Impact of 4 Colors Printing in Advertising of the 80s

Effat Mohammadi

Department of Arts, Islamic Azad University of Tehran, Tehran, Iran

Email address:

shamshiri_sarah2142@yahoo.com

Abstract: The printing industry and the development of printing machines have profoundly impacted human civilization, leading to the survival of many sciences and their spread worldwide. This industry has influenced human societies' economics, politics, and cultural development. The development of printing machines and their impact on advertising has significantly informed people about food products, services, etc., and has encouraged people to purchase specific products. Between 1942 and 1952, advertising in Iran focused on the previous regime's economic policies, introducing consumer goods and ordinary life events. After the popular uprising of June 6, 1942, the government focused on developing propaganda programs and communication facilities, leading to establishing of the Ministry of Intelligence later that year. Advertising organizations were formed to protect and promote their rights, strengthen the principles of cooperation between class members, and improve their situation, forming the Union of Advertising Organizers. The print industry's ability to shape and present work in illustration and propaganda and its impact on advertisements in Iran during the 1380s is a new finding that the print industry provides in imaging and advertising. Although the printing industry and machines entered Iran relatively late, many printing houses were created, producing newspapers, magazines, and books. Using printed advertising to introduce products gained a particular place, with brochures, catalogs, posters, banners, and packaging of products by offset printing machines in high numbers and good quality, causing advertising to change dramatically. After the end of the war, society and social attention focused on the war incident and its consequences to fill the international community's gap and resolve its destructive effects on the country. In general, the primary needs of Iranian society in the 1980s were divided into three broad categories: information on elections, advertising information, and creating post-war opportunities for writers and researchers. Moreover, the country needed to address the destructive effects of war on its cities and rebuild.

Keywords: Offset Printing, Four-Color Printing, Advertising, The Seventies, Printing History

1. Introduction

Undoubtedly, the printing industry and the development of printing machines have profoundly impacted human civilization, led to many sciences' survival, and spread worldwide [1]. This industry has even influenced human societies' economics, politics, and culture building. Because of the development of printing machines and their effect on advertising, it can be seen that print advertising has had a tremendous impact on informing people about food products, services, etc., and has encouraged people to buy a specific product. In politics, by widely using posters and banners in cities and introducing candidates, it is possible to direct the people's favorable opinion to a specific candidate and collect the votes needed for the election [1-5]. The primary purpose is to compare the print industry and offset print with visual and written expression. Finding the effects of the print industry in shaping and presenting the work in illustration and propaganda and its impact on the advertisements of the 1380s in Iran is the new finding capabilities that the print industry provides in imaging and advertising.

2. Print in the World and Iran

Printing is the technology, industry, and art of drawing words and images on paper, fabric, plastic, metal, glass, glass, wood, etcetera. Today if transferring the role and image at high speed and volume. Before printing and maybe language, humans would communicate with each other by creating different forms on the cave wall, which would only be for entertainment by shaping the language [6, 7]. In 1051, the use

of transferable letters was every day in China. P-Shing was the one who prioritized printing using clay [4, 8-10]. After that, Johannes Guttenberg, in 1440, thought of a new printing method. He obtained the captures from lead using proper alloy and then chose the composition ratio of this metal so that the letters were not too hard and soft. The history of printing is ancient and long and goes back to the stone age [6, 11-16]. In the first human civilizations, Sumerians, Egyptians, and Indians used different seals. But printing in modern methods was first invented in China in the second century [17, 18].

Printing in Europe began in conjunction with the Renaissance era. Germany, Italy, France, the Netherlands, and the United Kingdom were among the first European countries to have printed in them. With the development of the printing industry, printing costs decreased, and book prices became cheap. People purchased more books so that printing would affect the cultural growth of societies directly and indirectly. [5].

