

**Women veiled in the design of advertising between the
communal model and the religious symbol**

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Summary :

Egypt is considered as a civilian state according to the constitution, but it is an Arabic and Islamic country by the history, custom and reality, subsequently the veiled woman represents a part which is not small from the Egyptian society. This research is based on studying the extent of the presence of the veiled woman in advertising design, and how is that presence whether in the design of the Egyptian, Arabic and Western countries advertising, and the reasons for that. The research problem represented in the extent and how the presence of the character of the veiled woman in the advertising design, and was that presence all over the years, and was it uniformly or it different in its shape and nature from time to time and from one country to another, and was that presence in a form that elevates the status of the veiled woman and increases the prestige of this costume or detract from it. The purpose of the research is to recognize the appearance form of the veiled woman in advertising design in Egypt, Arab and Western countries, the factors and causes of that and if that presence represents community model or a religious symbol or mix between the two cases. This research was concluded to several results, the most important ones are in the difference in how and why the veiled woman appears in the design of each of the Egyptian, Arabian and Western advertising with different reasons for that, which varied between the custom and traditions, and the need to use a religious symbol