

Role of Art and Communication in Social Development Among Creative and Cultural Spaces in the United Arab Emirates

Tayseer Abdulgadir Hassan Almubarak* Postgraduate Student, College of Communication, University of Sharjah, (United Arab Emirates) U20103829@sharjah.ac.ae	Wafa Khalfan Rashid Al-Ali Assistant Professor, College of Communication, University of Sharjah, (United Arab Emirates) wafa.khalfan@sharjah.ac.ae	Nada Jamal Alzaraa Assistant Professor, Department of Public Relations, College of Communication, University of Sharjah, (United Arab Emirates) nada.alzara@sharjah.ac.ae
---	--	--

Submitted: 11/03/2025

Accepted: 22/04/2025

Abstract:

This study examines the relationship between art, communication, and social development within creative and cultural spaces in the UAE. It explores how art and culture serve as catalysts for community engagement, social cohesion, while also considering the role of communication in shaping public perception and participation. The purpose of this research is to explore how art and communication contribute to social development within creative and cultural spaces in the UAE by examining their role in community engagement and cultural public participation. Through qualitative interviews with 12 professionals from four art centers in the UAE using purposive sampling method, the study investigates how communication strategies influence the accessibility and impact of artistic and cultural initiatives. The findings highlight both the opportunities and challenges faced by these creative and cultural institutions in contributing to social development in the UAE.

Keywords: Social development, UAE, Art, Communication, Creative Spaces.

1. Introduction

Cultural and creative industries (CCIs) are increasingly recognized as pivotal drivers of societal progress, influencing sustainable development, social change, and individual well-being. This literature review delves into the diverse dimensions of cultural and creative industries, exploring their impact on sustainable development, social transformation, and the enhancement of individual creativity and knowledge sharing. By synthesizing findings from many scholarly sources, this review sheds light on the intricate interplay between art, culture, sustainability, and community engagement.

This research explores the role of communication in promoting art in the UAE, the contribution of creative and cultural spaces to social development, and the benefits and challenges of fostering art and culture in the region. It examines how communication strategies, including media, marketing, and public engagement, influence the visibility and accessibility

* Corresponding author

of art, highlighting the role of institutions, artists, and digital platforms in shaping cultural discourse. Additionally, it investigates how creative and cultural spaces, such as museums, galleries, and community initiatives, contribute to social cohesion, identity formation, and cultural exchange, fostering inclusivity and innovation. The research also discusses the economic, educational, and cultural benefits of promoting art, such as tourism growth, creative industries, and knowledge-sharing. However, it identifies key challenges, including funding constraints, audience engagement, policy limitations, and the balance between preserving tradition and embracing contemporary artistic practices.

There is a growing interest in the arts in the United Arab Emirates (UAE) but research and analysis on the social impact of the creative spaces are limited. The country has made huge investments in developing the creative and cultural sectors including Jameel Arts Centre, Alserkal Arts Foundation, Barjeel Art Foundation, and Bayt Al Mamzar.

To attain the aim of the study, it will explore the following **research questions**:

- What is the role of communication in promoting art in the UAE?
- How do creative and cultural spaces contribute to social development in the UAE?
- What are the benefits and challenges of promoting art and culture in the UAE?

This topic is significant to be studied to gain more understanding about the role of creative and cultural industries in social development. The country has invested in the development of creative and cultural spaces with having the potential to promote social and cultural development, it also provides awareness and a deeper understanding of the impact of these spaces on UAE society. Art has the potential to promote social and cultural growth. The study will provide data and a foundation for future research papers for the relationship between social development and creative and cultural spaces. The study will help policy makers in providing a clear and insightful view of the social power these cultural and creative spaces on the community.

1. Literature Review

Academics have explored the connection between art and social change, with Creative and Cultural Industries (CCI) playing a key role in the creative economy of the United Arab Emirates (Dubai Future Foundation, 2020). UNESCO defines CCI as sectors involved in producing, promoting, and distributing cultural content (Borre, 2023). Art serves as a form of cultural expression, shaping values and identity (Brown, 2016). It highlights the impact of artistic activities, particularly in education, in fostering emotional well-being and personal growth (Karkou & Glasman, 2004).

