The future implications of communicative discourse in fabrics and fashion designs

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Abstract: The means of communication, through its discourse, contributed to linking individuals and groups to each other in different parts of the world, and was able to break the isolation of human society, The means of communication have also overcome the limitations of time and distance, It has been able, appropriately, to break through spatial boundaries, overcome time constraints, stimulate group interaction and participation, and contribute to the promotion of cultural diversity values, Communication technology has added new global means to many peoples and nations, just as it has placed new global tools in the hands of its adversaries, Where it contributed greatly to the knowledge of the cultures of peoples on the external level, In addition, means of communication have enabled support for cultural diversity efforts at the internal level, and have significantly increased opportunities to diversify sources of knowledge and information, But at the same time, communication technology has created a gap in the reality of relations between the West and the East, and between developed countries that possess that technology and developing countries that lack it, The current era has also witnessed a high speed and great development in the communication and information media technology industry, which reflected positively on the form, content, characteristics, spread, and impact capabilities of new media, The means of communication represent a fundamental window through which the human being of this age overlooks the world, through which he sees his culture, civilization, and progress, It guarantees freedom of expression for various forms of artistic, cultural, social, religious and philosophical practice and thus guarantees the right to cultural diversity.

Keywords: Semantics, future, communication speeches.

Introduction

The body of this research lists new horizons full of future communication discourse with a high capacity to stimulate creativity and innovation, Providing, disseminating and exchanging cultural products, content and services of all kinds through the adoption of modern means of communication such as the Internet or CDs, and allowing everyone to communicate and learn about the diverse cultures of other peoples.

Cultural diversity, as defined by the United Nations Educational, Scientific and Cultural Organization (UNESCO), means the plurality of ways of expressing the cultures of social groups and societies,The forms of expression of these cultures are transmitted through the designs of fabrics within and between societies, and the specificity of the plurality of identities and forms of cultural expression stems for all peoples and societies of the world, "The manifestations of cultural diversity are limited to the diversity of the methods of expression of the heritage of mankind and the methods of protecting and transmitting it to future generations, but also include the diversity of cultural expressions carried by fabric and fashion products around the world and the various types of production, dissemination, distribution and consumption, Whatever means and technology are used" (BDD, 2009, p.11), All the windows are open to the world, and the currents of multifaceted culture, shapes and costumes are sweeping every part of this sprawling universe, We live in the middle of an era in which communication fluid has multiplied and varied to the extent that the human mind can hardly believe what inventions and scientific discoveries have read us, Especially after the world is living today in a simple village or an electronic house, as was said after the invention of satellites that invaded the world, I turned it into a work of art in which other cultures riped. Dealing with future communicaion discourse is no longer an option, it has become an imperative

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Chapter 1:
Methodological Framework

The search problem: Perhaps what modern curricula aim for is to delineate ways of future communication discourse with some considerations, Whereas the role of means of communication is to promote the values and concepts of discourseal diversity in the world in general , It must be based on realistic visions derived from the experience of the development of societies and others consider them responsible for the tension between peoples and widening the gap between civilizations and cultures, So the question worth asking is Where do the limits of freedom of communication end? **What are the future connotations to strengthen designer-consumer relationships in the field of fabric and fashion design specialization?,** And can this approximation be achieved away from the contribution of means of communication and their positive intervention in creating spaces for positive interaction between the designer and the consumer?

The importance and need for research:

The importance of research is that it is analytically oriented to study the future communication message between the fabric designer and the consumer and the implications of the impact of future development in fabric and fashion designs: The research can shed light on the possibility of benefiting from the connotations of communication within the design products with future dimension, This is the category of innovative designers and students studying in the field of fabric design and fashion.

Search Objective: The research aims to: Know the future connotations of communication speech in fabric and fashion designs.

Search Limits: Objective Limit: Studying the connotations of communication discourse, explaining its concepts in the field of fabric and fashion design. Zamania: Designs of fabrics and shirts - T-shirts completed in 2021-2022, and spatially: multi-featured fabrics and suits.

