



Article

# Manifestations of Dystopia in Contemporary Movie Poster Design

Hasan Falih Hasan\*, Nsiyf Jassem Mohammed

Department of Graphic Design, College of Fine Arts, University of Baghdad, Iraq

\* Correspondence: [Hasan.Abd2204p@cofarts.uobaghdad.edu.iq](mailto:Hasan.Abd2204p@cofarts.uobaghdad.edu.iq)

**Abstract:** Dystopia frequently manifests in various aspects of life, notably in graphic design for film posters, a domain ripe for exploring dystopian themes. This research highlights the theoretical importance of developing awareness and understanding of dystopian visual messages in movie posters, offering a deeper comprehension of how these themes shape societal attitudes, beliefs, and values. Additionally, it addresses the applied significance for graphic design practitioners in aligning their work with dystopian concepts. The study specifically examines how NETFLEX leverages technical advancements in the industry to enhance dystopian themes in movie poster design, suggesting that these organizations strategically plan their visual communication to provoke public discourse. The findings indicate a managerial policy for design companies to effectively present ideas that challenge public opinion, especially regarding dystopia. This research fills a knowledge gap by providing insights into the intersection of graphic design and dystopian themes, aiming to enhance both theoretical understanding and practical application in the field.

**Keywords:** Manifestations, Dystopia, Design, Cinematic Poster, Contemporary.

## 1. Introduction

Since the first beginnings of human life, he has been striving to live in an ideal way, and the goal behind this is to achieve perfection as a main goal. In various fields, so he built cities according to an organizational vision that competed with each other to reach the peak of what could be achieved, and then it was reflected in various aspects of his life after his ideas developed and became more complex and complex and his cultures diversified, and his dreams were intertwined, and this was reflected in the level of behavior of the individuals who seek not to the ideal of their behavior only their development, but these concepts did not last, because of the failures that man commits in his life, and not only that, but because of the evils and wars that broke out in many places in the countries of the world, which turned the ideal that he sought to achieve into a ruined world that was also reflected in all aspects of life.

In which man has failed, especially graphic design, whose philosophy aims to employ art to serve society, which forced designers to renew the direction of their compass once again towards dystopia, which is the second face and opposite of utopia represented by idealism, since dystopia represents a corrupt imaginary or realistic society. Scary, or unwanted, suffering from poverty, pollution, and societal collapse, especially since it looks at the world from a different angle, far from ideal. We can say that the twenty-first century is the golden age of true dystopia embodied in reality that led to totalitarian policies, war,

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and destruction, as well as Fantasy worlds the most influential dark science genre in design, as designers used stark images and graphics, threatening technology, and a harsh sense of dread to suggest a turbulent, if often elegant, future.

It is worth noting that it has been emancipated in recent years through its dedication by graphic designers. Yes, especially in the movie poster which is considered one of the applications of graphic design, and according to that, the researcher posed a question similar to the problem of his research, which is: How was the dystopia incorporated in the design of the movie poster? The importance of the research is divided into two parts: the theoretical importance through the possibility of developing awareness in understanding the image and symbolic messages of dystopia through the cinematic poster, and providing a deeper understanding in the formation of societal attitudes, beliefs and values through exploring the graphic design of the miserable topics that represent Dystopia and the practical importance of the ability of those working in Graphic design to understand dystopia and its manifestations in the movie poster. As The research aims to identify the manifestations of dystopia in cinematic poster design, and how to dedicate it.

The objective limit of the research is the study of dystopia in cinematic poster design, and the temporal limit is cinematic posters for films produced by NETFLIX, in the year 2022, because the posters of some of her films are distinguished With wars, destruction and misery, the spatial boundaries justified the researcher's choice of the American film production company NETFLIX as the boundaries of his research, as it is one of the companies that produced films whose posters can provide insight into the study. The cultural, political and social influences that shape our world.

