
**The role of advertising in promoting society's awareness of children's rights
and enhancing effective listening to the voices of children: An analytical study
of the effects and challenges**

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Abstract

The study aimed to gain a deeper understanding of the importance of protecting children's rights and ensuring their healthy and sustainable development. Children are the fundamental building blocks of any society, and a better understanding of their needs, feelings, and opinions can contribute to creating a better environment for them and helping them build their personalities. Additionally, the study promotes healthy family and social relationships by focusing on effective listening to children within the family, which can reduce tensions and enhance understanding among family members. Furthermore, the study sheds light on the challenges and issues related to children's rights and highlights them to guide efforts toward effective solutions. Ultimately, the study contributes to achieving better child development and broader societal goals by increasing awareness of the importance of children's rights and developing policies and practices based on the principle of respecting those rights.

Keyword: Children's Rights, Healthy Development, Social Relationships, Family Understanding, Challenge

**THE ROLE OF ADVERTISING IN PROMOTING SOCIETY'S AWARENESS OF CHILDREN'S RIGHTS
AND ENHANCING EFFECTIVE LISTENING TO THE VOICES OF CHILDREN: AN ANALYTICAL
STUDY OF THE EFFECTS AND CHALLENGES**

1. INTRODUCTION

In recent years, there has been a growing legal interest in protecting children's rights. Children are not only the nation's wealth but also the most valuable human asset. Childhood is the most critical stage in shaping one's personality, as children are highly sensitive, observant, and susceptible to significant family and social influences. Therefore, the study of child upbringing and guidance falls on the shoulders of both families and society. Families seek to raise morally upright and well-behaved children. Active listening means paying attention to what the child wants to express, positively focusing on the hidden messages they convey. It is a way to navigate tense situations between parents and children. The more active listening and effective communication are practiced, the fewer family problems and emotional tensions occur. Parents are always advised to master the skill of communication and active listening by establishing a communication link between them and their children. There is a relationship between a child's self-esteem and their presence in an environment where they are listened to. Children who are listened to receive a hidden message that they matter, which fosters their sense of value, confidence, and a desire to express more about themselves. Adults will also begin to understand children better and expand their knowledge. The relationship between children and their parents strengthens, and children learn to speak to their parents first rather than anyone else. This applies to both children and younger offspring. Children often suppress their feelings because they have experienced situations in which adults did not listen to them.

Problem Statement The problem of the study lies in the insufficient awareness and understanding of the importance of children's rights and effective listening to them in society. This deficiency is evident in the society's estimation and understanding of the rights that children should enjoy, as well as its ability to provide an environment that allows children to freely express their opinions and feelings. Contributing factors to this problem include cultural and social challenges, weak policies and legislation related to children's rights, lack of awareness among parents, and limited resources allocated to support this critical aspect of children's lives. This study seeks to analyze this problem and provide appropriate recommendations to increase awareness of children's rights and promote effective listening to their voices in society and public policies.

1.1 Study Objectives

1. Deeper Understanding of Children's Rights: The study aims to analyze and gain a deeper understanding of children's rights and their importance in modern society, as well as how these rights can be enhanced through effective listening to children, including:
 - Analyzing the social and psychological effects.
2. Practical Recommendations: The study aims to provide practical recommendations that contribute to improving awareness of children's rights and increasing effective listening to children's voices in society and public policies.
3. Highlighting Challenges and Issues: The study addresses the challenges and issues hindering the implementation and respect of children's rights in different societies, providing a detailed analysis to guide efforts towards effective solutions.
4. Increasing Public Awareness: The study aims to increase public awareness of the importance of children's rights and the pressing need to pay attention to them and listen to children in various aspects of life.
5. Guiding Policies and Practices: The study aims to provide valuable inputs for policymakers to improve policies and practices related to children's rights, family relationships, and society as a whole.

1.2 Research Questions

1. How can the promotion of children's rights be enhanced and mainstreamed in societies and families?
2. What are the major obstacles and challenges that impede the implementation and respect of children's rights in different societies, and how can they be overcome?
3. How can the impact of promoting children's rights on child development and their psychological and social well-being be measured?
4. What policies and programs can be implemented to enhance a better understanding of children's needs and opinions and promote their effective participation in decision-making regarding their lives?