Definition of terms: Discourse: These definitions differed according to the literary and linguistic starting points approaching the concept, including: Discourse: It consists of a linguistic unit consisting of a series of sentences" (Mangono, 2005, p.35), Any message or saying (Sahrawi, 1999, p. 10), In this sense, the discourse is attached to the linguistic domain, because what is considered in this case is a set of rules for the sequence and sequence of sentences, The study of this sequence was first proposed by the American linguist (Sapote Harris) (Bardi, 2004, p.43).

Communication / communication: "Transfer the content of an idea from a person or group, to another person or group" (Abdul Aziz, B. T, p.16). This means that the concept of communication refers to "the process or way ideas are transmitted between people, within a given social system, that varies in size and in terms of the content of the relationships involved in it." (Mahmoud, B. C, p.5). This social pattern may just be a linear bilateral relationship between two people, or within a small group, a community, a national community, or even the human community as a whole (Mahmoud, B. C, p.5).

Chapter II
Theoretical Framework

The concept of speech

: Among the words that have been popular in the field of linguistic studies and have been widely received by scholars and researchers, the discourse is not in the new term, but a renewed entity that generates at every time a new birth that is consistent with the specificity of the stage, and it is a linguistic concept whose presence extends to the transcendent texts of the Holy Quran and ignorant poetry, The Odyssey and Iliad represent unique speech models regardless of the type of speech. Although the roots of this word are in Arab culture in terms of its origins associated with pronunciation, its contemporary uses, as a term of increasing importance, enter the circle of idiomatic words, whose semantic fields indicate incoming meanings, are not self-emercing in Arab culture, Asfour, 1997, p.4", The term began to be established in its semantic climate after the emergence of Ferdinand de Saussère's book Lectures in General Linguistics because of its basic principles that contributed to the clarity of the concept of discourse (Asfour, 1997, p.5).

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The importance of communication:

We can say that communication is one of the basics of life for individuals and societies, no human being can live in isolation from others without contacting them, especially in this era, which has become called the age of technology and communication. Man by nature always tends to form relationships and build bonds with his species. He cannot live in isolation, because isolation, when voluntary, is a form of self-suicide. And when it is by force and coercion, a severe penalty is taken against a certain type of criminal, Or a slow killing when applied to an innocent human being. Man naturally tends to come into contact with people and deal with them, and he needs to do so by virtue of common interests, and every human being needs his human brother. He cannot dispense with others in achieving his interests,

Elements of the communication process: The communication process consists of the following elements: (Dalal, 2007, p.35)

1— Sender or Exporter (Designer): The source of communication is determined by the sender of information in the organizational structure so that in this case the member has some ideas, intentions and information as well as specific objectives from his communication process.

2— Translate and record the message in an understandable form: The designer of fabrics for any message aims to achieve a kind of subscription and generality between him and the future of the message to achieve a specific goal, and therefore there is a need to translate the designer's ideas and information into an organized form, This means that what the fabric designer means in the form of understandable symbols or language. This refers to translating what the designer means into a message the future can understand the purpose of.

3— The message: The message is the real product of the ideas and information of a particular source that can be translated in the form of understandable language, and it is considered the real goal of the sender, which crystallizes mainly in achieving effective communication with specific parties or individuals in the organizational structure.

4— . The means of communication: The message that is the subject of communication is related to the means used to transmit it. Therefore, the decision to determine the contents of the communication message cannot be separated from the decision to choose the medium or port that will carry this message from the fabric designer to the recipient. (Hamdan, 1986, p.42).

Types of rhetorical communication for a fabric designer

Communication and influence in others has multiple forms, and the more the designer masters these forms the more successful he will be in building human relationships. In general, we can talk about two forms of communication, namely:

First: the speaking communication:- It is communication that is made through the use of spoken words, and there is no doubt that this form of communication is one of the broadest aspects of communication with others, and enters under it communication between two people, and communication within the group, Which explains the persuasion process of the recipient carried out by the designer of fabrics and costumes with the product (Abu Finger, 1987, p. 221).