Grant Kester explored how art can bring about social change by creating spaces for dialogue and interaction between artists and their audiences (Kester, 2004). Matarasso have pointed out that the art projects that are based on communities can help to build social capital and increase the strength of communities by creating opportunities to share experiences (1997).

Lippard examines the ways in which artists have used their work to address social and political issues, and how their efforts have contributed to larger social movements (Lippard, 1984).

2.1 Role of Communication in promoting art and culture

The relationship between art and social change has been widely explored in academic research, with many scholars emphasizing its ability to foster dialogue, cultural expression, and community transformation. In the UAE, the Creative and Cultural Industries (CCI) play a significant role in the regional creative economy, contributing to cultural production, promotion, and distribution (Dubai Future Foundation, 2020; Romeo Borre, 2023). Art, often described as a means of cultural expression, allows individuals and communities to engage with their values and identities (Brown, 2016).

Several studies highlight the impact of artistic engagement on emotional well-being and personal growth. Karkou and Glasman (2004) found that participation in arts-based activities provided individuals with opportunities for self-reflection and stress relief. One participant in their study noted that engaging in the arts helped them recognize the power of creativity in alleviating anxiety. Public art, which exists in various built and natural environments, also plays a key role in shaping cultural experiences and promoting accessibility to artistic expression (Al Suwaidi & Furlan, 2017).

The role of communication in the promotion of art and cultural expression has been widely examined. Socially engaged art, particularly projects designed to instigate social change, plays an essential role in fostering dialogue and advancing social development (Hosseini, 2019). Kester argues that art can act as a catalyst for social change by encouraging conversations between artists and audiences (2004). In the digital age, social media has become an important tool for the dissemination of artistic knowledge, enabling broad engagement and interactive learning (Ihsaniyati et al., 2023).

Art has also been recognized for its role in raising awareness of social issues and fostering a sense of identity and belonging (Al-Hosani, 2017). Through sensory engagement, creativity, and historical narratives, art serves as a means of knowledge production while also carrying political and social significance (O'Neill, 2005). Museums, galleries, and other creative spaces provide platforms for artistic expression, allowing for interaction and the exchange of diverse perspectives (Helena & Renee, 2021).

Knowledge sharing is an essential aspect of creative development, influencing how art is understood and communicated. Rice (2003) emphasizes that while intelligence and motivation contribute to the production of new knowledge, the social context in which creative work exists determines its impact. In some collective cultures, knowledge is treated as a source of power, making trust and collaboration fundamental to fostering open knowledge exchange. Building relationships among artists, institutions, and communities encourages artistic innovation and cultural development (Ihsaniyati et al., 2023). Narratives embedded within art can serve as sources of inspiration, reinforcing the idea that meaningful social transformation requires both critical engagement and personal reflection (Murray, 2012). Research suggests that active participation in artistic creation leads to the development of novel thoughts and emotions, enriching individual experiences and promoting intellectual growth (Karkou & Glasman, 2004).

2.2 Art and Culture Promotion in the UAE

Art and culture in the UAE play a significant role in shaping the country's identity and social values. Art forms in the UAE reflect universal cultural values and often draw from the nation's heritage, emphasizing the importance of both tradition and innovation. Historically, cities have supported art to enhance their competitive edge and attract attention, a trend that continues today (Al Suwaidi & Furlan, 2017).

In the UAE, cultural spaces such as museums, galleries, and cultural centers have become essential platforms for creative expression and cultural exchange. These spaces foster interactions between individuals from different backgrounds, offering opportunities for diverse artistic expression (Helena & Renee, 2021). The country's investment in cultural initiatives, including the Louvre Abu Dhabi and Dubai Design Week, has helped the position of the UAE as a global creative hub. These projects not only contribute to the country's international recognition but also provide artists with the support and exposure needed to thrive (Dubai Future Foundation, 2020).

