15% cashback limited to Friday in December 2024, through online shopping using Arab Bank Visa credit cards. Friday was chosen for shopping because most segments of society have an Arab and local holiday, and in line with the terminology that has become common on Friday in the world of marketing, such as "White Friday" or Black Friday.

The post shows a girl sitting on a couch, smiling as she looks at her smartphone, and in the background of the photo is a library containing books and green plants, which reflects a comfortable home atmosphere. At the top of the post is a clearly written and easy-to-read text that includes the content of the advertisement. The Visa logo and the Arab Bank logo appear in the bottom corner clearly, while the most prominent colors in the post are blue, which appears in the background of lighting and text

shades, brown and beige, which appear in the girl's clothes and sofa, and white, which is used in the texts and logo.

Visible Items

1. Color Palettes

Blue: Use in this publication in the background and in the shading of the text, which is a color of the components of the Bank's logo, where blue expresses confidence, comfort and strength, and I use in this publication to convey a sense of confidence and security, and symbolizes the world of technological space through which this service is provided.

Brown: The color of the girl's jacket and the library indicates calmness and simplicity, and is used to indicate that the advertiser has much more important than focusing on colors, and here it reflects a sense of comfort and distance from complexity and highlights the comfortable home atmosphere that supports the idea of advertising, which is distance shopping.

Beige : The color of the sofa is associated with realism, clarity, simplicity and reflects a sense of comfort.

White : It is the color of some symbols and text elements in the advertisement, and it is a symbol of purity, simplicity, honesty and clarity, so it reflects a transparent and clear message from Arab Bank to its customers . The use of white on a blue background creates a contrast between white and blue that helps direct the consumer's focus towards the main elements of the advertisement, such as: "Display 15% Cash Back" , and this contrast between colors reflects the identity of the brand and supports the positive values it seeks to communicate, such as : security , innovation , transparency.

2. Semantics of shapes, drawings and symbols

The main character " icon " woman ": The girl is shown smiling as she looks at her phone" smartphone "while sitting comfortably on the couch, and the girl indicates the target consumer of the advertisement, which is the young group interested in e-shopping.

The mobile phone, which is carried by the character and represents the main element that indicates the way to benefit from the offer. It is also a symbol of technology and shopping through it is easy and is the focus of the advertising message.

The **sofa and other items:** a comfortable sofa, his office , plants and home accessories, all symbols of comfort and relaxation, which symbolizes the idea of shopping remotely from home in a comfortable atmosphere.

Outer frame: Using a semi-transparent box that surrounds the basic texts "frame" , this gives a sense of order and coordination and shows the visual content in a stylish and attractive way, and focuses attention on the advertising message.

The **significance of the symbol "Arab Bank logo":** The logo of "Arab Bank" reflects confidence and heritage and is written in a clear, simple and direct classic font. The symbol accompanying the logo "The Three Globes" represents the global reach of the bank, which reinforces the idea that the bank provides its services on an international scale. It also suggests the ability of Arab Bank to connect customers across borders , and the phrase "Success is a march" under the logo shows the bank's vision and ambition to promote long-term success with its customers.

The significance of the Visa logo: The global visa logo carries the connotations of expansion and ease of use on a large scale and indicates that Arab Bank cooperates with a global financial institution, and this reflects the reliability of the offer and the quality of service, and gives the advertisement confidence, credibility and quality of service , and enhances the idea of digital display in advertising .

3. Light and shadow connotations

She used warm lighting in the background of the girl's photo and highlighted some details in the home environment such as library shelves, plants and lighting. This indicates warmth and safety, and enhances the idea of home comfort, as it suggests the natural home environment, which creates a link between the recipient and the photo .

As for the lighting of the main character in the advertisement "the girl " , a medium lighting has been focused on it to make it the pivotal element in the image, and highlighting it reflects its importance as a symbol of the target consumer who lives the e-shopping experience positively , and with this lighting it draws the viewer's attention to it and to the mobile phone, which embodies the concept of e-shopping .

As for the shadows, he used light and non-sharp shadows around the girl and the sofa, which created a calm and comfortable atmosphere. The light shadows indicate the realism of the image and appear to be natural and close to the atmosphere of daily people. The absence of strong shadows indicates an atmosphere free of pressure or tension.