History of the puzzle. First of all, man has sought from his inception to achieve perfection in his behavior and way of living in various areas of life, and Plato founded his virtuous republic for this goal, which was linked to idealism and high values, but with the passage of time and the succession of historical eras, reaching the twentieth century and the two world wars. The first and second figs And the occurrence of depression and the great American first nuclear bomb in Hiroshima and other events of the 20th century that lucked humanization. So Dystopia appeared to us which the philosopher John Stuart Mill used in 1818 to explain that it is the corrupt place and the worst society or system, to represent the endings. Painted with nightmarishness and decadence, it singles out the place and its immanence in every way. cruelty, and in the same regard, it imposes its hegemony on the reality represented by cities that are distinguished by their ignorance and misguidance, in addition to the bad and depressing meaning that is born in the womb of these cities due to poverty, injustice, disease, and desolation.

This term consists of two syllables, the first is: TOPIA in Greek, meaning place, and the second is DYS. Corrupt, evil, or bad, and if we combine the two words DYSTOPIA, they result in: corrupt or bad place, which is a term with a negative connotation, and it was used to denounce the British government's policy in Ireland by saying: Perhaps it is too flattering for one to call them YouTubers, but rather it should be They are called dystopian [1]. Dystopia has many conventional definitions, as it can be defined as "Taken from the Greek word meaning a malicious or unpleasant place and a bad place. It also revolves around the worst scenarios and the worst cases that call for social change, which is a very bad or unjust society." It involves a lot of suffering, which is the opposite of the term "Utopia, which means the virtuous city" [2]. The word, of Greek origin, means "an evil place, in contrast to Utopia. In literature, critics used this term and meant by it a novel that describes life in a society corrupted by manifestations of materialism and ravaged by evil tendencies." Negative social despair, values vanished Noble morality is a human being in the face of the mechanical factors of greed and decadence.

It was defined as "the other side that opposes utopia" [3], and dystopia is considered "the corrupt and desolate city that suffers under hunger, injustice, ruin, and poverty" [4]. Also, dystopia is an imaginary society in which chaos prevails. "There is no place for good

in it. It is ruled by evil and ruin is one of its most prominent features, in addition to murder, disease, and poverty. It is a world that justifies violence in which man is stripped of his humanity is lost, and the person in society turns into a monster who fights with the rest of the members of his society" [5]. It is also the city and the meaning that represents the opposite of utopia in that it represents devastation, destruction, and everything that is destroyed, and it came as a reaction on the dreams of utopia, which is represented by the virtuous city. There is no escape from saying, "It is a shabby society whose trends and goals are pessimistic and terrible, not because it refers to an imaginary topic, but rather it is a realistic matter that is evident in looking from a different angle at the human relationship with the city" [6]. which suffers from the policies of its leaders who they lead their cities to Destruction because of their policies and the wars that left behind a bitter reality and traces that are still stuck in human memory because of the wars and tragedies that the world went through.

Dystopia did not stop there, but rather went beyond destruction and its effects. as it manifested itself in "corruption, oppression, and tyranny, and this What societies suffered from where the oppression of totalitarian regimes that imposed their oppressive power" [7]. What caused people to suffer from the nightmares of these regimes that only see with one eye, which is the eye of control and suppression of everyone who disagrees with them, and with the growing fear of the possibility of the repetition of the tragedies that the world went through in the twentieth century, and the social, economic, and psychological conditions and crises that resulted from them, penetrated the depth of the human feeling towards existence and the difficulty of dealing with it, which required the thinkers of this stage to rebel against all the components of existence and to think in new formulas that would enable them to communicate with existence. They were certain that their feeling of not being drawn into wars again is a feeling of fear, which is considered a dystopian feeling, so they did not leave dystopia for idealism because they moved from the reality of fear to feeling it.

The historical necessity for the birth of dystopia came in accordance with the principles of destroying all existing traditional concepts, since it is also concerned with the future and anticipating it, and what he might suffer due to the technological development that has come to control man through the digital world after man was in control of everything, and that is because "An imagined future world in which societal control aims to preserve what it sees as an ideal society through the comprehensiveness and dominance of technology" [8] In this way, it robs man of his will and transforms him from the controller to the ruled because of his submission to technology, even if we assumed that the twentieth century is The century of the beginning of dystopia in a large and clear way. The twenty-first century can be considered the golden century of dystopia, as it appeared realistically in many aspects of human life. Moreover, it was manifested in art, especially in the field of cinema, which embodied dystopian reality. In her films, the contents of which were reflected in the movie poster, which is considered one of the graphic applications in graphic design.