Challenges persist for some artists, particularly those lacking institutional support. There is limited research on the experiences of artists in the UAE, but the country has made strides with the development of projects like the Abu Dhabi Cultural District, Alserkal Avenue, and the Sharjah Biennial. These initiatives provide important platforms for artists and cultural practitioners, promoting cross-cultural understanding and offering opportunities for creative engagement (Garrido & Schubert, 2011). Government support has been a driving force behind the growth of the creative sector. Partnerships between institutions such as Dubai Culture and Art Jameel have provided critical funding and resources, including rent relief and license fee waivers, to assist both local and international artists. These efforts are vital for the continued development of the UAE's art scene and for fostering a creative environment where artists can thrive (Dubai Future Foundation, 2020).

2.3 Social Change Communication

Amabile's theory of creativity suggests that the creative process is integral to producing innovative work that is seen as valuable, viable, or satisfying by individuals (Rice, 2003). This concept highlights the importance of both individual and collaborative creativity, which forms the foundation for innovation. The work environment plays a crucial role in fostering these creative processes, ultimately contributing to profitable and innovative outcomes (Rice, 2003).

As noted by Claudia Helena and Silvina Renee, art has always been a powerful tool in shaping societal change and improving the well-being of individuals and communities. Their research underscores art's enduring importance in social dynamics, emphasizing that creativity has the potential to influence and transform societies (2021). In the context of innovation, individual participation is essential, as evidenced by Forrester's study on UK car manufacturers (2000). Von Krogh further highlights the importance of knowledge sharing, continuous expertise development, and collaborative learning in driving innovation (Rice, 2003).

In the realm of soft power, Ibrahim Subeh's study emphasizes that the capacity to influence society comes from the appeal of ideas and the ability to set agendas (2017). Artists and scholars agree that while the arts alone may not catalyze significant societal change, they are

crucial for giving voice to individual and collective needs, serving as a catalyst for social movements by reflecting the hopes and issues of society (Milbrandt). Moreover, ICT and social media play a central role in development communication and social change, ensuring equal access to opportunities and amplifying social impact (Ihsaniyati et al., 2023).

Ihsaniyati and colleagues (2023) distinguish between development communication and social change communication. While development communication facilitates planned initiatives, social change communication focuses on unplanned processes and self-sufficiency within communities. By fostering active participation and dialogue, development communication encourages knowledge exchange and enhances access to information, promoting positive societal change (Ihsaniyati et al., 2023).

Artistic expressions engage individuals on multiple levels, including sensorimotor, cognitive, emotional, and social dimensions, making them a powerful tool for personal and collective growth (Karkou & Glasman, 2004). Trust-based environments, as emphasized by Von Krogh, are essential in facilitating knowledge sharing within teams. When trust exists among team members, collaboration becomes more effective, aligning collective goals rather than focusing on individual objectives (Madhavan & Grover, 1998).

Art also plays an important role in fostering community pride, ownership, and cultural values, reinforcing local identities (Al-Hosani, 2017). This cultural aspect mirrors the significance of process innovation in scientific inquiry, where competencies such as customer service and quality control are closely linked to product innovation. As Rice (2003) suggests, the ability to innovate within business processes is crucial for advancing product innovation.

2. Methodology

This study employs a qualitative research design to explore the role of art and communication in social development. The qualitative approach allows a deep understanding of participants' perceptions, experiences, contexts to address the research questions. The used method is the semi structured interview method to explore the relationship between art and communication with social development among the creative and cultural spaces in the UAE. Data were collected from experts who work in one of these four creative and cultural spaces who have community (Bayt Al-Mamzer, Jameel Arts Center, Alserkal Arts Foundation, and Barjeel Art Foundation) in the United Arab Emirates.

This study contained semi structured interviews with a total of 12 professionals including Founders, Directors, Curators, Assistants in programmes and collection, Managers in community relations, library, research, strategy and audience, Collections Manager, Social Media Specialist, Registrar, and Visitor Experience Coordinators within the field of art and culture. These and community individuals were selected through a method of purposive sampling and snowball sampling with professionals from art and cultural organizations to ensure relevance to the research topic.