Regarding the lighting in the main texts with light, it is similar to neon with a clear contrast with the warm background, and the use of blue light in the texts indicates modernity and technology, which is commensurate with the idea of e-shopping and the contrast that appears between the texts and the background attracts the eye directly to advertising.

As for the shadow surrounding the background, the background contains light and indefinite shadows that suggest depth, and this adds to the image a more realistic dimension, and this gives a visual separation between the main character and the secondary elements in the background, which enhances focus.

4. Phrase and font semantics

The phrase "15% Cash Back": It is written in a large and striking size that tops the design, which made it the most prominent and attractive element, and the percentage of 15% is written in numbers, which made it clear and easy to understand, while "Cash Back" was written in English, thus reflecting inclusiveness and an international message, not local. Here, the phrase carries the direct connotation of the promotion, which raises the interest of the bank's customers and draws their attention to the tangible reward.

"On Friday in December online shopping": This phrase defines the temporal and spatial context, which reinforces the sense that the opportunity to offer is limited, and the use of the term "online" refers to the modern trend towards digital marketing.

5. Semantics.

Font size: The main text "15% Cash Back" was written in a large size because it is the focus of the advertisement, to ensure attracting attention, while the secondary texts were written in a smaller font size to support the idea without causing visual congestion.

Font type: The type of font used in the advertisement is clear and simple in order to communicate the message clearly and quickly.

6. Semantics of Movements and Gestures

The girl's body position: The girl sits comfortably on the sofa reflects the atmosphere of comfort and relaxation that we feel at home, and this indicates that the offer can be taken advantage of from home without any effort, and the girl heads forward with a slight tilt while looking at the mobile, which indicates interest and integration with the e-shopping process, and enhances the feeling that the offer is attractive and deserves attention.

Facial expressions: The girl's facial gestures express calmness, reflecting a sense of satisfaction and reassurance while carrying out the purchase with the offer.

Smile: The smile on the girl's face expresses happiness and satisfaction, which gives a positive impression of the experience provided by the banking service, and indicates the achievement of the benefit "cashback", which motivates the audience to interact with the show.

Hand movement: The girl holds the mobile with both hands, reflecting her focus and interest in interacting with the mobile, and placing the hands in a relaxed state that expresses comfort and ease of using technology, which supports the idea of "online shopping" smooth and simple.

After conducting a semiotic analysis of the Arab Bank publication at the specific and implicit levels, it is clear that the visual content enhances the pattern of the imported cultural environment, which is commensurate with the consumer discourse in the digital world. Especially since "Black Friday" is considered a global shopping phenomenon, and the girl shown in the picture has European features, which does not reflect Palestinian women either visually or culturally. The publication does not directly reflect the Palestinian cultural environment and specificity, which may create a cultural gap between the visual message and the local audience. Socially, the publication presents women as digital consumers in line with everything that is modern, while the visual elements serve the Arab Bank brand in terms of modernity and openness to the digital world, but they do not take into account local cultural and social specificity. In my view, the publication is effective in terms of modern marketing and corporate identity, but it lacks any symbol that reflects the local cultural environment. Had the character been replaced by a young woman with a Palestinian profile wearing modern clothes, or using a visual environment that suggests the local environment, it would have been possible to give the content local cultural connotations with a modern character.

Post 3 : Order and receive your money with ease through the new "Payment Request" feature from iBURAQ service" via the Arabi Mobile app.



Post No. 3 : The bank offers to launch a new service campaign under the name of iBURAQ"" the feature of requesting payment through " Arabi Mobile "

Description of "Poster 1"



The poster refers to the launch of a new service campaign under the name iBURAQ. The poster shows a man and a woman wearing a "jeans jacket" and smiling, both of them carrying a smart phone "mobile". A movement of flowing money appears through the use of visual effects that suggest instant conversion, and the background contains geometric shapes inspired by the service logo. The poster shows the phrase "a new feature added to the iBURAQ service" through the "Arabi Mobile " application written in a clear font, and the colors in the poster vary between blue, green and yellow .

Visible Items

Color Pallets

Blue : Use in the background, in phrases, and in clothing. Blue indicates stability and trust and is the color adopted by Arab Bank because it reflects security and reliability. This enhances customers' confidence in the new service. Blue has been associated with the world of digitization and this confirms that the remittance service relies on modern technology.

