Challenges of Freedom Expression in Advertising Design

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Research Summary:

Freedom of expression is a right guaranteed to everyone by human rights organizations and international laws, but are there limits to freedom of expression in advertising design, or is it an absolute freedom that allows the defamation of a people, a group, or a public figure, and allows contempt of religions, that cause psychological harm to the recipient of the advertisement because of it's cross of the boundaries of public taste or crossed the customs and traditions of peoples, especially since we are in the era of satellite channels and the Internet and the reach of international advertising to every inch of the globe. Is this freedom of expression and freedom of thought on the part of the advertisement designer, or is it for other goals? That some advertisements offended the Arab and Islamic people by placing stereotypical images of Arabs and Muslims, which requires correcting these false images to Western culture by highlighting the positive features of the Arab personality and Arab societies by highlighting their past and present civilization. Hence, the research problem was that freedom of expression exceeded the boundaries of religion, politics, and public taste in the design of Arab and Western advertising. That the researcher searched for Arab and Western advertising models from various advertising media from the 1930s until the present time to identify the extent to which freedom of expression exceeds the limits mentioned in the design of Arab and Western advertising, how it affected the societies in which it appeared, and how it can affect other societies.The importance of the research is to reveal the extent to which the freedom of expression exceeds the permissible religious, political and social limits in the design of Arab and Western advertising, to avoid it in the future and to correct the negative image of Arabs and Muslims in the West through the design of Arabic advertising. The research aims to identify violations of freedom of expression in advertising design, set international limits for this freedom, as well as develop plans and practical experiments to try to correct the negative image of Arabs and Muslims in the West. Accordingly, the research relied on the descriptive and applied approach, analyzing advertising models that crossed the limits of freedom of expression, then developing a vision of how the negative image of Arabs and Muslims can be corrected in the design of Arab advertising directed to the West.

Key words:

Challenge - Freedom - Expression - Design - Advertising.