

## **The Role of Visual Knowledge in Advertising to Illiterate Recipients**

**Prof. Abeer Hassan Abdo**

**Professor of Advertising Department – Faculty of Applied Arts- Helwan University**

[Profabeer@yahoo.com](mailto:Profabeer@yahoo.com)

**Assist.Prof. Dr. Aliaa Abd El Salam Abd El Latif**

**Associate professor of advertising - Mass communication department - Misr international university**

[Alyaa.treify@miuegypt.edu.eg](mailto:Alyaa.treify@miuegypt.edu.eg)

**Researcher / Esraa Ebrahim Afifi**

**Freelance Designer**

[Esraa.Ebrahim.Afifi@hotmail.com](mailto:Esraa.Ebrahim.Afifi@hotmail.com)

### **Abstract:**

The research deals with the study of the role of visual knowledge and its relationship to advertising directed to the mother and how it can be used and from the visual experience of this category in order to achieve communication goals and take into account the features and needs of them, with the proliferation of different design methods and advertising ideas do not necessarily need texts and phrases explaining the ad it became possible to face the difficulties and obstacles faced by the mother when exposed to these advertisements due to his inability to read and write and understand advertising texts, which led to avoiding this type of advertising In view of the Egyptian state's efforts to build bridges of development and build a modern state based on science and knowledge, and believing in the seriousness of the phenomenon of illiteracy, the designer of the declaration had to go in turn and contribute to the initiative launched by the state "a decent life without illiteracy" under the auspices of President Abdel Fattah al-Sisi, so the file of illiteracy had to be looked at and provide all the design solutions that help in this development.

From the point of view of the Egyptian state's efforts towards building bridges of development and building a modern state based on science and knowledge, and believing in the seriousness of the phenomenon of illiteracy, and the assertion of the United Nations Educational, Scientific and Cultural Organization or what is known in short as UNESCO, to activate the standard of understanding among the illiterate public and because it is not the responsibility of the official authorities alone but the responsibility of all, the designer of the declaration had to go in turn and contribute to the initiative launched by the state "a decent life without illiteracy" under the auspices of President Abdel Fattah sisi , This made it imperative for the designer to look at the file of illiteracy and provide all the design solutions and practical perceptions that help in this development and work to formulate advertising content commensurate with their abilities and reach them without difficulty understanding it and without the need to explain from the people who read what constitutes a burden on them or feel ashamed and that the initiatives do not stop at a certain limit but continue until the elimination of this phenomenon or reduce its disadvantages.

### **Keywords:**

Illiterate recipient- Visual knowledge -Visual experience -Ad for the recipient of the illiterate

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