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**THE ART OF ADVERTISING AND ITS EFFECT ON DEVELOPING  
COMMUNICATION BETWEEN DISABLED PEOPLE (OR: SPECIAL  
NEEDS PEOPLE) AND NORMAL PEOPLE IN THE SAUDI SOCIETY**

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**Abstract**

*Plastic art in general and advertising art in particular deals with the recipient bearing a sense of responsibility, striving to always achieve positive results. What we have covered here from the art of advertising is by presenting messages integrated with education, qualities, etiquette and morals that he sends in elegant elegance to those who receive them. The image of culture hovers over the Saudi society and our self-stock as individuals and as an Islamic people with a single faith, depicted for common motives such as social, economic, religious, historical, political, psychological, pleasure and beauty systems. It also means education to be a technical and educational donor.*

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**Keywords**

*The Art of Advertising, Communication, Special Needs People, Normal People, The Saudi Society.*

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**Introduction**

The researcher reviewed development through plastic art and how it means developing the individual, the environment and the economy. And this is done through interaction between experiences combined with the cognitive, skill, moral and cultural senses, and then their impact appears on many intellectual aspects, values and morale. The art of advertising has developed a technology so that it progresses in sending its messages in an intense and powerful way, penetrating human consciousness with its behavioral accumulations, habits and values. The influence is reflected on society with all its layers and pressures, imitating it and its desires. Whereas the art of advertising is based on several philosophies through which it carries influential meanings based on messages bearing four tasks that gradually range in sequence beginning with the functional task, then the utilitarian task, the performance task and finally the service task, the presentation of these tasks is affected by a set of theories such as semiotics. The material, cognitive and other transformations in the mind of the designer plastic artist present them with his perceptions and experience in a formal structure based on one of the following theories: (idealism - pragmatism - logical).

The researcher reviewed some examples of advertising media that contribute to its effective role in the development of cultural media institutions, and dealt with pictures and advertising graphics as a sample for research, which she analyzed by studying the values, elements and the media included, then reviewed a profile of people with special needs in the Kingdom of Saudi

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Arabia and the most prominent institutions that concern them. Then the researcher presented a set of advertising messages to them that were formulated by these institutions, the researcher analyzed those advertising messages visually and philosophically, and then the results of the research appeared through what the researcher presented about the reaction of the Saudi society resulting from the advertisements and messages of people with special needs such as the interaction of many family members Ruling in the Kingdom of Saudi Arabia throughout, The regions of the Kingdom of Saudi Arabia compete with all their ministries and departments for their service. Many celebrities such as actors, football players and others in the Kingdom of Saudi Arabia also interacted with this group in any forum and in any friendly and fraternal image. The researcher also reviewed the governmental and private contributions in the Kingdom of Saudi Arabia in meeting the wishes and wishes of the disabled. And the companies present a set of competitive ideas such as souvenir products, promotional clothing, tools, meals and entertainment festivals to collect financial resources for the benefit of this category. In conclusion, the researcher found, through the samples she reviewed and analyzed, that the art of advertising has a great role in developing communication between people with special needs and normal people in Saudi society.

Prescriptions and etiquette he sends in elegant luster to those who receive them. Art is an image of our culture and our self-stock, and an image of our history and our social, economic, religious, historical, political, and psychological motives, and of pleasure and beauty. Art is not separate from education, for the artist is a researcher and specialist with his capabilities and feelings that qualify him to be an artistic and educational donor. The most beautiful gift is educational and mixed with art (Al-Saud, 2010, 36-43).

“The plastic work of art is an automatic mental activity, which is a mental assimilation, and the transformation of a sensory experience into a new, innovative entity. This thing called the artistic form is the artist’s language in which he expresses his ideas visually and artistically. Artistic awareness of the person who createdThe art of advertising is one of the plastic arts with an aesthetic, influential and formal artistic value, and it has a great role in attracting, directing, endorsing and provoking. The people with special needs and the normal are the building blocks of the Saudi society, each of them is distinguished by advantages that advance the building of society, and communication between them will be stronger support for building and advancing society. Whereas the Saudi society is constantly searching for means to help establish and support its identity and strengthen the bonds of brotherhood and equality among its members, regardless of their varieties, on the basis of the doctrine of the religion of Islam

that calls for equality, and since the Saudi plastic artist is an important element and a contribution to the community's bond and support in everything that rises to the top He contributes to building this brotherhood and realizing the strength of the interconnectedness between the elements of his society and the researcher In this research, she presents her study on the role of advertising art as a means to help, support and develop communication between normal people and those with special needs. Research problem Does the art of advertising have a role in developing communication between people with special needs and normal people in Saudi society? The limits of the problem are confined to the Saudi society, who are normal and have special needs in the Kingdom of Saudi Arabia. Research axioms Communication can be developed between people with special needs and the normal in Saudi society through the art of advertising.