Second: silent communication:- Some people may think that human communication is only done with spoken speech, and the truth is that people use their understanding and communication by audiovisual means, signals and simulations of others,

Communication is basically a social process, and we achieve communication not only with spoken or written words, but also through a set of multiple actions, Like by signs of head movement, hand, or hugging. In addition, contact is achieved in other styles such as the type of dress and the general appearance of the human being. These actions often achieve communication between people just like pronunciation, and they may be independent of spoken speech to serve their purpose alone, and may often accompany speech.

The nature of the relationship between the spoken and silent communications can be clarified through the following: Abu Isbaa, 1987, p. 233:

1. Repetition: A silent connection res spoken resent. For example, you say to someone: Come here, then point to him.

2. Contradiction: Silent behavior can contradict speaking behavior. For example, the manager asks the designer to bring him certain designs in front of the customer, and then gives him a signal from his eye not to attend them. The designer in this case received two messages: the first is speaking, and the second is silent; which was more honest for the designer.

3. Alternative: Silent communication can be an alternative to speaking   communication. Facial expressions sometimes sing about speech. The Arabs said in the past: "Lord is a sign that is more informed than a phrase."

4.Complementation: Silent communication can be complementary or modifiable of verbal messages. Like smiling after asking someone something, or hitting the table after uttering a certain phrase

Signs and body movements of the fashion designer:

   Signals are perhaps the first means of rhetoric that man has developed in contact with others. Each of the different cultures involves a pattern of signals with certain meanings and connotations, and these signals either accompany the language of speech, Or be able to perform the message on its own. In general, the person speaking is rarely immobile. Rather, his speech is often accompanied by movements of the head, hands, feet and eyes, which play an important role in human communication. Because these movements express eloquently feelings, emotions, emotions and reaction, Whether intentional or unintentional movements stands at the designer (Jaber, B. T, p. 63.)

Fashion appearance in communication speech:

   Man's dress and appearance play an essential role in giving the first impression of his owner, as man is the first to look at the appearance and form of those who deal with him, leaving an impression in the same viewer and an impact on the nature of people's dealing with each other. Clothing plays an important role in the communication process, as they express emotions and feelings as well as affect the behavior of those who wear them and the behavior of others towards him, and therefore they are of great communication value (Jaber, B. T, p.64). Perhaps Qarun was one of those who realized the effect of clothes, jewels, and shining appearances on others, and on this basis we understand his behavior that the Holy Qur'an told us about**((So he went out to his people in his decorations))** Surat Al-Qasas: Verse 79.

And indeed this deceptive appearance had an impact on weak souls, **((Those who want the life of this world said, I wish we had the same as Qarun was given that he had great luck))** (Sura Al-Qasas: Verse 79)

The dress (exterior appearance) confirms this effect, so the designer adds the positive effect concentrated in the same recipient to create a communication style to encourage communication and consumption, not as Qarun did, Human dress and outward appearance are closely related to the process of communication and influence. Dealing with people is a comprehensive, multifaceted process, in which a mind thinks, a tongue speaks, a moving atmosphere, and a watchful appearance. Man must pay attention to all these aspects, and any defect in one of them may have a negative impact will sooner or later appear" (Al Hammadi, 2000, p.61). It should be noted here that it is necessary for the beauty of Al-Zaher to be parallel to the beauty of Al-Batin, the literature of Al-Zaher is the title of Al-Batin literature, so that this does not lead us to tyranny as Qarun did. And when the subconscious and visible in one painting, consistent in colors, are united with ends, this painting will be very wonderful and beautiful.

Mechanisms of the development of the future speech process for the fabric designer:

Communication is the focus of human experience and the exchange of ideas and information that include different words, images, drawings and symbols. Communication happens to all individuals, at all times, and communication is more difficult than before, and while we do not practice contact in person, we need to approach the information, The long distances separating peoples, the human need to record countless numbers of ideas, and the emergence of an unprecedented explosion in the flow of information all play a fundamental role in developing our need for communication technology (Makkawi, 1993, p.54). Technology allows us to provide us with many human knowledge through unlimited possibilities in dealing with information, and to employ the capabilities of technology to serve humans as producers and consumers of this technology, and as it constitutes an indispensable part in the conduct of daily life. Communication technology is used in all dimensions of social life and at all levels (P.5) (Rabert, 1995. An organized society depends on communication of all kinds, With the development of electronic means of communication and their use in the digital processing of data, an entry into fashion designs, where the phenomenon of telecommunications has become very important in the management of the affairs of modern and advanced societies.