Depending on their positions, the interviews were conducted online or in person depending on availability. The participants were invited to be part of the data collection process by the participants in this study where the participants in this study were interviewed.

Data was gathered through semi structured interviews with participants. These interviews were conducted either online through MS teams, Zoom meetings or in person. Locations of these interviews were in the organization itself; it lasted approximately is between 30 to 50 minutes. Each interview was guided by a set of open-ended questions that were used in the semi structured interviews to give participants the space and the ability to be more encouraged in more detailed answers. The individuals who were interviewed were provided with a clarification of the needed information about the study's purpose and they gave the researcher their consent to participate voluntarily.

The case studies were chosen based on their relevant activities of art and culture and their role in social development focusing on the private ownership of creative spaces. The study's goal is to explore the insights on creative and cultural spaces in the UAE. Each participant was informed that it is voluntary participation, with the right to withdraw at any time without consequences. With strict confidentiality measures to protect the participants privacy throughout the research. Participants may experience minor discomforts related to sharing personal experiences and opinions, we have done the needed action to minimize any discomfort for ethical considerations.

3. Results

The findings indicate that cultural and creative spaces in the UAE play a crucial role in engaging audiences, building awareness, and fostering accessibility to the arts. These spaces utilize strategic communication, particularly through social media, to promote their activities and attract new visitors. The collected data were divided into sections based on the research questions as below:

4.1 The role of communication in promoting art in the UAE

Findings show that 33% of participants focus on community engagement and program development. These practitioners are involved in curating programs that respond to local needs, foster dialogue, and sustain public interest through inclusive, accessible, and long-term strategies. Meanwhile 67% focus on audience experience, public awareness, and operational management, including communication, volunteer coordination, and upholding institutional standards. Both roles work to sustain cultural participation within their institutions.

Approaches to promoting events were evenly divided into 50% who adopt structured communication strategies with consistent messaging and strategic planning aimed at maintaining public engagement. The other 50% emphasized identity-driven communication, using storytelling and values-based narratives to connect with audiences and extend reach through partnerships.

Technology plays a central role in communication across institutions. For 40% of participants, it functions as a tool for internal operations and visitor engagement supporting digital access, feedback collection, and resource management. Another 40% use technology, especially social media platforms like Instagram, to enhance visibility and audience reach, producing content that reflects institutional identity and builds an informed public presence.

Regarding target audiences, 70% of participants focus on art professionals, students, and practitioners actively engaged in cultural programs. The remaining 30% target the general public, including families and tourists, through accessible, inclusive events that aim to broaden

cultural participation. As for the main messages communicated, 67% center on accessibility and inclusivity. Institutions such as Jameel Arts Centre emphasize open, welcoming environments that encourage participation from all segments of society. The remaining 33% focus on targeted initiatives that support emerging artists and cultural practitioners. Institutions like Alserkal Avenue and Bait Al Mamzar deliver specialized programming designed to foster collaboration, professional development, and creative community building.

4.2 Contribution of creative and cultural spaces to social development in the UAE

Findings highlight that 33% of participants were primarily motivated by community engagement and social impact, aiming to foster inclusive dialogue and public participation. Institutions like Jameel Arts Centre, Alserkal Foundation, and Bait Al Mamzar emphasized accessibility and the role of art in community building. Meanwhile, 42% were driven by organizational vision and philanthropic goals, with institutions such as Barjeel Art Foundation and Jameel Arts Centre seeking to fill gaps in the regional art scene and support long-term cultural infrastructure.

When measuring impact, 58% of participants relied on quantitative data, including visitor numbers, social media engagement, and media coverage. Institutions like Jameel Arts Centre, Alserkal, and Bait Al Mamzar used such metrics to assess reach and engagement. Meanwhile, 33% emphasized qualitative insights such as community feedback, recurring participation, and long-term involvement. A remaining 25% reported lacking structured evaluation methods.