Types of dystopia. From the above, it is possible to delve into understanding dystopia and the chaos that it leads to in a non-virtuous society in a world in which there is no place for goodness, due to its abstraction. It is one of the features of humanity, but this understanding comes after realizing its essence, by leading the Journal of Perception in researching the paths of its types and functions, not on a specific level, but on all levels with the aim of determining its consecration and appearance, especially in the cinematic poster. In addition, getting to know Types of dystopia leads us to know how dystopia was established according to levels and types represented by the following: [9].

1. Apparent Dystopia : This type of dystopia is centered on poverty, disease, destruction, and everything that indicates the miserable ends of man, especially the ends of cities. The motive behind choosing cities to represent dystopia is because the city is the social

environment that is characterized by a certain economy, politics, and way of life that can lead to ominous ends because of its suffering from the scourges of diseases and wars that it experienced throughout its history, leaving it desolate and destroyed. In addition, the destruction and devastation of cities does not have to be physical, but it can be moral and ethical at the same time, through the behavior of the individuals who live in the city, which represents a specific living environment for them, and even the behavior that they follow in their lives, so Al-Farabi goes on to say: This is what counts from the most important Arab Muslim philosophers classified cities that are antithetical to the ideal city, dividing it into four sections:

- a. The ignorant city; which is a type of city whose inhabitants did not know happiness, even if they were guided by it, because their evaluation of it was according to their pleasures, and they excelled.
- b. With personal desires, inferiority, and selfishness, because they are accustomed to one type of lifestyle.
- c. The immoral city; which "in its opinions resembles the opinions of the virtuous city, but the difference is that the actions of its people resemble the actions of the people of the ignorant city.
- d. The changed city; whose views and actions in the past were to a large extent the same as the views of the virtuous city, and its actions were not because they were changed, so opinions were included in it. It is corrupt, so its values changed and its actions turned into corrupt actions, so they will perish in the same way as the people of the ignorant city perished.
- e. The lost city; It was the one that acknowledged the afterlife's happiness and believed in the Blessed and Most High, creation, and the active mind, but its belief was wrong and corrupt, because of their leader. Who led them astray. [10]. The researcher believes that there is a fifth type of cities, which are the destroyed cities that have suffered the destruction they have suffered due to the wars and calamities they have been subjected to, especially since there are cities that humans have not been able to reconstruct until now despite the devastation they have experienced, and there Examples of this type of city include the city of Chernobyl, whose residents left due to the explosion of its nuclear reactor, and its residents did not return because living there would be a great danger to their lives.

2. Esoteric Dystopia : In this type, there are changes that occur to people that affect their concepts, and these changes are often internal, "representing the destruction of the soul." Humanity from the inside results in the abandonment of human values in one's life and the spread of other manifestations that express the deterioration of the human soul [11]. so that these manifestations are later reflected to form a visible image for everyone, and the researcher believes that the nightmare that a person sees in his dream is a number Esoteric utopia, universe It can be manifested in human behavior, and this is what happened to Franz Kafka, the German novelist, who depicted himself as a cockroach walking on six legs, thus expressing debilitating turmoil and depression, and his disgust for the body with terrifying tension, rebelling against his reality in an atypical way, and thus trying to get out. About the laws of society to kill his humanity in a terrifying form and a dark nightmarish environment that appeared on the poster, which is one of the applications of graphic design.