1.3 Study Methodology

The methodology of this study relies on a comprehensive review of the literature related to the impact of current social, cultural, and technological changes on the behavior of children and the role of families in guiding them. The study also involves the implementation of an awareness campaign titled "Listen to Me," aimed at guiding children and parents toward the importance of effective communication and mutual listening. Data were collected through surveys and personal interviews distributed to a random sample of 300 individuals, including 65% males and the rest females. The survey included questions about individuals' awareness of the importance of communication between children and parents and their opinions on various issues related to child rearing and development. Through the analysis of this data, conclusions were drawn regarding the impact of cultural and technological changes on children's behavior, and recommendations were made to support families in their vital role of guiding and protecting their children in this changing and complex context.

1. LITERATURE REVIEW

1.1 Previous Studies

- Smith (2019):
- Results: Smith (2019) conducted a study on the importance of family communication and its impact on children's success. It was found that there is a positive relationship between good communication between parents and children and the success of children in various areas, including academics and social life.
- Methodology: Data were collected through surveys and interviews with families and children. Data analysis involved advanced statistical techniques to estimate the relationship between family communication and children's performance.
- Jones (2020):
- Results: Jones (2020) conducted a study on effective communication between parents and children. The study found that children who have strong communication relationships with their parents perform better in school and are more understanding and social.

THE ROLE OF ADVERTISING IN PROMOTING SOCIETY'S AWARENESS OF CHILDREN'S RIGHTS AND ENHANCING EFFECTIVE LISTENING TO THE VOICES OF CHILDREN: AN ANALYTICAL STUDY OF THE EFFECTS AND CHALLENGES

- **Methodology:** Data were collected through surveys and field observations. Data analysis utilized relationship analysis techniques to understand how family communication influences children's behavior.
- **Internet Safety Council Report (2018):**
- **Results:** The report highlighted the importance of educating children about internet risks and social media. It emphasized that online safety awareness and education can reduce the risks of exposure to inappropriate content and cyberbullying.
- **Methodology:** The report relied on literature review and available statistical data on children's internet use and potential risks.
- **Armstrong (2017):**

Results: Armstrong (2017) conducted a study focusing on educational strategies to improve children's mental health. It was found that implementing these strategies can contribute to reducing rates of depression and anxiety among children.

Methodology: The methodology included a long-term study design where educational strategies were implemented for a large number of children, and their mental health was monitored over time.

UNICEF REPORT (2020):

Results: The UNICEF report (2020) highlighted the role of youth participation in decision-making. The report showed how encouraging youth participation in community decisions can lead to the development of leadership skills.

Based on previous research and as indicated by Smith (2019) regarding the importance of family communication, we can conclude that academic success and social development in children are significantly related to the quality of this communication. This suggests that achieving effective communication within families is key to raising well-rounded and successful children.

In this context, research conducted by Jones (2020) on effective communication between parents and children plays a prominent role in achieving success in education and social areas. It is worth

**THE ROLE OF ADVERTISING IN PROMOTING SOCIETY'S AWARENESS OF CHILDREN'S RIGHTS
AND ENHANCING EFFECTIVE LISTENING TO THE VOICES OF CHILDREN: AN ANALYTICAL
STUDY OF THE EFFECTS AND CHALLENGES**

noting that there is a strong connection between open communication and family bonding and positive outcomes for children.

On the other hand, according to the recommendations issued by the Internet Safety Council in Washington, D.C., it emphasizes the importance of guiding parents to set an example in digital communication with their children. This can contribute to building healthy and safe digital behaviors for children.

Based on our findings from Armstrong's (2017) research on strategies to improve children's mental health, we can say that education and upbringing can play a significant role in supporting the emotional and mental growth of children.

Regarding the social and political participation of youth, as highlighted in the UNICEF report (2020), youth involvement in decision-making processes can be a powerful tool in encouraging young people to influence the development of societies and shape policies that affect them.

Anderson (2019) in his study on the impact of cultural diversity on the development of global citizenship for children addressed how exposure to diverse cultures can enhance children's awareness of the world and their understanding of cultural diversity, thus contributing to their development as responsible global citizens.

2. CAMPAIGN IMPLEMENTATION

2.1 Importance of the Campaign

The importance extends considering the child as the most important and primary issue in our Arab world, especially in the United Arab Emirates. The country has demonstrated the importance of children through various positions, emphasizing the need to focus all efforts on improving and achieving what is in the best interest of children, whether they are citizens of the country or residents.

- Covering a significant issue in society.
- Recognizing children as individuals and active members.
- Understanding the factors influencing their behaviors and the changes they undergo.

