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Arab Republic of Egypt,
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Email: jpr@epra.org.eg - ceo@apr.agency

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Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

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The Role of The Platforms of Saudi Institutions in Supporting Saudi National Identity

Dr. Alaa B. Alshaikh

aalshaikh@kau.edu.sa

*Associate Prof. of Public Relations,
Public Relations & Advertising Department,
Mass Communication & Media Faculty,
King Abdulaziz University*

Abstract

The purpose of this study was to determine the influence of official Saudi institutions' platforms in sustaining Saudi National Identity, via the use of official institutions in the design of their digital platforms to promote, identify, and define the components and moral qualities of national identity. As well as, The official websites of the Saudi Ministry of Interior, the Saudi Ministry of Foreign Affairs, and the General Presidency for the Affairs of the Two Holy Mosques, as determined by analyzing of the platforms over a three-month period beginning in January 2023 and ending in March 2023. The study discovered that official institution's digital platforms paid attention to the design of their website's logo (a branch, two swords, and a palm), the Two Holy Mosques, the green color, the kingdom's flag, the logo of the kingdom's Vision 2030, the image of responsible leadership, citizen services, and a map of the kingdom.

In terms of content, digital platforms of official institutions did not overlook components of the Saudi National Identity, As the texts contained a set of concepts and issues that establishes the aspect of identity, Such as national rights, the history of Saudi Arabia, the Arabic Language, Islamic ethics and values, the geographical location and support for the national leadership. Moreover, the apparent features of the Saudi National Identity aided in the institution's strategy to support the identity, which appeared in several aspects, including: celebrating the National Day, celebrating the flag, the national anthem, and cherishing the green color.

Keywords: National Identity, Digital Identity, Saudi Official Platforms, National Day.