To encourage participation, 50% focused on accessibility offering free entry, inclusive programming, and youth-oriented initiatives. Jameel Arts Centre and Bait Al Mamzar tailored activities to community needs. The other 50% prioritized outreach through social media, newsletters, and collaborative initiatives. Alserkal, for example, invited local businesses and creatives to co-develop programs.

Regarding collaboration, half of the respondents pursued organic, community-driven partnerships through open calls and spontaneous encounters. Institutions like Jameel Arts Centre and Alserkal emphasized flexibility and inclusivity. The other half took a strategic approach, selecting collaborators aligned with their institutional goals, often prioritizing long-term growth and thematic alignment.

In communication, 25% leveraged digital platforms like Instagram and newsletters to engage specific audiences. 42% prioritized inclusive, relatable content that reflected community experiences. Institutions such as Alserkal and Jameel Arts Centre offered diverse narratives through literature, poetry, and performance. However, 33% lacked a defined communication strategy for engaging with diverse groups. Also the long-term strategies for community development included free public access (33%), mentorship and residencies (Alserkal), and artist support through grants and open calls (Jameel Arts Centre). Another 17% highlighted the importance of sustained local support for artists.

Looking forward, 67% of participants aimed to strengthen cultural identity, promote public engagement, and highlight regional art histories. Jameel Arts Centre's Down to Earth Festival and sound walk programs, along with Barjeel's focus on inclusivity, reflect this ambition.

Meanwhile, 25% centered their future plans on empowering emerging talent and fostering cross-disciplinary collaboration.

Also 33% explicitly acknowledged their social responsibility to reflect Dubai's diversity, ensure accessibility, and build consistent community connections. Another 17% highlighted research and ethical stewardship as part of their institutional responsibility. The remaining 50% implied community focus through other aspects of their work without directly addressing social responsibility.

4.3 The benefits and challenges of promoting art and culture in the UAE

A majority (75%) of participants reported challenges in effectively communicating with both artists and the public. These include issues such as audience segmentation, language diversity, oversaturation on social media, and the difficulty of making complex or experimental art more accessible to wider audiences. Maintaining public engagement amid a competitive cultural environment and aligning artistic vision with public comprehension were also cited as key concerns. The remaining 25% noted internal challenges, such as limited opportunities for artists, logistical hurdles, and difficulty standing out in the digital sphere.

While institutions like Jameel Arts Centre and Alserkal actively collect audience feedback to inform programs and understand public interests, they maintain that their foundational direction is shaped by internal values and long-term vision, not external input.

Programs that have achieved strong community resonance include sustainability-focused events such as Down to Earth, and exhibitions incorporating underrepresented languages. Intimate gatherings like reading groups offer spaces for deeper community engagement. Exhibitions centered on Palestine, such as On This Land and Palestinian Memories, have been especially impactful, offering emotional depth and cultural solidarity. Welcoming, home-like spaces have also supported dialogue and personal connection. Barjeel Foundation's exhibitions on modern Arab heritage have attracted younger audiences interested in regional identity, while artist-led events added emotional weight by allowing direct interaction with creators or their families. Unexpectedly successful events have included exhibitions on social media or those held during politically tense times, which became safe spaces for reflection and hope.

Governmental collaboration plays a major role, with 75% of institutions receiving support from bodies like the Ministry of Culture and Youth, Dubai Culture, and the British Council. Such partnerships lend credibility, provide resources, and help broaden outreach through educational tours, critiques, and access to materials. Non-governmental support accounts for 25%, with institutions benefiting from private sponsors, art collectors, and bicultural partnerships. Spaces like Alserkal, Sharjah institutions, and Bait Al Mamzar rely on both organizational and individual support, enhancing the sustainability and diversity of the local art ecosystem.

4. Discussion

This research set out to understand how art and communication work together to support social development in creative and cultural spaces across the UAE. At its core, the study focused on how these institutions connect with their communities and encourage public

participation. Through interviews with professionals working in the field, a clearer picture emerged of how different organizations operate, what they prioritize, and the challenges they face, while they have proved that art can be used as a form of communication. Instagram stood out as one of the most widely used tools for reaching audiences and building community.