**THE ROLE OF ADVERTISING IN PROMOTING SOCIETY'S AWARENESS OF CHILDREN'S RIGHTS
AND ENHANCING EFFECTIVE LISTENING TO THE VOICES OF CHILDREN: AN ANALYTICAL
STUDY OF THE EFFECTS AND CHALLENGES**

- The healthy development of children ensures the future well-being of any society.
- Neglecting children comes at a high cost.

In Hussein's study (2017) published in the book "Advertising Campaign Planning and Advertising Decision-Making," the concepts of advertising campaign planning and their importance in the field of marketing and advertising decision-making were explored. This enhances our understanding of how to design effective advertising campaigns.

Furthermore, in Al-Faqih's (2014) book "Marketing Communication and Advertising Campaign Planning," the role of marketing communication in marketing operations and the importance of advertising campaign planning as one of the influential factors in the success of a brand were highlighted.

Additionally, in the work of the scholar (2004) in his book "Press Advertising and Advertising Campaign Planning," multiple aspects of advertising campaign planning and the role of newspaper advertising in achieving marketing goals were discussed.

On the other hand, Kazem (2016) discussed in his book "Advertising Campaigns between Management and Planning" how to effectively direct and manage advertising campaigns through strategic planning.

2.2 Campaign Overview: What distinguishes the current era is the rapid transformations that the world is undergoing in various fields, thanks to openness to others and the developments that have dominated all aspects of life, especially in terms of the widespread use of media and communication technologies. These developments have directly impacted the behaviors and practices of individuals and groups.

Children, in particular, are one of the groups most affected by various new social, cultural, and educational variables due to their limited awareness of their contents. This often leads them to adopt behaviors they encounter through their interaction with society. Children often imitate the behaviors of their peers for the purpose of entertainment or gaining acceptance in the group, either by chance or intentionally. These behaviors contain cultural elements that influence their behavioral patterns, resulting in many deviations due to the lack of awareness among children and the absence of guidance from their families. Families are primarily responsible for raising their

**THE ROLE OF ADVERTISING IN PROMOTING SOCIETY'S AWARENESS OF CHILDREN'S RIGHTS
AND ENHANCING EFFECTIVE LISTENING TO THE VOICES OF CHILDREN: AN ANALYTICAL
STUDY OF THE EFFECTS AND CHALLENGES**

children physically, mentally, cognitively, and emotionally, and what complicates the task of family education is the possibility of children acquiring deviant behaviors that contradict prevailing cultural patterns and the methodologies followed by families in guiding and directing their children, especially in light of conflicting values within the family and society.

In a study conducted by the scholar (2004), this study highlights the impact of media and advertising on the formation of children's behaviors and culture. The study indicates that children are exposed intensively to advertisements in various media, and this intensive exposure can have a significant impact on their behaviors and cultural concepts. The research focuses on studying how media and advertising are used to guide children's behaviors and shape their perceptions of the world around them.

The "Hear Me" campaign is an informative and guidance advertising campaign targeting children in its broad sense, as well as parents - both mothers and fathers. The campaign aims to raise awareness among parents about the importance of listening to children, protecting their rights, and paying attention to their concerns. It emphasizes the need not to neglect children and to bring out the best in them, especially given the developments we are experiencing and the changing environment from one generation to another.

In a study conducted by Jones (2018) published in his book "The Impact of Advertising on Children and Adolescents' Behavior," the study aims to understand the impact of advertising on the behavior of children and how to guide them better in this digital age. This study indicates that children can be greatly influenced by the advertisements promoted by the media, and this influence can be positive or negative depending on the content of the advertisement and how children interact with it.

Based on this study, it appears that children who receive proper guidance from their families on how to interpret advertisements and provide critical evaluation of the information presented in them can be more likely to use advertisements positively and develop successful decision-making skills.

- 3. CAMPAIGN OBJECTIVES:** The campaign "Hear Me" has multiple objectives, which can be summarized as follows:

**THE ROLE OF ADVERTISING IN PROMOTING SOCIETY'S AWARENESS OF CHILDREN'S RIGHTS
AND ENHANCING EFFECTIVE LISTENING TO THE VOICES OF CHILDREN: AN ANALYTICAL
STUDY OF THE EFFECTS AND CHALLENGES**

1. Change awareness among parents, understanding the child, their rights, behaviors, and appreciating their presence and identity.
2. Describe how to protect the child, the positives that are being worked on, communication with the child, raising awareness, and training to improve listening and communication with them.
3. Clarify daily or continuous application methods for dealing with children, raise the level of understanding and appreciation of the child, instill peace of mind in the hearts of children, and make them effective in society. Improve the way of dealing with children.
4. **CAMPAIGN TACTICS:** The campaign employs several tactics that guide its informative advertising campaign. Given that it is an issue of concern to both the Arab and Western publics, the campaign builds on these foundations and pillars to form a central point that describes the importance of the study's subject.

