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Address

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Menofia - Shibeh El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157

Fax: +20482310073

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The Competitive Identity of Saudi Arabia on X Platform: An Analytical Study of the content of the Ministry of Investment Account^(*)

Shaima H. Alluqmani

Sh.alluqmani@gmail.com

*PhD researcher in communication & digital media,
Mass Communication Department,
College of Humanities & Social Sciences,
King Saud University*

Abstract

The current study aimed to identify the role of the Ministry of Investment in Saudi Arabia in promoting the country's "competitive identity" in the investment field by applying "Content Analysis" to what the Ministry of Investment publishes on its account on "X" platform (formerly known as Twitter). The study sampling material is limited to what the Ministry published on the "X" platform between the period of January 1st and June 30th, 2023. In selecting its sample, the study adopts "Systematic Sampling," using the "Artificial Week" as an interval between the samples. The sample size was (120) posts. The study results shown that the publications on the Ministry of Investment account focus on the topic of international investment agreements and partnerships, at a rate of (57.5%) of the total posts related to the competitive identity of Saudi Arabia. The study results also show that these posts intend to show Saudi Arabia's relations and cooperation with other nations and promote the investment opportunities that Saudi Arabia has for international investors. Also, the study has found that the Ministry of Investment uses persuasive strategies to influence the audience's rational and emotional appeals. The results of the study also revealed the diversity of media used in publications related to competitive identity. In light of these results, this study recommends that more topics associated with the competitive identity of Saudi Arabia to be included in the Ministry publications. It also suggests that such governmental publications adopt communicative strategies that advocate social dialogue to promote the public interaction with them.

Keywords: Kingdom of Saudi Arabia, Competitive Identity, Ministry of Investment, X Platform (Formerly Twitter), Content Analysis.

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