3. Technological Dystopia : After the painful reality of wars and revolutions, man rushed to science and technology to get rid of the bitterness of his reality, so the door of technology was opened wide to... If he falls prey to it, especially after technology has taken control of humans, he escapes from reality and immerses himself in a digital world that can turn humans into its followers. These dark science fiction worlds have become more influential in graphic design, so designers use stark images and threatening technology. Oh and a harsh feeling. Dystopia in this genre is characterized by being "an oscillating genre in science fiction, as well as an in-depth look at history" [12] , and because technological

dystopias derive their data from history despite the increasing variables that affect economically and culturally and politically over the people, there is no one What is surprising is that we will witness its endeavor to avoid disasters while maintaining its dominance over man. Moreover, this topic has its manifestations reflected in modern design works, especially digital, as it is filled with a general mood of strangeness and oppression. Design can give dark visions that prevail in its popularity after a while.

A future vision for people. From another standpoint, dystopia can help us overcome our fears about the present, but it can also be an impetus for regaining control over individuals' private data through the digital virtual world. In addition, the dystopian design can appear in a bleak future to give us a present. A more optimistic view, so the researcher believes that dystopia has been replicated in technology through the movie poster, which is a balcony from which the contents appear to attract the recipient, especially since this type of poster concerned with technology and anticipating the future has come to dominate man after man was at the beginning of developed for this The type is in control. In addition, from the above, all types of dystopia are represented in cinematic posters, especially in NETFLIX film posters, which is one of the most prolific cinematic film companies in production in recent times due to the changes that have occurred in the world, such as wars and diseases, and it is trying to embody them. Through her cinematic productions and posters, this is the main reason why the researcher chose her in this research.

The dystopian implication in the movie poster. The content is one of the important tributaries that the designer relies on in his messages through the design of the cinematic poster, as it makes it easy for the designer says what cannot be said through words and titles, through images, shapes, and relationships between the design elements, so that suggestions and implications emerge that are intertwined with ideas and meanings, as the suggestions have a direct connection to the content, its connotations, and its expressive reference to meaning and meaning. What the designer determines to broadcast his message to the recipient in a specific way It is not spoken or written as in the written text, and (Umberto Eco) calls this type of meaning what is included in the design or artistic work, by the implication, "which is an act according to which speech has a hidden meaning, or its meaning is hidden" [13] .

Also, the implicit meaning goes beyond the concept of the word that seeks to reveal the meaning hidden behind it, and if we want to achieve an understanding of the implicit, We must go on a patrol to strive to understand his message through the cinematic poster, especially searching for dystopia in the content that contains a hidden meaning that indicates the presence of an invisible meaning. Therefore, the designer is implicit through the image. The title is behavior that he is trying to promote, and this type of behavior is Dystopian behavior, so the concept of implicit goes beyond the word by revealing meanings that need to be read visually to know the secrets of its message from the movie poster that contains shapes and "pictures that are like the word, readable and contain an apparent meaning." He worked on the news, and another meaning "Hidden refers to the presence of an invisible meaning to suggest meaning" [14]. and the implicit is divided into there are two main types, which are represented as follows :

1. Direct implied. This type is related to the study of surface structure, which is exclusively concerned with this type that is evident in the titles and images in the movie poster.
2. An indirect implication that is concerned with studying what is behind the structure of the design of the movie poster and the magazine cover, and peeks out from behind the sentences and titles, and goes beyond the direct uses of imagery in graphic design.

Therefore, the implied meaning maintains its existence hidden, and based on that, inference about it is through visual speech that a recipient needs to read, and it is not a condition that the recipient understands it or not, so "the implied meaning may be



understood by some and may not be understood by others because of the suggestion, Allusion and confusion of meanings are double" [15]. and from the above data, the researcher sees that the cinematic poster is an important field in which messages are carried out by the designer and broadcast to the recipients, and he does not hold them responsible for understanding them, since, as we mentioned previously, he does not It is the responsibility of the recipient to understand The designer's mission is within his context, especially since there are multiple readings of the design text that broadcasts his speech to individuals of different awareness, cultural levels, and age, especially since the researcher sees that there are contexts that include dystopian concepts, as they symbolize a bitter and nightmarish reality that has been experienced. It has been used repeatedly and intentionally by some graphic designers In the form of submissions, titles and images were used as a way to reach recipients.

