

# SALAM NEWSLETTER

A Monthly Insight into Salam for Cultural Communication

## How Do Different Cultures Celebrate Ramadan?

On 18th April 2022, Salam launched a virtual session, "SALAM STORIES," to discuss "Beautiful Ramadan Traditions from Around the World."



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## World Art Day

Each year, on the 15th of April, World Art Day celebrations help reinforce the links between artistic creations and society, encourage greater awareness of the diversity of artistic expressions and highlight the contribution of artists to sustainable development. It is also an occasion to shine a light on arts education in schools, as culture can pave the way for inclusive and equitable education.

**The Impact of Arts in Promoting Cross-cultural Communications:** one of Salam's publications, part of the cultural communication series, sheds light on the arts in general and their historical paths, their importance in introducing civilizations, people, and the roles they provide to enhance cultural communication among people from different cultural backgrounds.



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# Youth Leadership Program Graduation

Salam honored 60 graduates from its 4th edition of The Youth Leadership Program under the patronage of the Saudi Minister of Foreign Affairs, HH Prince Faisal bin Farhan Al-Saud. The 60 youths who graduated from Salam trained on soft power, combat hate speeches, and cultural and interfaith communication to represent the actual image of Saudi Arabia.



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## The Concept of Coexistence



Belief in coexistence is one of the essential principles that individuals must have to be actual global citizens that enables them to interact and integrate into a multi-cultural and rapidly changing world and actively improve the world for all humanity. Co-existence refers to an individual's acceptance of cultural, religious, and social diversity to form a positive attitude towards others' rights and freedom.

Learn more about the meaning of 'Coexistence'? And why is it important? In this video!



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## SALAM and MOFA Cooperation

Salam for Cultural Communication organized a 4-day program in cooperation with the Saudi Ministry of Foreign Affairs. The program consisted of several workshops and

panel discussions. Its objective was to support the Ministry's employees in their national mission of representing the Kingdom in the international arena to reinforce the

positive image of Saudi Arabia and build bridges of cultural communication for diplomats and representatives of the Kingdom abroad.



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# Tawasoul Session: (Women in Cross-Cultural Communication)



In celebrating International Women's Day 2022, SALAM celebrated women by holding a 'Women in Cross-Cultural Communication' session with distinguished speakers; Dr. Alanoud Alhamad, Dr. Claire Alkoiatli, and Dr. Mona Labib. The audience was actively engaged with the speaker's informative insights and experiences during the session.



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## First Language, Translation, and Intercultural Communication Forum!



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Salam's Knowledge Department participated in the "First Language, Translation and Intercultural Communication Forum," hosted by Prince Sultan University, viewing and discussing global experiences investing in spreading their languages and enhancing their intercultural communication, and representing pioneering Saudi experiences in this field, including the experience of Salam for Cultural Communication through various initiatives, programs, and publication.

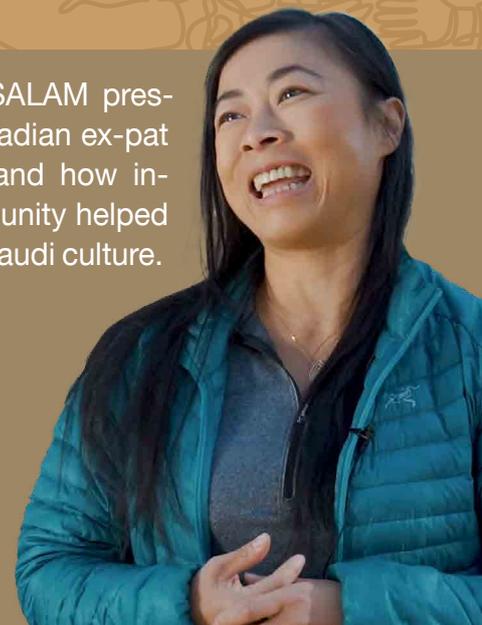


## Coexistence Series: Phung Ly in Saudi Arabia



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In Salam's coexistence series, SALAM presents the story of Phung Ly, the Canadian ex-pat who lived years in Saudi Arabia, and how instructing Yoga classes to the community helped her further engage and explore the Saudi culture.



# Tawasoul Session: (What is the Role of Photography in Cultural Communication?)

This time, the Tawasoul session entitled: "Photography; Bridging Cultural Communication" In where speakers from all over the world discussed artistic photography and how photos can effectively connect people from different cultures and backgrounds.



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## What is Hate Speech? What are the Causes of it?



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Salam for Cultural Communication defines hate speech as a verbal, written, or behavioral communication that attacks or uses derogatory or discriminatory language by referring to a person or group based on identity (religion, ethnicity, nationality, origin, gender, or other identifying factors). To learn more about the concept of hate speech, watch the video.



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**Till Next Edition,** we would like to leave you with this quote:

**“Understand the differences; act on the commonalities.”**

Andrew Masondo, African National Congress