The informative advertising campaign is characterized by well-thought-out tactics inspired by the results of a previous study conducted by a specialized research team. This study indicates that the best tactics for raising awareness of social and cultural issues include:

1. Use of social media: There are significant opportunities on social media platforms to reach a wide audience and engage in interactive dialogues about the campaign's subject.
 2. Education and awareness: These tactics include creating educational materials available online, workshops, and lectures to spread knowledge about the campaign's subject.
 3. Collaboration with relevant authorities: These tactics involve collaborating with organizations and entities to ensure support for the campaign's subject and enhance its impact.
 4. Innovative advertising: The campaign uses creative and innovative advertisements that capture the audience's attention and encourage them to engage with the subject.
- 5.2 "Hear Me" Campaign The advertising campaign aims to raise awareness of the child, their importance and presence in society. Adults will also begin to understand children more comprehensively. The relationship between children and their parents will strengthen, and children will learn to speak to their parents first, not to anyone else. This applies to both children and young adults. Children often keep their thoughts to themselves because they have experienced situations where adults did not listen to them.

**THE ROLE OF ADVERTISING IN PROMOTING SOCIETY'S AWARENESS OF CHILDREN'S RIGHTS
AND ENHANCING EFFECTIVE LISTENING TO THE VOICES OF CHILDREN: AN ANALYTICAL
STUDY OF THE EFFECTS AND CHALLENGES**

The campaign targets parents and families of various nationalities, including both UAE citizens and residents. The campaign is aligned with International Children's Day in March, highlighting the importance of the issue that the campaign aims to promote within the UAE society. The campaign will primarily focus on Ajman and then expand to Sharjah and Dubai. It will run for 30 days starting from the beginning of March until its end. The campaign will cover all aspects and elements, highlighting the role of the government in encouraging government institutions to address issues that concern the community. This emphasizes the importance of individuals turning to government-supported institutions and seeking professional help to address children's issues and problems. This enhances the reputation of the country by showing its commitment to serving individuals and children in particular, reaping the benefits of its efforts in the near future.

5. TARGET AUDIENCE:

The target audience for the "Hear Me" campaign includes:

1. Citizens of the United Arab Emirates.
2. Residents from various nationalities.
3. Arabic and English speakers.

The campaign specifically targets a subset of the audience based on several characteristics:

- **Geographic Characteristics:** This includes citizens of the United Arab Emirates from the three Emirates: Ajman, Sharjah, and Dubai.
- **Psychological Characteristics:** The target audience comprises individuals who are open to such social issues and are receptive to the campaign's message.
- **Demographic Characteristics:** The target audience includes both men and women who are parents, aged between 21 and 60 years old.

The campaign aims to reach and engage with this specific group of individuals to promote its message effectively.

6. EVALUATION OF THE CAMPAIGN:

1. **Initial Campaign Assessment:** To measure the effectiveness of the media decisions made within the campaign and determine how effective the chosen media channels are in conveying the

**THE ROLE OF ADVERTISING IN PROMOTING SOCIETY'S AWARENESS OF CHILDREN'S RIGHTS
AND ENHANCING EFFECTIVE LISTENING TO THE VOICES OF CHILDREN: AN ANALYTICAL
STUDY OF THE EFFECTS AND CHALLENGES**

campaign's message, an initial evaluation is conducted. This pre-campaign assessment helps in assessing the success or failure of the media objectives that need to be achieved within the campaign. It can involve methods like surveys to gauge the initial response and readiness of the target audience.

2. **Evaluation During the Campaign:** During the campaign's execution, it's essential to conduct ongoing evaluations to assess its effectiveness. This evaluation helps in identifying strengths and weaknesses within the campaign. Weak aspects of the campaign can be addressed and improved upon to ensure the campaign resonates well with the intended audience. This ongoing assessment helps in making real-time adjustments to maximize the impact of the campaign.
3. **Post-Campaign Evaluation:** The final evaluation aims to study the success of the media campaign and understand its capabilities in achieving the objectives and outcomes set for it. It involves assessing the results and accomplishments of the campaign. Additionally, it involves addressing any media-related issues that the campaign may have encountered and finding appropriate solutions and alternatives to resolve these problems.
7. **IMPLEMENTATION OF THE CAMPAIGN SURVEY:** The pre-campaign survey is a research tool used to gather information and data about the target audience before the campaign's launch. It aims to collect assessments and opinions about the topic the campaign intends to promote and the methods used in advertising.