The Fifth Revolution of Communication:

The second half of the twentieth century is witnessing what has been achieved in several centuries before, and perhaps one of the most prominent manifestations of technology is the merger between the explosion of information and the communication revolution, The salient manifestation of the explosion of information in the use of the electronic computer is to store and retrieve the abstract of what human thought produced in the least available time, as quickly as possible. . The fifth communication revolution was embodied in the use of satellites and the immediate transmission of news, data and images across countries and continents (Abu Zed, 1991, p.34). In recent years, many innovations have emerged that have developed the modern communication organization. These developments have occurred as a result of consumer demand on the one hand, and the raising of technology on the other. Consumer demand has been determined through the following:

1. The desire to get as much information as possible immediately as a result of market competition factors.
2. The need to ensure channels for immediate communication to the designer and geographical area locations.
3. Desire for quick services such as buying goods and merchandise.
4. Desire to identify the environment's systems and monitor their changes, the movement of society using new means such as e-mail, image and fax. Many new technology has allowed many services to meet the needs of consumers, including:

First: The emergence of the personal computer and the expansion of its uses. This computer provides a huge list of unlimited services and information, whether for the personal use of the designer or the possibility of benefiting from the information provided by data banks. The personal computer (Data Banks) provides many services, including:

 Obtaining specialized services from information and performing complex calculations that the designer needs for each design work.

 Provide guidance on purchasing and services available from the designer to the community.

 - Facilitating offers services for purchase by providing catalogs accompanied by pictures and illustrations.

Second: The emergence of many new communication services such as video tex, tablets, flash RAM, e-mail, and light fiber to increase the speed of communication exchange (data) electronic computers by ten times the current situation. It is expected to increase the ability to transfer information from one site to another much more quickly in the future.

The current contact environment

Technology is not pure good, nor is it pure evil, and usually all technology combines what is positive and what is negative. There is no doubt that the new communication technology fills a shortage in the old technology, and opens up new horizons, but it does not make us abandon the old technology. Rather, a degree of compatibility usually occurs between the old and the new for the benefit of humankind, and integration does not occur between old and modern technology only, but rather occurs between technology and the human mind. The role and value of technology is determined by society and affected by the environment, It is indisputable that new technology is rapidly changing the way we receive and consume mass means of communication, as this communication technology leads us towards more specialization and individuality. We must know and realize that all new means of communication affect each other, This technology is also very much related to the economic factor, and in all cases these new means activate our lives and provide us with many alternatives to choosing, but on the condition that we judge our method on these means instead of controlling us by these new means. New communication technology has evolved through interaction between the needs of consumers and the response of the product, to new services, which is known as attracting the market that provides you with services, This is known as pushing technology in providing new opportunities to develop the communication process, and facilitate its services to meet the need of society. Thus, the availability of advanced technology allows the development of means of communication to meet static needs, as it allows new services,

Thus, the market moves, and this can be reflected in increasing the demand for existing means, and leads to the improving of services or creating the need for new means.

