

# Global Diversity in Commercial Advertising.

- **Author(s):** Shahd Abbas Fadel, Nadia Khalil Ismail,
- **Abstract:** The scholarly diversity is a basic feature of the current era, it plays a fundamental role in the language of visual dialogue and the process of perception between the advertiser and the recipient. Does the global diversity have a role in the speed of communication in commercial advertising in the field of the deliberative market? And specify the objective of the search in: Identify global diversity in commercial advertising. The theoretical framework was devoted to three topics: they included (brand, diversity, commercial advertising). Then it was followed by the most important indicators that came out of the theoretical framework. As for the third chapter (Research Procedures), by following the descriptive and analytical approach, the research sample included (4) four commercial advertisements and using the analysis tool that was designed for this purpose. The results of the research were reached, and conclusions were drawn from them: Designers relied in their advertisements on the use of formal structure systems represented by the focal, central, radial, linear, lattice, and aggregate system.
- **Keywords:** diversity, visual, advertiser, advertising, indicators, theoretical, conclusions,