But communication wasn't just about publicity it also played a role in how these spaces function internally, helping improve visitor experience and streamline day-to-day operations. Interestingly, while most institutions are keen on building long-term engagement, platforms like TikTok are often avoided, as they're seen as less aligned with the kind of meaningful connection these spaces are trying to foster. Different institutions also approach their audiences in different ways. Some aim to welcome everyone families, tourists, and the wider public while others focus more on those already involved in the arts, such as students, practitioners, and professionals. This has an impact on the tone and style of their communication, and also affects how inclusive their efforts are perceived to be.

While the idea that art can support social change isn't new, this study confirmed how art can affect to make social change in the local community. measuring this kind of impact isn't always straightforward. Some organizations rely on numbers visitor counts, social media stats, and media coverage while others look more closely at community feedback and repeated participation. A few admitted they don't have a clear system in place for evaluating their work, which highlights the need for stronger tools to help track long-term social outcomes.

Partnerships also play an important role. Some spaces build collaborations organically, based on shared interests with the community, while others take a more strategic approach, choosing partners who support their vision. These different models reflect the variety of approaches found in the sector.

The research process itself wasn't without its obstacles. Some institutions were hard to reach, and approvals took time. Still, most spaces were clear about their priorities. While many value public input, they also stay true to their missions. For example, Jameel Arts Centre and Alserkal welcome audience feedback but don't let it steer them away from their core values.

Support from governmental and non-governmental organizations, private sponsors, and academic institutions remains crucial. Funding and collaborative networks help cultural spaces grow, develop new programs, and offer meaningful experiences to the public. Events like Creative Career Days and partnerships with universities show how strong this ecosystem is becoming. But to keep momentum going, there's still a need to strengthen those relationships and build even more effective ways to understand and measure the impact of the arts on society.

5. Limitations & Future Recommendations

This study is limited in scope, it focuses on a selected number of creative and cultural spaces in the United Arab Emirates. It may not fully represent the broader landscape.

Challenges exist in measuring impact, as organizations like Bayt Al Mamzar and Barjeel lack dedicated assessment departments. A major difficulty faced by the creative and cultural spaces is effectively measuring impact and gathering data. Some institutions, like Bayt Al Mamzar and Barjeel, lack dedicated departments for assessing their influence.

Some of the creative and cultural spaces track visitor numbers through registration systems, they acknowledge the difficulty of assessing broader influence and limited availability of information and lack of access to some spaces in UAE and limitations in time and availability.

The research relies on qualitative methods, such as interviews and case studies, which provide in-depth insights but may not capture the full of the social impact of creative sector. Time constraints and restricted access to certain institutions or participants may have influenced the depth of data collected. In research it is often hard to access reliable data, as not all spaces are open to interviews or data sharing, and some institutions have closed permanently.

Future recommendations for studies could expand to include a wider range of creative and cultural spaces across different emirates, offering a more comprehensive understanding of their role in social impact and development.

A combination of qualitative and quantitative methods, such as surveys and statistical analysis, could help measure the broader social impact of art and communication. With the increasing influence of technology and digital platforms, future studies could explore how social media, virtual exhibitions, and online engagement contribute to public participation in cultural activities. A long-term study tracking the evolution of these spaces over time would also provide a deeper understanding of their lasting impact on communities.

6. Conclusion

Cultural and creative spaces in the UAE play a vital role in social engagement, artistic expression, and accessibility to the arts. Through strategic communication and community programs, institutions like Jameel Arts Centre and Alserkal attract and retain audiences while fostering cultural exchange. Challenges such as impact assessment, accessibility, and funding persist. Government and private sector support remain crucial for sustainability. This study highlights the need for stronger evaluation methods and long-term strategies to enhance the role of creative spaces in social development.