Yellow color: Use in the decoration of the design and logo of the service. The yellow color symbolizes speed and dynamism, which suits the idea of transferring money and ease of dealing with the application. Yellow is also used in ads to attract attention .

Green: Use in mobile money in the design Green indicates prosperity, reassurance and financial stability This reinforces the message of advertising that the use of the service is guaranteed and safe.

2. Indications of shapes and drawings:

- The main characters: " Women and men " The two people stand next to each other but with an angle , and each of them looks towards the smartphone " mobile " in front of him , and this situation indicates the extent of harmony and digital and easy interaction with the new service and the choice of both genders in the advertisement indicates that the service is available to everyone and the characters represent the target group of the advertisement .
- Moving " digital " banknotes: The use of the money symbol " banknotes " with moving light effects. These signs symbolize rapid electronic transfer and show curved lines around the funds that give a sense of ease and flow of movement and the movement of integration between banknotes and digital effects enhances the idea of moving from traditional transactions to modern digital transactions.
- Broken boxes "Digital Background" : In the background and next to the service logo appear digital boxes, as these boxes represent the modern digital world in a sign that the service is based on technology .
- The design connotation of the logo " iBURAQ " : Use in the logo separate elements that may symbolize the communication between the user and the financial network. The shape of the logo indicates the smooth flow of money and this fits with the idea of digital financial transactions that take place easily and safely. The visual composition of the elements in the design reflects speed, modernity and digitality and is suitable for the era of digital transformation in banking transactions.

3. Significance of light and shadows :

The design is characterized by bright lighting and is distributed in a balanced manner. This makes the elements and shapes clear and attractive, and light shades appear, which gives a bright effect to the poster. Light effects on moving funds have also been added, and this enhances the sense of speed of transition. It also suggests transparency, which is compatible with digital financial services to enhance the sense of security. Strong lighting is associated with clarity and unambiguity .

Significance of shadows:

Some modern designs tend to use light shades because they reflect the modern and digital character, and in the advertisement it was used to indicate that the service is easy to handle without any complications .

4. Phrase and Line Semantics:

The phrase "**A new feature has been added to the iBURAQ service through the Arabi Mobile application**": This phrase indicates that the service is constantly evolving and this suggests to the user that the bank not only provides a service but also updates it continuously and this is clear through the word "feature" that creates the desire to know what is new and benefit from it. Grammatically, the past verb "done" was used to tell the user that the feature has become available for use to enhance confidence , and the word "iBURAQ" was used to grant the global character while preserving the Arab identity of the bank in terms that the word "Al-Burak" is from the Islamic heritage, which symbolizes speed , and the use of the letter "i" enhances the idea of technology, which is used in many terms associated with modern digital development, referring to the possibility of using the feature within the "Arabi Mobile application." This enhances the ease of using the new feature through an application that is familiar to users, which makes them comfortable. The phrase suggests that the new feature is easy to use, which makes it attractive to users

5. Line Indication: Use a simple clear line for easy comprehension and seamless message reception.

6. Semantics of movements and gestures :

- Indication (smile , looking at the phone): The man, woman and smile appear on their faces in the advertisement and this reflects the comfort, satisfaction and confidence of the new feature, looking at the phone : It symbolizes the element of attraction and suggests harmony and ease of use of the service .
- The significance of standing in parallel : This pause may indicate independence and that each person can use this service alone without assistance. This suggests that the financial transfer is done quickly and easily without the need for any direct personal interaction between individuals, which reflects the digital financial transformation in the bank's financial transactions.

- The significance of the slight angle in standing: Reflects the existence of harmony between the user and the service through indirect "digital communication".
- Significance of hand movement and holding the phone : Indicates the ease of use of the service and promotes the idea of digital financial transformation.

The gestures and movements in the announcement reflect the implicit message that the new service is secure, fast and easy and promotes digital financial transformation in banking transactions.

Poster Description # 2



The second poster of the advertisement is in the middle of the smartphone " mobile " and it displays the Arab Bank application, and the visual symbols of the banknotes that move outside the phone appear, and the advertisement from the top is centered on the phrase "Do not forget your expenses at any point! Simply request them through the new "Request Payment " feature, and there is a large service logo that wraps around the phone , and blue prevails over advertising, and there are secondary colors such as green and orange , digital visual elements that express the function of the service advertised directly .