The printing history in Iran dates back to datesnturies BC when the Hachaemenid kings used royal seals to confirm their rulings and government decrees. The term "print" in Persian dates back to the late 7th/10th century and the reign of Gijato Khan, the son of Aka Khan Mongol (690–694/1815), due to the existence of paper money called "Chow" or "Kaw."Others believe that the word "Chahab or Chahabe" printed in the Hindi language has entered our language and returned to the stamp with which it was embedded on the fabric. To suspect some researchers, the words "print" and "print house" from the same period entered the Persian language, and its principle of "chav" and "Chavkhane" is taken. Of course, in the dictionary Dehkhoda, the word print is known from the root of "Chahap" or "Chahaph" Sanskrit. The first printing house was built in Iran during the Safavid era, where Armenian priests in Jolfa of Isfahan printed several Christian prayers. During the Nadir Shah Afshar regime, two foreign tourists reported leaflets were published in Latin and Arabic in Iran. During the reign of Fath Ali Shah Qajar, in Abbas Mirza's ministry, the viceroy, the printing industry in Iran began to work seriously. [1, 19]. An acquaintance of Abbas Mirza with the Ottomans and its proximity to Ottomans, the printing industry was established. After the defeat of his IRGC in Russia, he called for military and political progress. He believed in the need for science and eliminating the IRGC's backwardness, thus feeling the need for a printing press. He established the first printing house in Iran, which published various books and magazines in Persian and led the printing method [1, 5, 6].

The first printing machines that entered Iran were head letters. This type of printing had some problems that caused the stone to come out. Lead prints could have been better quality, and they faced misspelled endues such as faint and cleaning of lines. When they were placed next to the writings of the quality of that period, these problems showed themselves more, which was why people used handwritten texts more. The first printing house was established in the period of Fathali Shah Qajar in Tabriz. In 1240 AH by Fathali Shah Qajar, printing housTehran printing houses were based tos and magazines.[4, 6].

2.1. Primary Printing Methods in Iran

2.1.1. Lead Printing

The first printing machines that arrived in Iran were leaded printing letters. This type of printing has drawbacks that caused the emergence of stone printing. Lead prints could have been better quality and needed to correct spelling and problems such as fainting and erasing lines. When placed next to handwritten writings with the Nastaliq line of the quality of that era, these problems showed that more and more people used handwritten texts. The first printing house was established in the Qajar Shah Fatali period in Tabriz. In 1240 Ah by FatAli Shah Qajar's or, der, printing houses in Tehran for publishing books were launched for publishing books and magazines of that era printing:

Lead prints could have been better quality and faced spelling errors and problems such as fading and erasing lines. That's why printing the stone with fewer imperfections was considered. Mirza Asadollah traveled to Russia to train in stone printing and a large stone house printing in Tabriz, and then in 1245 AhR in Tehran, a printing house was established.

2.1.2. Illustrated Print

The genesis of image printing dates back to the time of Mohammad Shah Qajar. The first well-known book published with illustrated printing technology was "Lily and Majnu," published in 1259 Ah. In four pages of this book, four images are printed with printing ink. As usual, they are painted by hand at the time.

2.2. Types of Printing

Printing is done in different ways, the most important of which are:

2.2.1. Offset

In this type of printing, text, and images are created on cylindrical rubber surfaces and then printed on paper by pressing another cylinder. The speed of offset printing machines is high in large circulations and is mainly used for printing books, newspapers, and advertisements.

Figure 1. Offset printing machine.

2.2.2. Flexo Printing

Flexo printing is an embossed printing called flexo because of its flexibility. One of the advantages of this printing is a high sited and low cost in higcirculationns. Flexographic printing is mainly used for packaging.—almost all surfaces, such as plastic, foil, cellophane, and paper. Printing on plastic bags Packaging covers, wallpaper, magazines, newspaper attachments, books, and office forms are other common uses of this printing method.

Figure 2. Flexo printing machine and source: Chaplin Graphic website.

2.2.3. Heliogravure Printing

This type of printing is similar to offset printing, but preparation is more expensive and not economical. Heliogravure printing is very suitable for printing in rolls in production centers with high cn. This method is mainly used for packaging in factories. Catalog and magazine printing, flexible packaging, including packaging of sweets and chocolates, cardboard boxes, liquid storage cartons and cigarette packets, postage stamps, and decorative coatings are used.

Figure 3. Heliogravure printing machine. Source: Saluk website.

2.2.4. Silkscreen Print

It is one of the most widely used prints. Variety in the type of ink used in this type has made it possible to print on different materials. In other words, objects, both in terms of material and appearance, can be printed with the silk method. This type of printing is mainly used for advertising. With this method, monochrome or multi-color prints can be done on different materials. With silkscreen, you can print images on various materials such as fabric, porcelain, ceramics, metal, etc. Silkscreen printing is economical.

Figure 4. Silk screen printing machine. Source: Eksir website.

