

SALAM NEWSLETTER

A Monthly Insight into Salam for Cultural Communication

Saudi Arabia's Founding Day

التأسيس
- ١٧٢٧ -

The middle of the year 1139H corresponding to the month of February of the year 1727 signals the commencement of the reign of Imam Muhammad bin Saud, marking his founding of the first Saudi state. Thus, on the 22nd day of February of every year will be designated to mark the commemoration of the founding of the Saudi state under the name 'Founding Day' and will be a national holiday.

It was made a national holiday by King Salman in 2022.

Saudi National Day is celebrated in Saudi Arabia every 23 September to commemorate the renaming of the Kingdom of Nejd and Hejaz to the Kingdom of Saudi Arabia by royal decree of King Abdul Aziz Al Saud in 1932. It was made a national holiday by King Abdullah in 2005.

HRH Turki Al-Faisal at Salam's YLP

Salam for Cultural Communication hosted His Royal Highness Prince Turki Al-Faisal in the Youth Leadership Program (YLP) with a session entitled "Our Image in the World and the Importance of Public Diplomacy", HRH spoke about his experiences, and the efforts and achievements of the civilized Kingdom.



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World Day of Social Justice

February 20th, 2022

Since 2009, the 20th of February is observed as World Day of Social Justice. An underlying principle for peaceful and prosperous coexistence within and among nations is defined as Social Justice according to the United Nations Organization.

The United Nations Orga-

nization states the theme of World Day of Social Justice 2021 as “A Call for Social Justice in the Digital Economy” as the current COVID-19 Pandemic has created remote working environments by digital platforms. Thus, the theme of the current year 2022 addresses

these factors which produced the digital divide and influenced labor opportunities.



Salam collaborates with Saudi Cultural Attaché in the USA



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Salam for Cultural Communication and Saudi Cultural Attaché in the USA held a virtual meeting in the presence of His Excellency the General Supervisor of Salam and His Excellency the Cultural Attaché to establish qualitative programs for scholarship students that enhance their cultural communication and highlight the civilized image of the Kingdom.

The Ending of YLP 4th Edition

In the presence of Salam’s General Supervisor and Executive Director, the Youth Leadership Program (YLP) participants reviewed at the ending of the 4th edition of YLP the final presentations of a total of 12 projects and 12 research papers.



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Salam in Madrid?



Salam for Cultural Communication held a meeting with the Director of the Islamic Cultural Center in Madrid, Mr. Omar Al-Seif, where both sides discussed ways of cooperation to achieve common goals in promoting cultural communication with different cultures.



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Salam and GASGI cooperation



In the presence of the General Supervisor, Salam for Cultural Communication hosted the President of General Authority for Survey and Geospatial Information (GASGI), where both sides discussed ways of constructive cooperation and effective partnerships.



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Diplomatic Pouch



Salam gladly announces issuing the Diplomatic Pouch publication in the English language. The pouch includes answers to the most essential questions encountered by Saudi diplomats, scholarship students and visitors to other countries.

Salam's Short Films Competition

On October 6th, 2021, Salam for Cultural Communication launched the #SalamShortFilms competition, to promote the positive image of Saudi Arabia and enhance cultural communication. Salam's film's

topics revolve around enhancing the Kingdom's positive image as well as the values and concepts of cultural communication targeting filmmaking enthusiasts.



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Sharing Experiences



VIDEO: Dr. Mark C. Thompson shares his experience with the young leaders during his session at Salam for Cultural Communication.



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The Concept of Cultural Communication

VIDEO: What do we mean by 'Cultural Communication'? and why it is important?



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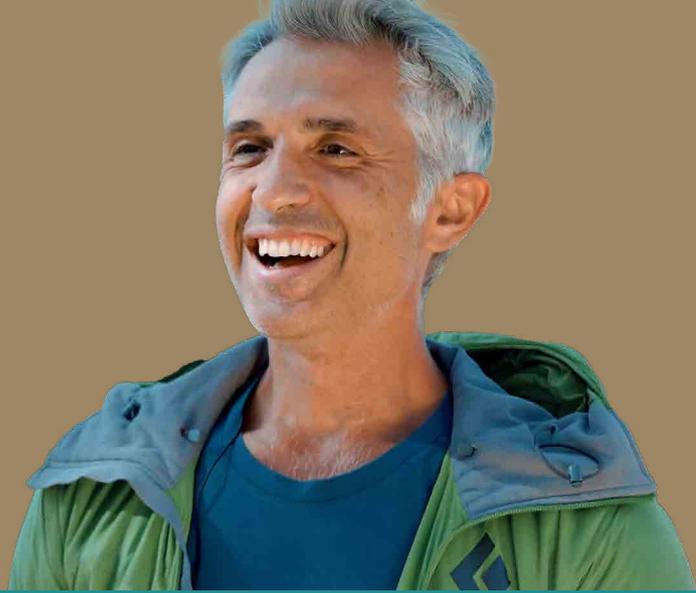


The Coexistence Series

VIDEO: A story from the Coexistence series, told by Joe Mikel from Portugal, his passion for rock climbing led him to explore Saudi Arabia, connect with people, nature and coexist with them for several years.



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Salam in Sandclash!

In the first session of Tawasol this year, Saudi youth, international coaches, and athletes discussed “how sport, which is one of the oldest channels of communicating cross-culturally,

has also contributed to the enhancement of international understanding”. Athletes from all over the world engaged in the discussion



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One of the most prominent values of coexistence is:

1. Equality
2. Justice
3. World Peace
4. Acceptance of others



SURVEY LINK
ON TWITTER

Brazilian in Saudi Club

VIDEO: Carlos Eduardo, a professional Brazilian footballer, who currently plays for the Saudi club Al-Ahli, talks about his experience while playing for Al-Hilal club, as he has been living in Saudi Arabia since 2015.

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