The survey was distributed to a sample of the target audience, consisting of 30 individuals, randomly selected from citizens and residents of the United Arab Emirates.

8. ANALYSIS OF STUDY RESULTS:

1. The study revealed a significant awareness of the importance of communication between children and parents, with a high percentage of participants believing in the significance of this communication.
2. The study uncovered concerns regarding the risks of the internet and social media on children, indicating the necessity of educating and raising awareness among them about these issues.

**THE ROLE OF ADVERTISING IN PROMOTING SOCIETY'S AWARENESS OF CHILDREN'S RIGHTS
AND ENHANCING EFFECTIVE LISTENING TO THE VOICES OF CHILDREN: AN ANALYTICAL
STUDY OF THE EFFECTS AND CHALLENGES**

3. Support for children's mental health was also highlighted, with a high percentage acknowledging the importance of addressing children's psychological well-being.
 4. Challenges faced by children in society were seen as a significant issue for the majority of participants, indicating an awareness that children may encounter various difficulties and obstacles in their growth.
 5. Encouraging children's involvement in decision-making processes was supported by a substantial percentage of participants, reflecting a preference for giving them a voice in shaping their lives.
 6. The role of parents in child upbringing was strongly recognized, with nearly all participants believing that parents play a significant role in shaping children's characters.
 7. Teaching children about environmental and sustainability issues was endorsed by a significant majority, indicating an awareness of the importance of environmental conservation.
 8. Increasing awareness of children's rights was supported by a high percentage, demonstrating a preference for promoting and safeguarding children's rights.
 9. The familial role in character formation was widely acknowledged, with nearly all participants believing that families play a crucial role in shaping children's personalities.
 10. The importance of regular physical activity for children was recognized by a high percentage of participants.
 11. Encouraging children to engage in arts and culture was endorsed by a substantial majority.
 12. Participation in volunteer work was similarly encouraged by a significant percentage.
 13. Imposing restrictions on the use of electronic devices by parents received widespread support.
 14. Learning other languages was considered important for children by a good percentage of participants.
 15. Respecting diversity and different cultures was deemed crucial for children by a high percentage.
 16. Teaching environmental sustainability was supported by a substantial majority.
9. **RECOMMENDATIONS:** Based on the results of this study and the information gathered from previous studies, surveys, and the "Hear Me" campaign, several recommendations can contribute to enhancing communication between children and parents and improving family relationships:

**THE ROLE OF ADVERTISING IN PROMOTING SOCIETY'S AWARENESS OF CHILDREN'S RIGHTS
AND ENHANCING EFFECTIVE LISTENING TO THE VOICES OF CHILDREN: AN ANALYTICAL
STUDY OF THE EFFECTS AND CHALLENGES**

1. **Enhance Public Awareness:** Organize sustained awareness campaigns to educate people about the importance of effective communication between children and parents, highlighting its positive impact on children's growth and development.
2. **Parental Guidance:** Provide parents with guidance on the best ways to interact with their children, listen to their thoughts and feelings, and support workshops and educational programs to promote these practices.
3. **Incorporate Education in Campaigns:** Include educating children about critical issues such as mental health, the environment, and human rights as part of future awareness campaigns.
4. **Strengthen School Involvement:** Strengthen the role of schools in promoting communication between children and parents by organizing effective educational activities involving parents and teachers.
5. **Ongoing Research and Evaluation:** Continuously conduct research and evaluation to measure the impact of awareness campaigns and efforts to promote communication between children and parents, and work on developing programs and policies based on the results.
6. **Encourage Partnerships:** Promote collaboration between government entities, non-governmental organizations, and civil society to implement awareness campaigns and family communication enhancement programs.

These recommendations aim to create a more informed and communicative environment between children and parents, ultimately contributing to the well-being and development of children.

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**THE ROLE OF ADVERTISING IN PROMOTING SOCIETY'S AWARENESS OF CHILDREN'S RIGHTS
AND ENHANCING EFFECTIVE LISTENING TO THE VOICES OF CHILDREN: AN ANALYTICAL
STUDY OF THE EFFECTS AND CHALLENGES**

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