2.2.5. Letterpress Printing

This type of printing is a well-known printing method with long bused lead letters. Printing in shallow circulations, such as business cards, letterheads, leaflets, etc., is suitable. The letterpress method is used for various perforating work and creating folding or molding lines, embossing, razor, and gilding.

Figure 5. Letterpress printing machine Source: Four C Group website.

2.2.6. Digital Print

This type of printing is the newest method used for advertising and office affairs in low circulation. Digital printing features change the page's images and contents on each printed sheet, and orders can be customized. It is also called instant printing due to its short printing time. In digital printing, due to the removal of the plate and direct printing from the computer on paper and the possibility of printing in limited editions at a low cost, so this method of digital printing for purposes such as sample preparation for general printing or small print for products, fast and it's convenient.

Figure 6. The digital printing press. Source: Cocoon Tex website.

2.2.7. Offset Printing Machine

Offset printing reverses the writing and photographs on the rubber surface of a rotating cylinder called a cylinder and then printed it with another cylinder's pressure on the paper. Ordinary offset printing machines have three cylinders. In this type of printing, first, what you want to be printed on a page called metal zinc designed; then this is the page with chemicals sensitive that posts and pictures, printing ink take, and the rest of the page essence of the stay. The zinc sheet is wrapped around the first cylinder; its design is pressed on the second cylinder's rubber cover. The white paper that wraps around the third cylinder sequentially takes the double cylinder's rubber coating contents.

After the exposure operation, the plate's chemicals are affected in this type of printing, and the chemical reactions create two essential parts of the fat holder (ink) and the Water Holder. In offset printing, bumps are not the printing agent, and the printing action depends on the absorption of water and fat in the plate, which is why offset printing is called Surface printing.

Most offset machines have the same design and structure. These machines usually consist of several successive printing units, two forms of roll paper or paper from one section to another.

Offset Printing Machine:
1. Lights: water rolling, ink rolling
2. Cylinders: The sink, a rubber cylinder, is a paper cylinder.

3. Rolling

3.1. Water Rolling

The glass sheets must be stained with a thin layer of water before they are soaked in ink. This is done by water lights in touch with the water tank and the zink cylinder. Offset machines are two groups of water systems. The first is the machines used in the water system, and the second is those used in the water system.

3.2. Ink Rolling

Both hydration and compositing systems are carried out by cylinders called Rolling. The ink storage system's complexity depends on the printing machine's work. Small printing machines commonly used to print letters have minor roles, while other models designed to print text and images and thin and precise lines have higher roll quantities. The composite feed mechanism rotates on a continuous iron rolling machine in the central tray to change the combined amount by rolling around and approaching the iron rolling. One of the main system features is that it can distribute the compound as a thin and uniform layer, and its concentration is inconstant with all printed regions so that all the published papers are received equally combined.

3.3. Cylinders

Offset devices have three cylinders of zinc, rubber, and paper. The Shape of the cylinders is different, but their performance is one.

3.4. Zink Cylinder

Zinc or plate, sheet metal, plastic, or paper with the specified dimensions in lithography, the desired printing design, will be copied. The zinc cylinder body provides the necessary pressure for printing. The diameter of the cylinder and the zinc should coordinate with each other. The zinc clamp system can hold the front and end edge of the zinc. It keeps the zinc stretched steadily in time.

4. Rubber Cylinder

Cylinder tire in terms of specifications, and appearance, except in the system, no simulation, the cylinder zink is left of the tire in comparison with Zink from building simple tasks, but should be of the elasticity of the rubber more firmly on the cylinder would have to be.

Paper cylinder

The paper cylinder is a field for moving paper to record zinc's role on the rubber to reverse the position depending on the form. The forme paper cylinder's function is to contact the compound rubber cylinder and print on white paper.

5. Offset Printing Ink

Compound offset printing uses two special four-color CMYK and the monochrome spot.

The CMYK color is made of turquoise blue, yellow, and red, along with black. These four colors make thousands of colors during specific interactions in lithography, along with turnover.

6. Types of Offset Printing Machines

6.1. Lay Down Offset Devices

This type of device was only in the factory. Heidelberg made a low-speed triple offset printing cylinder on the horizontal surface, called laydown offset.

6.2. Offset stanDing Devices

Triple offset cylinders are placed in these devices vertically.

These devices have higher speeds compared with laydown offset.