The second topic / fashion and its communication discourse

The designs of fabrics and costumes are a source message through which the designer of the fabrics tried to influence the recipient and make him interact with him in a common language, and it is necessary to address the subject of communication that he has and the results with sensory perception, as the communication process means that it is an explanation of the stages of information, (Message - fabrics and costumes) from the source (sender - designer of fabrics) to the receiver (recipient - user) through the communication channel (direct or indirect) , As shown in the following chart
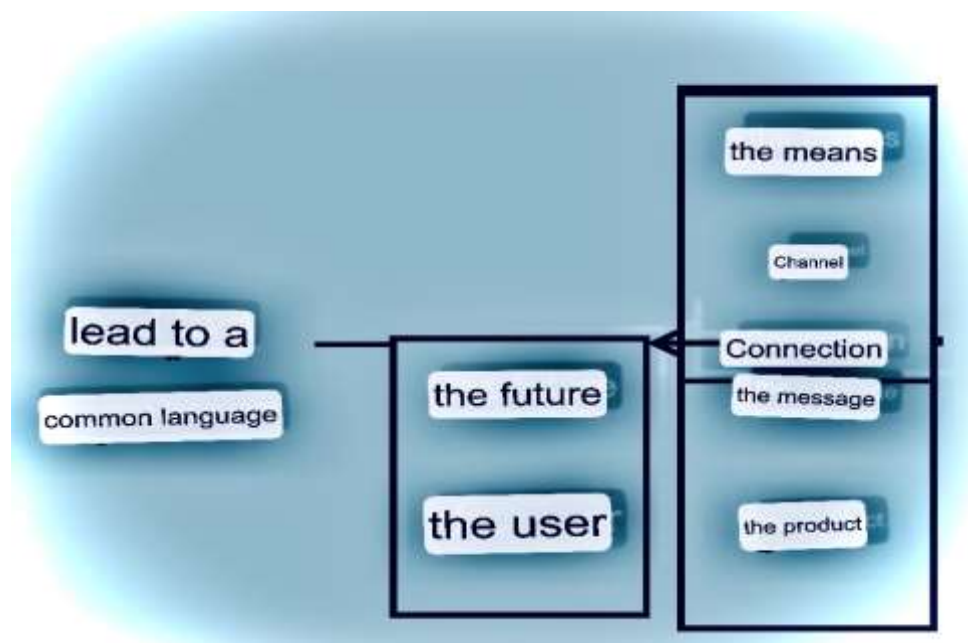
The study of the stages of communication discourse also has a significant impact on other sciences such as psychology, management, journalism, languages and the educational process of design in general, "Communication is the most effective human mechanism as it involves the use of cognitive, psychological and social systems to influence psychologically, mentally, behaviorally, intelligently and aesthetically on the

recipient" (Al-Ayadi, 2011, p. 125). Some scientists and researchers point out in this regard that "the communication process leads to a qualitative response in the recipient in order to influence him psychologically, mentally and behaviorally and help him take a specific qualitative position." Therefore, this process aims to create an atmosphere of familiarity and mutual agreement between the designer and the user and thus achieve the required principle, It is the occurrence of the act of exchanging information between the parties connected or accepting the message sent from the designed source" (Al-Abedi, 1989, p.18).

The purpose of the communication process is to communicate an idea, experience, concept, feeling, perception or skill from one person to another, so that it leads to a process of sharing in these experiences or ideas, which makes one party to the communication affect the other party and this leads to a positive change in the behavior of the other. . It means that the user carries in his intellectual memory some design knowledge as a language exchanged between him and the designer through design work. This is what Berlo described as "a dynamic process that emphasizes the element of participation, as it does not go in one direction from the source of the message to its future but turns back to the source, until it turns out that it has achieved its goals and this is what we call feedback" (Al-Kanani, 1998, p.38). It is a reflexive process between the designer and the user in the language of the fabric and fashion product. This means that communication is effective when the contactor succeeds in having the other party share in the mental or mental images they carry and that these images are expressed (values, ideas, skills, ..) Through symbols As shown in Figure 1.

Figure 1 shows the symbol used as a tag

In this aspect, he points out that messages contain coded information that works to uncertainty about the meanings of people's mental images and confirming messages that are purified through existing mental images and the user interprets messages in terms of the mental images they carry. These images are, in turn, affected by the quality of the messages they receive, and that the continuous change in mental images is a functional function, quality or quality of the messages that they realize in expressing unfamiliar interpretations regarding the features of the design elements in general, as the messages mean the entire body, shape and elements in the fabric and fashion product.

These information messages can affect people's mental images in three ways:

A - Messages can be new mental images:- When the recipient goes through a new situation, encounters an unfamiliar message or hears a new idea (produced by fabrics or costumes that are unfamiliar in society in terms of form, function and aesthetic values), they may not be sure about its meanings and uncertainty implies that this recipient does not have a clear mental image regarding that thing. Therefore, the information messages that reach the brain are not certain of the type of product as well as because they are a new experience, This is about new experiences, and through his new perception of them, he has a new mental image of thatproduct, as shown in Figure (2).