Research hypotheses for the art of advertising have a great role in developing communication between people with special needs and normal people in Saudi society.

### **Research Methodology**

Is descriptive, of the role of advertising art. Analytical, for some samples of ads supporting the topic of research. Research tools Description and analysis of the selected research sample from images and advertising graphics. Search terms. A role is a set of responsibilities, activities, and powers granted to a person or team.

The role is defined by the work of a person or a team that can have several roles, for example the role of a configuration manager and a change manager that can be performed by one person. Advertising is one of the media activities that are indispensable for economic activities such as industry, trade, services and other economic activities, as well as for charitable and non-profit institutions and organizations, which without announcing their efforts will not obtain the societal support and financial funding necessary for their continued work and performance of their mission.

### **Development and Plastic Art**

Development is one of the most important functions of plastic art, as it aims to invest in societies and to improve the economic, social and demographic conditions of the local community while achieving integration and the actual contribution to progress, with the participation of individual or collective efforts, governmental or private. Development is based on an approach concerned with developing human energies by changing individuals' ideas, needs, and values, qualifying and training them on a sound basis so that they contribute in a positive way to development processes, And it has an important role in the service and development of society when it has been activated well and organized through various types of

practices with positive aspects to obtain distinct outputs that encourage other institutions to apply and benefit from them. Development through art education has several axes, including:

- Individual development: by discovering his talents, investing his energy, and developing his various mental, psychological, social, economic and artistic aspects. It is a direct role in the development of society and its relationship with individuals within it. Development of the environment: by spreading aesthetic and environmental education and creating a visual culture towards beauty, it can become a tool for changing environmental conditions and problems that threaten life.

Economic development: The study of the economics of art education and the reasons for the deficiency of artistic education in general and the arts in schools in particular has become a societal but global necessity, which shows its recent role in spreading and encouraging small projects and in light of them small productive artistic projects such as the field of economic development, and accordingly the workers in the field of Art education refers to a set of basic experiences to work in the educational field successfully, which is the cultural experience of the vocabulary of plastic art, the aesthetic experience of the contents of the environment and the educational experience dealing with members of society. These experiences interact with each other and merge in them the cognitive, skill, sensory and educational aspects, and then their impact appears on the development of the individual's perceptions from the mental, sensory and psychological aspects (Khalil, 2010, 20).

Among the types of plastic art that contribute to development is what we will deal with here, which is: The art of advertising. Publicity and advertising have existed since ancient times, even if they are manifested in different ways than what we see in our present time in front of the capabilities and energies that support them in terms of capabilities and energies with which advertising and advertising have become an independent art that is taught at the highest levels and authored books. The companies and institutions specialize in it, and it develops according to the technical development that we reach, and this is reflected in the world of advertising, so advertising design and output with it from development and attractiveness has become a lot. The art of advertising is based on artistic and scientific foundations in which all the sciences of influence are included, starting from the principles of sensation, perception, stimulation, sound, color, compound and rhythmic effects.

The most advanced degree of television technology is practiced in advertising, so that the advertising message comes to be intense, strong, effective and effective, directly penetrating the consciousness and accumulating in the mind, without the need for contemplation or

analysis. To this end, global advertising companies employ experts in psychology, psychoanalysis and social psychology. The meeting takes place to study the audience's motivations, behavior, habits, values, preferences, resistance points and response points.

One of the forms of advertising art is print advertising, which is the oldest among the advertising arts, and it is newspaper, magazine, periodical, pamphlet and poster ads. They are what can be called indirect ads, because it is not possible to determine the exact individual who is targeting them. Direct advertisements are like brochures and flyers that send the mail to specific people. As for outdoor ads, they are in the form of street ads, exhibitions, and advertisements on the sides of public buses. There are audio ads, which are the radio ads that are broadcast on the radio airwaves.

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