

# THE EFFECTIVENESS OF THE PROGRAM PROPOSAL BASED ON THE EMPLOYMENT OF SEMANTICS AND SYMBOLS OF TELEVISION ADVERTISING TO PROMOTE THE ARTISTIC SKILL OF USING THE CASH METHOD OF CHARLES PEREZ FOR A SAMPLE OF SECOND GRADERS AVERAGE IN THE DECISION OF THE TECHNICAL EDUCATION

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***ABSTRACT\_** The study aimed to stand on the effectiveness of hiring based on semantics and symbols of television advertising to promote the artistic skill of using the cash method of Charles Perez for a sample of second graders average in the decision of art education program proposal recognition method. "Charles Perez" By understanding and analysis of the 2 foundations and the meanings and images contained in the television advertising and decoding (symbols and their significance). To answer the study hypotheses, the researcher use of the curriculum (analytical descriptive) as well as the (semi-empirical), and the preparation of the note card set dimensions according to the framework of a theoretical study, and after confirmation of the validity of the measure was reached for the image of the final card, and thus applied to the study sample, totaling (15 ) students, and the practice test is the t-test for two samples linked. The most important findings of Rejected the imposition of a zero-view there are no statistically significant differences between the average scores of student's differences before the application of the proposed program (Charles Perez) and beyond. The alternative of taking imposition (no statistically significant differences between the average scores of students differentials in favor of the proposed program, "Charles Perez way."), When compared to 93.4000 varying pretest when 90.7333.kma that the value of the link between the scores before and after the high way at 0.819. The value of the test T. (2.779-) which is less than.05 this means that the method of "Charles Perez" made a difference in cash at the skill level of the students. In the light of the outcome of the results of the study, it recommended Input method "Charles Pierce" in the development of art criticism skill in the decision of art education at intermediate school.*

***KEYWORD:** semantics and symbols of television, television advertising, method of Charles Perez.*