Figure (2) an unfamiliar idea in terms of form, function and aesthetic values of the recipient

B. Messages can change existing mental images:-
Since the recipient begins to perceive himself, his environment and others, he has been trying to make the world meaningful and form mental images that give him meaning to his sensory-visual perceptions, These images help him categorize the many and varied alerts into "understood and language-language formulations that enable people to give labels to their mental images in such a way that they can easily and understandably exchange communication" (Al-Zaloul, 2009, p.68). However, mental images are constantly reviewed and they get changed when new information is received. People are not completely sure as long as this world and what is in it is constantly changing, and therefore people constantly review the information messages of a mental image they have that may be incomplete or inaccurate and may incorporate new information into their mental images in their minds and make the change they see fit. Here, the product of fabrics and costumes can be familiar to the recipient because it deals with other similarities to this product, but there are qualities or characteristics of the new product that can change the images that the recipient carries in his mind, so he works to accept the new product and promise him something innovative with new functions. As shown in Figure 3.

Figure 3 shows the development of technology in the product as a result of the continuous change in the world that led the recipient to accept the new product.

C. Messages can reinforce existing mental images- When the messages are very close to the mental images that the recipients carry, they tend to reconfirm them, and strengthen their beliefs that their mental images are accurate interpretations of reality, and in fact, people often search for messages that confirm the validity of their perceptions. Although messages that reinforce existing mental images carry little new information, they reduce uncertainty or uncertainty by strengthening the sincerity of existing mental images, When there is experience that the recipient has about fabric products, their competencies and brand, this will certainly be enhanced if there is a product similar to the same source, as the recipient has the knowledge of his efficiency, which enhances the mental image he carries in his mind (Al-Kanani, 1998, p.40). As shown in Figure (4)

Figure (4) shows the efficiency of the product perceived by the recipient

The new elements of the process of communication with its modern concept, display their interactions and highlight the role of messages in the formation of mental and mental images in (recipient) in an organized and sequential manner through his interaction with his environment, which gives us feedback (Feed Back) in various forms to balance and regulate this process. From the above, it shows that the communication process has a positive relationship with the levels of perception at (source - recipient), Since we are dealing with the source (the fabric designer), so you will deal with the processes, phenomena and factors that control the cognitive field of the fabric designer as an essential input to the level of technical awareness of the nature of the communication message (the fabric and fashion product) through which it tries to influence the recipient through its level of effectiveness, efficiency and function, As aware as the designer is of these cognitive abilities, his success is in using the foundations, elements and relationships of design, in controlling the possibility of linking visual elements and achieving maximum consistency between bodies and shapes in three-dimensional designs.

Topic 3 / Digital Communication Technology -
　　The third research was devoted to digital communication. The mabahith is equivalent in the first topic, the readable, audio-visual data can be presented in the form of a series of analog signals, Analog signals vary depending on the difference of the original signals. During the 1980s it became possible to recreate analog signals in the form of digital signals. Digital communication achieves many advantages when compared to analogue communication. Digital communication is used to transmit computer data and voice over the phone, and to transmit radio, television, and music recordings with high accuracy and quality.

Digital futuristic means of communication and cultural dimensions:
　　Modern technology in future digital means of communication has created a gap in the reality of relations between the West and the East, and between developed countries that possess that technology and developing countries that lack it, It has been called the digital divide to indicate the gap between those who have the ability to use ICT and the Internet and countries and societies that do not have that modern technology, The means of digital communication have evolved greatly in our contemporary world, and it has become affordable for relations to be held more clearly and deeply, and it is not even possible for a country to live in isolation from what the world is going through in its various countries. The growth and rapid development of digital communication has led to sweeping changes in life, and it is now practically possible for design material to be available to everyone on the Internet and accessible to those who want to educate, "The development of the means of communication led to the strengthening of relations between countries and joint contacts between them reached a very stage of strength and maturity, the borders and breaks that hindered cultural and linguistic communication were removed and the era of isolation ended irreversibly, Tawaiya and free choice are the character of contemporary culture where freedom of opinion and thought prevails" (Al-Najjar, 2006, p.98).