6.3. Offset Sheet Devices

This machine type is used for printing, paper as sheets, fine-colored work, and medium circulation.

6.4. Roll Offset Devices

These devices are made for printing on paper rolls, and their use is primarily for circulating works, press, and books. These machines are more significant than sheet machines.

7. Advantages of Offset Printing and Offset Printing in Iran

The advantages of offset printing speed and high quality do the job that makes it accelerate print jobs and ordering providers in the circulation up to be. This machine has a longer service life than other printing machines.

In offset printing, etc., with the use of zinc and inks with quality, the number of print jobs to the border a million recirculating also did that in terms of price compared to digital printing is more advantageous. It can also be used as exquisite literary books, office papers, guidebooks, catalogs, stamps, cardboard cartons, labels, magazines, form types, brochures, newspapers, posters, maps, and words. The sensors used for offset printing have an intelligent composite system, which also saves paper consumption.

The most famous offset printing machine was East Germany's Heidelberg factory, which entered Iran between 1939-1940. The first printing house in Iran with an offset machine was the Parliamentary printing house, which bought an offset printing machine made in Germany. This machine worked with parliamentary generators, printed stamps, promissory notes, checkbooks, and securities.

In 1902, a printing house called Rangin was established with offset printing machines, and the job of this printing house was to print identity cards for the general public. Then, in 1949, the information printing house bought a one-sheet offset and, after a while, bought a two-sheet machine for information publication. And the following device was used to print movies and commercial posters. Later national printing house imported a few printing machines, the second half of the 1951 solar year, and the second printing house of offset he t company was established in the Hesar district. At that time, due to the time and economic limitations of printing, newspapers were printed using one or two colors, and only during special celebrations and occasions were full-color pages published, which, of course, were similar. If the print was two-tone, red was used as the second color.

In the 1940s, printing entered a new phase. Cheap pocketbooks and magazines and the popularity of these books led to the printing industry's prosperity. In 1966 Shamsi and some educated people traveled to Austria to learn new printing techniques, and after training in Tehran, they established a printing conservatory and trained students. During the Pahlavi era in the fifties, printing, especially in publishing and printing books, rushed. The the1971s are considered one of the busiest years for the country's press. The dramatic increase in the country's income and the extensive development plans, which increased the need to expand the printing press, were accompanied by a stringent policy of overseeing printing books and the press. The advent of new printing equipment, including the Linotron device, was a response to print resources' growing needs, primary textbooks for schools and universities. With the significant increase in the country's income and the printing industry's development plans, this decade's development plans and strict supervision of books and magazines flourished significantly. This led to the mass publication of banned materials such as white-cover books and covert printing prevalence. After the revolution, the growth of Iran's printing industry continued, and at the end of September 1980, more than 350 newspapers were published in Iran. Printing in Iran has generally been growing since 1978 due to several factors. Increase the number of books and magazines, Withdrawal of audits, except in short periods, Expansion of print education, Publication of specialized journals in this field, Expand and strengthening the printing class and related classes.

Introducing new printing equipment and techniques, especially computers, devices, networks, and computer systems, has revolutionized global information and communication. Development of universities and higher education. Population growth and rapid growth. The new generation needs education and to print new resources—the spread of the literacy movement and so on. After the revolution, the Ministry of Guidance, which oversaw the work and establishment of printing houses, first prevented the uncontrolled entry of printing machines into the country. But over time, as people became more interested in libraries and reading, the demand for books, magazines, and publications increased, and this led the Ministry of Guidance to licensing the printing industry to print students with ten years of experience in printing. Establish a printing house.

8. Advertising

The lexical concept of advertising is used in three different English terms: advertising, mission, and propaganda. Propaganda is an Arabic word for action; its literal meaning is to convey. For the first time, the King of Spring Poets used the Persian word "singing" against propaganda, but the word was not widely accepted. This has led to using the word propaganda or propaganda in Persian, equivalent to the four Arabic terms of announcement, prayer, invitation, and announcement. Advertising in the world means conveying a message and delivering the news to the audience with possible and available means. Advertising is useful when it can create new ideas, feelings, or information for the audience. Advertising in completely neutral language means spreading or promoting a particular concept. Advertising in Latin means to publish or distribute. The history of environmental propaganda goes back to the first civilizations on Earth. The

discovery of four-sided pyramid-shaped lithographs from ancient Egypt, which was used to promote the ancient Egyptians' religion, is one of the oldest environmental propaganda types. These documents show that human beings have long sought to inform and promote a particular culture to influence others' minds in society.