In her study of dystopia and its manifestations in the discourse of Arab theatre, Ashkan 2019 points to the bitter reality resulting from conflicts and crises as a result of ideological controversy and wars that humanity has experienced throughout the ages, especially theatre as it is one of those arenas in which these concepts appeared, and within This cognitive framework constitutes research Questions about what dystopia is and its manifestations in the discourse of Arab theatre, as dystopia was clearly and clearly embodied with all its behaviors in zombies and the ten sins, through the absent mind, which prevented man, so that the members of the group became fused within an absent collective mind, as part of a city seeking perfection according to frameworks A certain way.so that the mental subconscious is in accordance with the arsenal of ideas that were thrown across the screens and media of that city as a result of the birth of a class closer to the so-called zombies according to plans to create future cities governed by an authoritarian class, and a vision to reproduce power for itself in different forms to control the capabilities of the people, according to the mechanisms it follows.

These groups, and the inevitably submission of the perishing human being under the influence of life and capital, and the control of influential people, as is the case in displaying a part of mortality represented by the hero of the play who intends to extend the arms of control. Images of dystopia have appeared in multiple forms by celebrating the technical aspect of creating visual discourse in Modern directing contrasts, and theatre directors have invested in advanced means of communication in adjusting the audio-visual rhythm in theatrical speech. Borislaev (2015) also believes that the last decades of the nineteenth century served as a starting point for the creation of miserable literary societies that influenced it has universality and scientific and technological progress, the latter of which is often advertised as something that can make the world a better place, or even change society, but the use of a technological invention, the atomic bomb, to kill thousands of people in Japan has led to people becoming less enthusiastic about science, and many cases of misuse of inventions technology has led to science becoming the main subject for many From dystopian novels Interesting, modern science fiction, which is often confused with science fiction.

Another term often mentioned when talking about dystopia is heterotopia. Since the word heterotopia means "different" or "opposite," heterotopia refers to a place different or opposite to the current place. When applied to the context of dystopian texts, heterotopias would be a sort of "refuge for the heroes, often found in their memories, or in their dreams, or in places, for some reason, outside their world. The arrival of the surveillance system that usually prevails in these societies. While Smith 2017 argues that the modern world has given rise to a variety of schemes for the betterment of society in many corners the social world Revolutions emerged in the late eighteenth century due to dystopian worlds that led to the organization of labour rights movements, which led people to confront the perceived negative effects of industrial society, the alienation and isolation of modern life, and opportunities to escape persecution in the twentieth century, so another response to life emerged that sought degrees varying into a comprehensive

revolution in society and politics in light of the promise of a better life. As for the relationship of previous studies to the current study, the researcher was informed by previous studies that were somewhat close in their representations to the current study in terms of dystopia despite their different applications, as previous research deals with dystopia from a literary, theatrical and political aspect, while the current research deals with the manifestations of dystopia in The contemporary cinema poster, which is considered one of the graphic applications, and therefore the goal is different, in addition to the difference in the theoretical framework to a large extent, which leads to different results and conclusions [16].

## 2. Materials and Methods

The researcher followed the descriptive approach of content analysis, which is a research method for making conclusions by diagnosing specific characteristics within the content. In an objective manner, what the word analysis means is: "analysing data and organizing it into basic elements for the purpose of obtaining answers to the questions posed by the research" (Al-Rubaie, 1999). The current research community consists of the designs of cinematic posters and magazine covers with themes that were characterized by dystopia in the year 2022. The researcher chose this time period because it constituted an abundance of production for the NETFLIX film production company, since its posters embodied dystopia, so the researcher chose the cinematic poster. To be a research community with the aim of revealing what you embodied Topics related to dystopia. The models were chosen in an unimportant, possibly, researcher, as the researcher gathered the Sunni film posters for the company Netflix, which was produced in 2022, and it can be said that this time period occurred in a different level in which the Dystopia manifested, especially since the degree of representation of the models for the original community of research was appropriate According to the researcher's opinion.