The importance of what has been called the cultural industry or culture machines and their methods of dissemination using current digital information and communication technology has increased with its features and interactive characteristics that only distinguished forms of confrontational communication, which ended the idea of one-way communication from the designer of fabrics to the receiver, This was the characteristic of traditional means of mass communication, as communication became in two directions in which the parties to the communication process exchange roles, and each party has the ability and freedom to influence the communication process at the appropriate time and place for them, and with the development and multiplicity of digital developments in communication, The forms of communication available through one digital medium have varied: the personal computer, which has become used to provide personal communication by voice or written communication Chat or e-mail or to provide communication with small groups through conferences or discussion groups, As well as communication with the websites of local and international electronic newspapers, television and radio stations, which contributed to the diversity of cultural content chosen by the recipient from the various websites on the Internet, which represent a communication umbrella that combines communication systems and their forms. Different digital means and content in its forms and functions in one system, provide the recipient with multiple options in an integrated framework, as it allows the individual during exposure to information materials to choose from what he sees as required.

Future digital means of communication and diversity in the production of cultural content:

Human communication is a human and social process practiced by the individual and society in daily life. This process has contributed to its development of design sciences with great contributions throughout the ages. So that the stages of development in human communication have become reflective of the development of civilization and human progress. The steady development of communication and information media technology, Contributed to changing an important aspect of the beliefs and cultures of societies, and this was clearly reflected in the change in the course of their lives materially and morally, after the changes in the methods of formulating the design message and the way it is delivered and received from the target individuals and groups.

New means of communication and various means of communication have become a major role, both in terms of highlighting and highlighting cultural diversity, and in terms of shaping the tastes and values of nations and peoples in the world. It is important to look at the extent to which these forms of expression translate into the reality, complexity and dynamism of cultural diversity. While new means facilitate the spread of cultural diversity and pluralism, the asymmetries involved in the digital divide continue to limit the possibilities of entering into real cultural exchange. In addition, the vast amount and diversity of choices and the cultural challenges they embody can lead to various forms of cultural isolationism and introversion.:

Theoretical framework indicators:

1. Shape is the holder of the connotation to be communicated to the recipient where the meaning cannot be conveyed without the mediation of the shape

2. The distinction between idea and content as the idea is of two types, one representing content and the other representing the attraction paved for the process of visual communication.

3. Taking into account research into the phthical performance of the eye as the most important senses in the subject of communication discourse.

4. Find influencing factors and how to employ them in order to achieve visual communication such as modern intellectual proposals and new fashion.

5.Search the central attraction points and the midpoint with the point of attraction, as it begins to be looked at by the recipient as an incentive and then moves the receiver's eye to investigate what is around him.

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Analysis of models
Form number One—

A design model for the Gucci fashion company represented by the company's logo on a t-shirt, where the virtual composition of the design included On two separate basic units represented by letters, the first basic unit contained a literal vocabulary in a written style of the text within the space included in it . The other basic unit included natural animal vocabulary, while the second basic unit included written vocabulary in foreign letters within a space that formed an engineering form, and the two units form a reciprocal relationship within their locations and formal spaces, which made the design attractive in all its parts. The communication expressional connotations of the design vocabulary in the model is a symbolic connotation, which was achieved through the first basic unit of the use of vocabulary carrying symbolic and expressive dimensions represented in the form of the company's logo, which represents a communicative language, The iconic connotation was achieved through animal forms. In the design model, two methods of implementation were used: geometry and axis of reality in the general design, and the structural elements have a formal and symbolic semantic force, which achieved the continuous attraction of the elements through the designer's use of the linear element as an intersection, through which two separate basic units are formed.

Communication balance was achieved in order to contain the design of the two basic units within the general whole year and within the basic unit according to the vision of the designer. Sovereignty was also achieved for the written letters in the foreign language, which dominated in the center of the second basic unit, which formed a central attraction inside it, which in turn achieved a design unit whose parts were linked through the relationship, It was clear from this to fit the shapes clearly and the equal ratio was achieved by analogy between the two main units, which gave a sense of general cohesion of the design on the overall floor of the cloth.