Visible Items

Color Pallets

Dark blue color: Used in the background and in the logo that embraces the smartphone " mobile ". In general, blue color symbolizes security and stability, which are basic values in the banking sector. Here, its use indicates modernity and digital services, considering that blue color is related to technology .

Orange : Used as light effects in advertising, it symbolizes dynamic energy and creativity, and it was used in marketing advertising to enhance the movement of money easily and quickly.

2. Indications of shapes and drawings :

- Smartphone " Mobile " : The mobile phone appears diagonally and surrounded by animated visual effects, which represents modern technology, through which the modern digital service will be used through the Arab Bank application, which appears open on the smartphone screen, which enhances the idea of convenience and ease of use. The inclined position of the phone indicates readiness for use and this tightens the user for ease of service, vitality and speed as if there is an immediate interaction with the application , and the message is that financial transactions take place easily at any time and place .

- Off-the-phone volatile securities: Designed in this poster to indicate that financial transactions and cash transfers are fast when using the new feature of the service .

- Orange curved lines: In this poster, they are designed to resemble the speed of the wind to convey the feeling of rapid movement in delivery .

- " Background" blue boxes: Blue boxes were used in the general connotation representing digital data and in the poster to indicate the digital transformation adopted by the bank to promote the idea of modern digital banking services.

3. Signs of light and shadows :

Bright lighting that surrounds the smartphone indicates modernity and technical development, which reflects the new innovation in the service. The power of lighting means that it is clear and easy to use, which enhances the user experience that is easy, comfortable and transparent .

Shadow indication: The absence of a clear shadow in the advertisement indicates the absence of any obstacles or impediments to the service, which reflects the speed and ease of use .

4. Phrase and Line Semantics:

The phrase "Do not forget your fate to anyone! Simply request them through the new "payment request" feature: The slang was used to make the advertisement closer to the audience as if it was directly sewn by each individual and reflected the friendly style. The use of the word "bright" reflects the ease of service and the word "ask" motivates the user to make a decision quickly and at the end of the phrase, the word "new" attracts attention to the service.

Significance of the font: Use a clear, modern font that reflects the digital character that is easy to read, which suits the modern digital service.

The visual elements of the ad came together to promote a new, easy-to-use digital banking service.

After conducting a semiotic analysis of the Arab Bank publication at the nominal and embedded levels, it is clear that the visual content is characterized by a consistent design that reflects the concept of digital banking in marketing. However, there is clearly a weakness in the embodiment of Palestinian culture, as the visual content is based on a global pattern that does not reflect the cultural specificity of the target community, and there are no visual references that express the local identity. This form can be classified within common Western marketing models. On the social level, the publication presents a picture of gender equality, reflecting modernity, but ignoring the reality of a society interacting with digital banking in the economic context. In terms of the visual elements used, they were able to reflect the identity of the brand, but from my point of view, it was better to integrate visual elements that reflect the Palestinian reality, in order to achieve a balance between keeping pace with modernity, digitality and national belonging.

Conclusion

The results of the semiotic analysis of the visual content of Arab Bank on the Facebook platform showed that the appropriate visual elements were used to enhance the corporate image and build the digital brand. The results also revealed the diversity of digital publications, which included promotional content and my services, as well as campaigns focusing on social and human aspects. Modern technologies in line with the age of digitization, such as infographic and graphic publications, have also been employed to attract the attention of the viewer towards everything that is innovative and new. The use of these modern technologies has contributed to the diversity of visual elements, raising the value of the brand.

The results showed that the use of appropriate visual elements by the bank contributed to consolidating the concept of trust among customers and enhancing the professionalism and formal character of the banking institution. The study concluded that visual elements, such as colors, symbols, characters and shapes, were used to convey messages related to professionalism, confidence, innovation and keeping pace with modernity in the brand. The results also showed that the basic visual elements include institutional colors and images that reflect the bank's services and values, and the semiotic analysis in the study showed that the semiotic connotations of each element in the visual content confirm the appropriateness with the brand and its orientations.

references

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