7. Bibliography List:

- Al Suwaidi, M., & Furlan, R. (2017). The Role of Public Art and Culture in New Urban Environments: The Case of 'Katara Cultural Village.7(4), 109. 10.5923/j.arch.20170704.01
- Basri, W. S. M., & Siam, M. R. A. (2019). Social media and corporate communication antecedents of SME sustainability performance. *Journal of Economic and Administrative Sciences*, 35(3), 172-182. 10.1108/JEAS-01-2018-0011
- Book, . (2013). *The Significance of Marketing for the Artist in the UAE*
- Brown, J. (2016). *The Routledge companion to the cultural industries*. Routledge. 10.1080/09548963.2016.1170919
- Esteves, A. M., Franks, D., & Vanclay, F. (2012). Social impact assessment: the state of the art. *Impact Assessment and Project Appraisal*, 30(1), 34-42. 10.1080/14615517.2012.660356
- Fontana, A., & Frey, J. H. *THE INTERVIEW From Structured Questions to Negotiated Text*

- Gao, Y. (2022). Discussion on Intercultural Communication from the Differences between Chinese and Western Concepts of Face. *OAlib (Online)*, 9(9), 1-12. 10.4236/oalib.1109244
- Gu, M., Kusumawati Hidayat, I., & Rifqi Novica, D. (2022). The Inheritance and Innovation Value of Cultural and Creative Products of the Palace Museum in Beijing. *KnE Social Sciences*, 2022, 157-165. 10.18502/kss.v7i13.11656
- Henriques, C. H., & Renee Elias, S. (2021). Interconnections between the cultural and creative industries and tourism: Challenges in four Ibero-American capital cities. Emerald. <https://doi.org/10.1108/IJCTHR-02-2021-0036>
- Hilary Bungay. (2017). *The role of arts activities in developing resilience and mental wellbeing in children and young people a rapid review of the literature* Peer reView
- Ihsaniyati, H., Sarwoprasodjo, S., Muljono, P., & Gandasari, D. (2023). The Use of Social Media for Development Communication and Social Change: A Review. *Sustainability (Basel, Switzerland)*, 15(3), 2283. 10.3390/su15032283
- Independent, E. E., Hills, S. -, Usa ', M., Perfromance, A., & El-Aswad, ©. *The Impact of Digital Technologies on the Promotion of the Emirates Intangible Cultural Heritage*
- Karkou, V., & Glasman, J. (2004). Arts, education and society: the role of the arts in promoting the emotional wellbeing and social inclusion of young people. *Support for Learning*, 19(2), 57-65. 10.1111/j.0268-2141.2004.00321.x
- KAZU, I. Y., & KAPLAN, A. (2023). A Review of Education Programmes Supporting the Social Development of Preschool Children: A Meta-Analysis Study. *International Online Journal of Educational Sciences*, 15(4), 852-871. 10.15345/iojes.2023.04.018
- Kester, G. H. (2004). *Conversation Pieces: Community and Communication in Modern Art*. Univ of California Press.
- Leonard, K., Hafford-Letchfield, T., & Couchman, W. (2018). *The impact of the arts in social work education: A systematic review*. SAGE Publications. 10.1177/1473325016662905
- Lippard, L. R. (1984). *Get the Message: A Decade of Art for Social Change*. Plume.
- Luo, X. (2022). Digital Art Design Effectiveness Model System Based on K-Medoids Algorithm. *Advances in Multimedia*, 2022, 1-8. 10.1155/2022/2901815
- Matarasso, F. (1997). *Use Or Ornament: The Social Impact of Participation in the Arts*.
- Mehdi Alipour-Hafezi. (2021). Start-ups in the cultural creative industry in the field of books in Iran and presenting development scenarios. *Kitābdārī Va iṭṭilā'Rasānī*, 24(3), 84-110. 10.30481/lis.2021.279577.1816
- Meyer, M., & Wood, L. (2019). Rethinking the roles of the art educator as participatory artist, researcher and teacher (P)ART: A South African perspective. *International Journal of Education through Art*, 15(3), 265-280. 10.1386/eta_00002_1
- Milbrandt, M. K. Transformation. *Transformation*, 1(1), 7.
- Milner, J. (2001). European Culture in the Great War. The Arts, Entertainment, and Propaganda, 1914-1918 by Aviel s> Roshwald Richard Stites (review). *The Slavonic and East European Review* (1928), 79(3)10.1353/see.2001.0009
- Murray, M. (2012). *Art, social action and social change*. Unpublished. 10.13140/2.1.1291.1049
- Nisbett, R. E., & Masuda, T. (2003). Culture and Point of View. *Proceedings of the National Academy of Sciences - PNAS*, 100(19), 11163-11170. 10.1073/pnas.1934527100
- O'neill, M. (2005). *Art and Emotion*. Oxford University Press. 10.1093/oxfordhb/9780199279456.013.0024