## 3. Results

Findings : Case Study. Understanding dystopia comes from understanding its types, so dystopia appears outwardly, represented by the destruction that it can cause. The ghoul appearing in the poster, especially the shape in which his face appears, appears ready to take revenge and cause great damage to the environment designated for the film. Dystopia also manifests itself internally, not just externally. This is because this nightmarish form represented by the shape of the ghoul in the movie poster is considered a product of dystopia due to the prevalence of nightmarish manifestations that people suffer from due to the deterioration of the human soul as a result of abandoning the values of humanity. Therefore, it manifested itself the nightmarish environment is internally, as well as externally, represented by the form of the ghoul appearing in the movie poster.



Figure 1. Troll Movie poster

[https://en.wikipedia.org/wiki/Troll\\_%282022\\_film%29](https://en.wikipedia.org/wiki/Troll_%282022_film%29)

Also, the image has become considered a pillar in conveying what the designer wants to convey to the recipient in conveying information and knowledge, as it is multiple in reading and interpretation. Therefore, in this model, the designer relied on the image, through an image in which the rocky face of a huge hobgoblin appears in an ugly dystopian appearance as it reveals its face. His teeth are significant. However, he will commit a harmful and cruel act at the same time, and the designer did not stop at this point in using the image as a structural method in designing the cinema poster. Rather, he went further than that in using the title as a structural method that indicates a dystopian meaning that the designer used in his design, especially. In this way, he supports the image through the title, which also unifies the meaning through the dystopian meaning of the ghoul in the image and the title as two structural methods that were relied upon in the design. In addition, it is required to read the content, to understand what was implied by the designer through the image symbols, and written texts in the design. Therefore, the implication is represented in this model through the image that shows the shape of a huge ogre whose image dominates the model, and he appears with harsh, stony features that connote cruelty through what his form appears. Therefore, it seems that the implication appeared directly through the expressive connotations that see what he might do. The ogre did this to him, especially since the features of anger evident on his appearance suggest that there is something he must do as a result of two people climbing on his face while they did not know that they were climbing on the face of a huge ogre, so it refers to the skin is full of cruelty as a result of their climbing.





Figure 2. All quiet on the western front movie poster  
<https://www.imdb.com/title/tt1016150/>

The apparent dystopia manifests itself in the form of destruction and wars, especially the wars of the last century, which demonstrated the ignorance of the destruction that wars cause. Moreover, it has transcended the apparent concept, as it brutally isolates the place and its immanence, and in the same regard, it imposes its hegemony. On the reality of cities Shattered and devastated as a result of wars, because their results generate devastation. In addition, it has also manifested itself in its inner kind, due to the policies that produce wars and lead to destruction that leave behind a bitter reality and traces that are still stuck in human memory because of the wars and tragedies that the world has gone through, as the picture represents when It enters into the design structure what is going on in the designer's mind and what he is trying to convey to the recipient. To reinforce the idea, the designer goes to adopting the image as a structural method, as was adopted in the cinematic poster, where the designer adopted an image of a soldier in reference to a war cinema film. The designer also adopted another structural method, as he adopted

The style was adopted as the main title, to indicate the importance of the western side in this poster and what is happening there. Therefore, the researcher believes that the designer succeeded in adopting two structural styles in designing this model. The first was a style that adopted the image, and the second was a style that adopted the title. The cinematic poster also had a dystopian connotation. Directly through expressive connotations represented in the image of the soldier and his looking back, unlike the rest of the soldiers who look forward and head to where the smoke rises to the sky where the battle breaks out. Not only that, but there is another dystopian implication that can be looked to through the title of the film poster to clarify that Although the battle broke out, it was not specified in the title whether it was on the western front or vice versa, to where the soldier was looking, so it was implied. The dystopia designer directly through the poster image and again indirectly through the poster title.