Advertising can be divided into direct and indirect groups regarding executive methods.

Direct advertising and Indirect advertising:

Those advertisements that directly introduce goods or services, without ambiguity, talk about the benefits and advantages of those goods or services. These services are called direct advertisements.

Sometimes in the introduction or promotion of goods or services, tools are used that, in the end, the conclusion leads to the purchase or receipt of goods or services that are the subject of advertising without directly praising or praising the goods or services themselves. Indirect ads say. Indirect advertisements are considered like some advertisements implicitly included in a movie, series, or TV show. Advertising in Iran: The first means of advertising in Iran were billboards and city advertisers' installation. During the Qajar period, they printed the news on paper to propagate or inform the people about something. They distributed it among the people or pasted it on the city walls, which was called a proclamation.

In 1935, the word "intelligence" was announced in the Iranian Academy. However, Sarpasban Mokhtari, the then head of the police department, wrote a letter asking for intelligence to be changed because "intelligence" was used to provide police support. For this reason, the then Prime Minister announced the word "advertisement" instead.

During the reign of Nasser al-Din Shah, the first advertisement was published in the newspaper Vaqiat al-Tafaqiyya at the request of a French businessman. With the advent of the constitutional era, the number of newspapers increased, and the newspaper became more critical for freedom of expression. Because countless experiences were gained during the Mozaffari period, there was a significant movement in all fields, including advertising. After that, the first advertising center in Iran was launched in 1316 with the beautiful advertising center's title to the responsible manager Hamzeh Nemati.

Advertising in Iran from 1942 to 1952 focused on the previous regime's economic policies, introducing consumer goods and ordinary life events. In the middle of 1942, under the influence of these new conditions, after the popular uprising of June 6, the government paid particular attention to the concentration of propaganda programs and communication facilities' development. For this reason, the Ministry of Intelligence was established later that year. Following these developments, advertising organizations were formed to protect and protect their rights, strengthen the principles of cooperation between class members, and improve their situation; a union called the Union of Advertising Organizers.

Figure 7. Modern advertising began in 1946s.

Modern advertising began in 1946 AD and flourished in 1956 AD. In the next two decades, in the 1961s and 1971s, commercial advertising peaked with the formation of large advertising agencies.

Advertising was booming in the United States in the 1940s and 1950s. Due to the increase in Iran's trade relations with the world and the import of foreign goods to Iran, little by little, partnership companies were established as advertising agencies.

Due to industrial and economic developments and the country's high income, advertising in Iran proliferated in this decade. Iran became the Middle East Center of the International Atomic Energy Agency (IAA). This process continued until Iran became the head of the World Propaganda Agency from 1975 to 1977. From 1978 to 1980, revolutionary enthusiasm spread throughout the country due to the Islamic Revolution's victory. A kind of needlessness and disregard for material things in terms of the revolution's initial slogans had arisen among the people. Because most of Iran's economy was based on consumer goods invested by foreign companies, most consumer goods could not be produced domestically, were imported from abroad, and had stopped due to prevailing conditions. And in the following years, with the beginning of the imposed war, the domestic media's main activity and opinion was focused on the news related to the war and the preservation of the country, and propaganda at that time was naturally provided to the war. But news and documentary photography grew because of the social atmosphere created during the war, while other photography-related jobs stalled for several years and did not thrive. In this decade, advertising color photos were printed in any situation in terms of quality despite the inadequate facilities and were used in advertising designs.

With the war's end, the country became more productive and self-sufficient in some products, establishing new factories and flourishing old factories and workshops. As a result, the need for propaganda arose for the country's prosperity. With the boom in production and the need for advertising, advertising centers flourished again, and advertising took a forward trend. In those years, advertising was still printed in black and white. In the late '80s, the municipality used colored advertising banners in the city, and

He used them on buses, which attracted much attention from people and business owners. Full-color newspapers came into being in the 1970s. This was a significant breakthrough in the press for companies that used it as the primary medium for advertising. Accordingly, the Deputy Minister of Press and Propaganda of the Ministry of Guidance, since 1993, has put on the agenda the organization of the activities of advertising and propaganda centers following its legal duties. It took a more severe form than in the past.

