

# The Role of Electronic Advertising in Commercial Promotion; An Analytical Study of The Advertisements of The Iraqi Ministry of Industry and Minerals Website.

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- **Abstract:** The electronic advertising has emerged as an influential force and an effective tool that all institutions and companies rely on to achieve their goals. In addition to the fact that advertising aims to activate and increase sales, its nature and goals take it outside the limited scope of personal communication to a more comprehensive scope, which is the effectiveness of influencing multiple and heterogeneous groups of consumers. As the development in the means of communication, especially electronic means of communication and growing of cultural awareness, contributed to encouraging institutions and companies to exploit electronic advertising that crossed all spatial boundaries, in order to promote their products and services by shortening time, effort and money. The researcher used the survey method, which is the most common method in the fields of advertising studies, which enabled the researcher to collect data about the research community to study its reality and achieve its goals.
- **Keywords:** Electronic advertising, personal communication, advertising studies