- Palermo, P. C., & Ponzini, D. (2014). The Social Rootedness of Urban Planning. *Spatial Planning and Urban Development* (pp. 53-63). Springer Netherlands. 10.1007/978-90-481-8870-3_9
- Parachini, A. Lewitzky Sues the NEA Over Obscenity Issue Arts: The NEA has now taken on the role of art censor,' the choreographer said, 'and that's the wrong role for government.' : [Home Edition]
- Parsons, M. J. (1977). *The Arts, Human Development and Education*. The American Society for Aesthetics. 10.2307/430756
- Rice, G. (2003). The challenge of creativity and culture: a framework for analysis with application to Arabian Gulf firms. *International Business Review*, 12(4), 461-477. 10.1016/S0969-5931(03)00039-8
- Romero Borre, J., Romero^a, G. C., Gutiérrez^b, J. M., Ramírez^c ^auniversidad De La Costa, J., Barranquilla, Colombia, Romero Borre, J., Romero^a, G. C., Gutiérrez^b, J. M., Ramírez^c ^auniversidad De La Costa, J., Barranquilla, Colombia, & Romero, J. (2023). ScienceDirect-NC-ND license (<https://creativecommons.org/licenses/by-nc-nd/4.0>) Peer-review under responsibility of the scientific committee of the Conference Program Chair The 5th International Workshop of Innovation and Technologies (IWIT 2023) Discussion of the aspects of the cultural and creative industries that impact on sustainable development: a systematic review The 5th International Workshop of Innovation and Technologies (IWIT 2023) Discussion of the aspects of the cultural and creative industries that impact on sustainable development: a systematic review
- Subeh, I., & Student. (2017). *Understanding the Communication Strategies of the UAE*. Available. 10.3968/9720
- Title: *Research on the Design and Method of Innovation System of Cultural and Creative Industries Based on Social Development*

8. Annexes:

Interview Questions and Guidelines

#The Role of Communication in (Organization name)

- What is your role in promoting activities/ events/ exhibitions?
- How do you promote and communicate your activities?
- What is the role of technology in your communication strategies?
- Who do you consider as your 'target audience'?
- What are the main messages you try to communicate? (With examples)

#Challenges associated with the promotion of art and culture in (Organization name)

- What challenges do you face in communicating your messages/ with artists / with society?
- Any other challenges?

#How (Organization name) contributes to social development in the local community

- What inspired the initiation of these art projects?

-
- How do you measure the impact of your art projects on the local community?
 - In what ways do you encourage community members to actively participate in your artistic events?
 - How do you choose your collaborators, and what do you believe collaboration brings to the table?
 - What communication strategies do you employ to connect with the local community and your target audience?
 - How do you ensure that your artistic message resonates with diverse groups within the community?
 - Have you faced any challenges in incorporating community feedback, and how did you address them?
 - Are there any long-term plans or strategies in place to continue supporting community development through art?
 - Can you share an example of how you've adjusted your approach based on community feedback or changing circumstances?
 - What are your organization's future aspirations in terms of contributing to community development through art?
 - How do you perceive your role and social responsibility for the local community in Dubai?
 - What type of messages/ activities/ exhibitions have been popular /controversial in the local community?
 - How do governmental and non-governmental organizations support you? **(local community refers to people who live here, regardless of nationality)**