In the 1990s, almost all advertisements in the four newspapers, Kayhan, Hamshahri, Etelaat, and Iran, were printed in color. Meantime, Hamshahri received much attention due to a new type of page layout. In the 1990s decade, we witnessed the expansion of large-scale print advertising in posters and banners throughout the city.

Figure 8. Image of Jamshid Mashayekhi to advertise an air conditioner, Source: Hamshahri newspaper, 1981.

9. Advertising in the 2001s and Forms of Print Advertising

Graphics in the eighties are the graphics of the media and communication age. Because in this decade, graphic design has become dependent on the world of media and communication, and with its help, cultures, and everything related to it, it was possible to move.

With the arrival of advanced printing presses in Iran and the boom in advertising in this decade, advertising was moving forward. So much so that some see this decade as having a visual impact on advertising. Development in this decade was such that in the first two years of the decade, about 900 advertising companies were employed in Tehran. But despite the progress that had been made, and after overcoming the post-revolutionary advertising slump, press advertising, except for a limited number, needed more creative and

engaging ideas in advertising, and commercial advertising was simple and reverse. The product itself was done. In the '80s, the ban on using celebrities in advertisements was improved. For the first time, the image of one of the famous actors was used for advertising the General air conditioner Company, and the slogan of the white beard of the coolers was used next to the image of Jamshid Mashayekhi. He played a significant role in changing the advertising process.

The customers welcomed the use of the faces of famous artists and actors, and it was a step forward in changing the shape and style of advertising.

According to Rahmani, no new advertising attitude or visual perception existed in this decade's first half. He believed the advertising plan should be eaten like a chewed piece to the audience, and decisions should be made to buy goods or use services. Due to this simplistic view of the viewer, the audience gradually became accustomed to seeing superficial works, and the pleasure of discovering the advertisement's message was taken away frothemim.
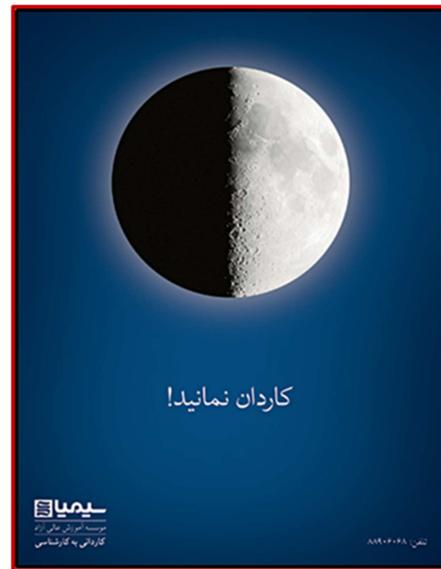

Figure 9. In the early 2001s presidential elections advertisement.

In the early 1380s, new intelligent strategic approaches for election advertisement were adopted; it also can be implied that new advertisement techniques and graphical design would play an essential role in the election result. In the mid-1380s, advertising methods in the ninth and tenth presidential elections changed. During this period, billboards, poster design, and environmental advertising had impressive fronts, and designers created electoral posters to attract the attention of unprecedented competition each other.

Due to the advancement of domestic factories and manufacturing in Iran and the production of various products, the need to promote products for better sales and to introduce products to people throughout the country to deliver advertising messages are used in several ways, such as posters, brochures, catalogs, banners, packaging, newspapers. That's used to print all of them in many offset printing machines.

Relationship Between Printing and Advertising

With the development of human societies and the settlement of human beings, villages gradually emerged, and the expansion of towns, cities, and metropolises occurred. Meanwhile, local and small businesses gave way to big businesses. With the development and multiplicity of products and mass production, business owners considered advertising and introducing their products. At first, this was done by straightforward methods such as: installing fabric next to shops. Still, later with the invention of advanced printing machines, advertisements appeared widely in various shapes and sizes. With their accuracy and quality, offset printing machines gave much freedom to the owners of new products and created various brochures, catalogs, banners, and large posters. Offset quality printing combined with graphic designers' creativity has led to the creation of creative and beautiful packaging, which in itself became a suitable advertisement for goods inside the shelves of department stores. Printing has also had a significant impact on information, such as the film industry, which has attracted people's attention and attention to the film by installing large posters promoting home series or movies, and signs of concerts and exhibitions have an essential role in drawing attention. One of the most egregious effects of printing is political propaganda.