Form number Two—

It appears from the above design composition that it consists of a Baghdadi vocabulary based on vocabulary taken from environmental reality to civilized forms that can strengthen the communication link between societies. . To create an interrelationship between the individual and his environment and to achieve an artistic image with multi-meaning and specific meanings of design vocabulary so that he is able to distinguish those vocabulary easily to achieve intridelity through plant forms expressing joy that have appeared in the model above. The design possessed its environmental identity through the design vocabulary taken from the environment, and thus the communicative iconic connotation represented by botanical vocabulary has been achieved, while the symbolic connotation was represented in written forms and is embodied in different forms. Abstract processing has been used in the botanical and written vocabulary, where in this case, the mental response Which achieved some topics in the process of communication with the recipient symbolic connotations in order to be able to receive them mentally and understand them easily, quickly and without any complexity, and for the success of visual communication without the appearance of these writings correctly and not inverted form. In the above form, two methods were used in the implementation process, which are the axis of reality and abstract in the process of employing vocabulary, thus giving a kind of random distribution of vocabulary, which mimics the environmental reality derived from which those vocabulary is derived.

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Form number Three—

In the design model, I use a formal vocabulary for an artist in addition to a written vocabulary in Arabic. The connotation of the design vocabulary is illustrated by the use of his image represented by Kazem Al-Saher to give an expressive dimension to the forms and vocabulary employed in the design work. The realistic style and the axis of reality were used in the process of employing formal vocabulary in the design work, which achieved an cognitive dimension commensurate with the mental level of the consumer through those vocabulary. Linear elements were used in linear forms with high flexibility, where the basic unit consisted of two forms represented by red and white colors, which are preferred by many consumers for their luminous luster and the wavelength relative to the red, these forms achieved visual sequence over a wide space, a color in green color that expresses calm and psychological comfort for the recipient. The relationship of color with the texture, The asymmetric balance was adopted because of the unevenness of the opposing attractiveness, which showed harmony in the qualities and the method of their implementation.

The design unit was achieved through the relationship of the part to the part of the overall overall shape on the cloth area.

Search results:

1. The semantic method appeared clearly in the iconic contitative of all analytical vocabulary.

2. The three models differed from the iconic human, animal and symbolic form, each indicating a special communicative communication style, each of which represented in the outfit.

3. Modern technologies have formed another method of communication than attracting elements from a social environment through the digital computer and communicative methods.

The conclusions

1- The future communication discourse in the designs of fabrics and costumes constitutes a dialogue vision between the work and the recipient, and the text is the first catalyst for the design movement in fabrics, as it draws from it the content inspired by the idea against which the composition is built, so the choice of word, phrase and text, as well as images, drawings and colors, all constitute an influential artistic variable in the structure of cloth design.

2. The social and cultural environment as a variable plays an important and influential role in the designs of fabrics and how to express it designally, as what matters in the design process is that the designer is able to draw some concepts from his social and cultural environment and be specific to him in the completion of his work.

3. The designer derives the elements of his design from the reflections of the social and cultural environment in which he lives, which is the mental image that arises in his imagination to announce the birth of the basic idea of the design achievement. The artistic influences of the social and cultural environment vary from place to place.

4. Clarity in typographic elements (letter, words and sentences) is one of the most important treatments that the designer puts on the content, especially texts that lose their functional impact in the absence of clarity, as well as the factor of clarity not only enters the process of perception but also in the visual motivation for it.

5. Modern communication technology has achieved the emergence of effective results in the design structure as a directive variable that will enhance the effectiveness of the communication effect, and this action has influential characteristics that have the ability to attract attention and direct impact on the recipient through the various technical treatments carried out by the designer, which relate to the product or service about it and activating the role of technology in the structural demonstration of the design elements that make up the cloth.

6. The process of drawing attention to the cloth is related to the economic situation in terms of the size of the space allocated to fashion designs, the number of colors used in it, the quality of printing, the type of medium used in its width and other things that achieve wide spread in the shortest possible time and then the percentage of sales rises and vice versa.

7. The real importance of economic variables lies in their ability to form solid pillars with which the basic objectives of fabric and fashion design can be reached.

The recommendations:

Pushing the direction of design with digital technology with communication methods in order to bring out modern innovative designs, they shorten the effort and time and come up with amazing results.

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