Figure 3. Photocopier Movie Poster

<https://en.kinorium.com/2690745/>

To escape from reality, man turned to technology to get rid of the bitterness of what he endured in his life, so he opened the door to technology wide until he fell prey to it, and this is what we see, as the technological dystopia manifested itself as shown in the poster above through the image and title, as the image refers to a girl holding a phone in her hand, and several screens appear in which they show people the girl communicates with digitally. The title also indicates that the girl has turned into a camera by communicating with people digitally, which prompts a person to escape from reality towards immersion in a digital world that has been able to transform humans. To his followers, especially since these devices follow and monitor a person wherever he goes. Structural methods were also adopted in the design of this model represented by a movie poster, which was represented by the image and the title at the same time. The designer adopted a method that relies on a single image by employing the image of a woman with her features.

Unclear with intent through which he wanted to convey a meaning to the recipient that her eyes are used only to look at the screen of the phone that she is holding in her hand, as well as the title that confirms what is stated in the picture. In addition to that, the designer adopted a style that relies on form, through the shapes of electronic windows that the designer distributed perfectly in the space of the poster to indicate a dystopian meaning. Through the methods he adopted in the design, the designer wanted to convey it to the recipient in his design of this cinematic poster. Therefore, the speaker tries to make the recipient understand his intentions without declaring what he said, and the designer is pushed to send the meaning to the recipient in a hidden way, intertwined within the context of the dialogue, to preserve the meaning of his presence is hidden, denoting him, so the implication in this model came directly with the intention that the designer wanted to send to us the concept that the human being has turned into a follower of technology, through his communication, as we see in the model that the apparent woman

communicates in a technical way through the technology present in the telephone device and from Through the camera, the visible woman does not raise her eyes from it, and that is because the designer intended not to show her eyes, which are glued to the phone screen. Therefore, the researcher believes that the designer succeeded in conveying this implied meaning to the recipient directly because he produced meanings that reach the recipient without writing them through written text or title.

#### 4. Discussion

According to the analysis, the research concluded that Netflix, through the way it works and plans for dystopia, has benefited from many of the technical developments that have occurred in creating ideas and designing cinematic posters, and this is clear in all the models studied, and this indicates that these institutions are planning to broadcast whatever documented events they want to broadcast. Thus, the designers proved their ability to consolidate dystopia through manifestations that appeared clear in the movie poster, through visual and rhetorical messages that contained various types of dystopia. Dystopia also carried dimensions reinforced by interpretable messages. No meaning; A society in which the necessities of life are lacking is a miserable society that makes those who live in it feel as if there is no hope for a better future. In addition, dystopia was manifested through the constructive methods employed by the designer in the movie poster, through intentionality in choosing images, drawings, shapes and titles.

The implication went beyond the concept of the word and revealed a set of meanings through which dystopia was manifested, as in all models, through its embodiment in cinema and covers, which were unspoken visual messages, through which the implied dystopia was understood directly or indirectly, as There is an administrative policy that directs the design work in many companies concerned with designing cinematic posters, in order to present ideas that often raise questions in the public opinion, and often raise their concerns, especially on the topic of dystopia at all levels, and the structural methods The component The design work in a cinematic poster often has the potential to highlight important topics and make them attractive to the recipient, including images, titles, drawings, and shapes. In addition, planning and realizing ideas is a soft talk that hides a lot of what the recipient can perceive and confirm in future theses. Indicate clearly In the way in which institutions transmit visual messages to recipients deal with them, and structural methods have found a place for them in the manifestation of dystopia. Rather, they also refer to calls for deep meanings of concepts, just as the implicit speaks of what cannot be said in public. It is achieved with intent.

#### 5. Conclusion

The research concludes that the design of movie posters, particularly by NETFLIX, significantly employs dystopian themes to provoke public discourse and shape societal attitudes. The findings highlight an administrative policy in design companies that strategically presents thought-provoking ideas, using visual elements like images, titles, and drawings to enhance the attractiveness and impact of dystopian messages. This study implies that the strategic planning and realization of these designs serve as a subtle yet powerful tool for influencing public perception and reinforcing dystopian narratives. Future research should further investigate the long-term effects of these visual strategies on societal values and explore the potential for graphic design to address and counterbalance the dystopian themes with more idealistic or utopian concepts.

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