Indeed, the design, printing, and distribution of election ads are influential in introducing candidates and their programs to the people based on the knowledge they gain from the candidates through the election campaigns. In Iran, politicians and the public highly regard this type of propaganda. In the past decades, they have also played an essential role in presidential and parliamentary elections. In the 1380s, posters and propaganda slogans of the two presidential candidates significantly impacted their selection. Also, in the 1380s, Iran flourished economically, and as the market boomed and demand increased in this decade, advertising also progressed, and commercial advertising grew dramatically. Political propaganda and posters in the 2001s:

In Iran, advertising is essential in introducing candidates and their goals and thoughts during elections. With the advancement of printing machines and the high speed and quality of these devices, representatives' promotion also took on a new form and smell. In recent decades, during elections in the city and the country, we have seen large posters and banners of representatives printed with their photographs and propaganda slogans. Sometimes a particular photo of the representatives or the specific design of a different campaign poster or slogan leads to registering a representative in public opinion and plays an essential role in choosing that person. In the 1380s, three presidential elections were held in Iran in 2001, 2005, and 2009, in which propaganda posters and campaign slogans played an essential role in the massive turnout of the people in choosing their desired candidate.

10. Conclusion

It can be said that the invention of printing in Europe in the 15th century began a new chapter in the history of humanity,

allowing it to open the gates of human civilization to the peoples of the world, especially those who sought new knowledge and discoveries. Before the invention of, many manuscripts and illustrations could have been destroyed or forgotten, printing by providing the possibility of publishing and reproducing many books took away many limitations. It made it possible to preserve these works and present them to later generations. Therefore it was published in science worldwide and became available to scientists and researchers without boundaries. Unfortunately, the printing industry and machines entered our beloved country of Iran a little late. In the meantime, some people did their best to publish books in Iran, go through an upward trend, and keep pace with civilized societies in those days. Their efforts led to the creation of many printing houses that led to newspapers, magazines, and books. Several Iranians traveled to Europe to learn how to work with these devices, and after learning, they taught this method to students at schools established in Iran.

Iran's printing industry progressed significantly during the Qajar era due to its relationship with European governments. During the Pahlavi era, with science advancement and sending students abroad, the printing and illustration industry also entered a new arena. At that time, with the arrival of offset printing machines in the country, a new leaf in this industry was opened in Iranian printing history; these types of fast devices were quality and without false, which made the printing process faster and more accurate—the invention of new machines allowed for a broader and quicker reproduction of works. The printing developments also undeniably affected the press, leading to increased publications. With the Islamic Revolution's victory, due to changes in the Cultural Revolution and the change of books, printing progress and transformation have declined. Then, in the 1980s, due to the imposed war with Iraq, most propaganda aligned with the war. Due to the war conditions, the economic situation stagnated, and supply and demand declined.

From the 1990s onwards, we witnessed significant changes in the printing field. In the 1380 solar year, the printing and advertising industry was growing with the advancement of technology and the printing and advertising industry. In this decade, graphic designers created very creative designs with the rise of science and technology, and the impact of advertising and printing on politics and political advertising can be seen in the 2001s; world advancement led to new goods in the market. With the well-equipped factories and many products, the need for advertising, introducing goods, and businesses were felt more than before. In the meantime, using printed advertising to introduce products gained a special place. Brochures, catalogs, posters, banners, and packaging of products by offset printing machines in high numbers and good quality caused the advertising to change dramatically. With the improvement of the country's economic situation and the number of people buying different products also increased, and production flourished. Graphic designers used their knowledge and creativity to introduce products to the service of advertising. Advertising and printing have also played an essential role in politics. Especially during elections,

candidates present themselves and their goals by printing propaganda posters in the city or country.

Thus, they can gather their parties' votes, and the people can use these posters to become more familiar with their city representatives or their country's presidential candidates.

After the end of the war, society and social attention focused on the war incident and its consequences to fill the international community's gap and resolve its destructive effects on the country. In general, the primary needs of the society of the 1980s are divided into three broad categories, such as offset printing, which can meet the needs of a large population of countries such as Iran.

1. Information on the issue of elections
2. Advertising information
3. Creating post-war opportunities for writers, researchers, etc.

Moreover, a country needed to rebuild and address the destructive effects of war on cities.

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