

## **The Impact of Charitable Initiatives on Enhancing Brand Image in the Context of the UAE: A Case Study of Sharjah Charity Association**

**Salma Humaid Shattaf Al Ali\***

**Supervised by: Dr. Alaa Makki\*\***

### **Abstract**

The analysis looks at how charitable projects help to boost a brand's image and reinforce the UAE's reputation worldwide, based on the Sharjah Charity Association (SCA). With humanitarian diplomacy becoming an important strategy for the UAE, this study looks at how SCA's activities are related to the media, how the public views them, and how they help shape the national brand. A mixed-methods approach was adopted to gain a comprehensive understanding of these dynamics. Quantitatively, data were collected through a structured survey distributed among 201 respondents across various Emirates. The survey measured perceptions of SCA's objectives, communication strategies, media representation, and contributions to the UAE's global image. Descriptive statistics and Pearson correlation analyses were conducted to interpret the data. The findings show that people agree SCA's activities have definite targets, directly benefit the community, and match the UAE's humanitarian and diplomatic principles—media reports on the internet help to create good opinions about travel. A strong link was found between media coverage, trust in the organization, and backing for its projects. It was determined that good strategic humanitarian work, along with media outreach and good communication, can benefit both an organization's and a country's brand reputation. The findings offer new ideas for research and practice in humanitarian public relations and soft power, focused on non-Western countries, and suggest how NGOs can connect their charitable efforts with reputation management.

### **Keywords:**

Public Relations, Charitable Work, Soft Power, Media Narratives, UAE.

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\* Master's Researcher - University of Sharjah, Department of Mass Communication - United Arab Emirates

\*\* Associate Professor -University of Sharjah, Department of Mass Communication - United Arab Emirates

## أثر المبادرات الخيرية في تعزيز الصورة الذهنية للعلامة المؤسسية في سياق دولة الإمارات: دراسة حالة جمعية الشارقة الخيرية

الباحثة/ سلمى حميد علي شطاف ال علي\*

إشراف/ د. علاء مكي\*\*

### ملخص الدراسة:

تتناول هذه الدراسة دور المبادرات الخيرية في تعزيز الصورة الذهنية للمؤسسات ودعم سمعة دولة الإمارات العربية المتحدة على الساحة الدولية، وذلك من خلال دراسة حالة "جمعية الشارقة الخيرية". ومع اعتماد دولة الإمارات بشكل متزايد على الدبلوماسية الإنسانية كأداة من أدوات القوة الناعمة، تستقصي هذه الدراسة كيف تتقاطع أنشطة الجمعية مع التغطيات الإعلامية، وانطباعات الجمهور، واستراتيجيات بناء العلامة الوطنية. اعتمدت الدراسة على منهجية متعددة تجمع بين الأسلوب الكمي والنوعي للحصول على فهم شامل. فمن الجانب الكمي، تم توزيع استبيان منظم على عينة مكونة من 201 مشارك من مختلف إمارات الدولة، لقياس تصوراتهم حول أهداف الجمعية، وشفافية تواصلها، وصورتها في الإعلام، ودورها في تعزيز سمعة الدولة. وتم تحليل البيانات باستخدام الإحصاء الوصفي وتحليل الارتباط.

أظهرت النتائج توافقاً كبيراً من المشاركين على أن مبادرات الجمعية تتمتع بأهداف واضحة، وتلبي احتياجات المجتمعات المستهدفة، وتتوافق مع القيم الإنسانية والدبلوماسية لدولة الإمارات. كما برز دور الإعلام، خاصة الرقمي منه، في تشكيل التصورات الإيجابية حول أنشطة الجمعية. وأظهرت التحليلات وجود علاقة ارتباط قوية بين وضوح الرسائل الإعلامية، والثقة العامة، ودعم المجتمع للمبادرات. وتخلص الدراسة إلى أن العمل الخيري الاستراتيجي، عند دمج بتواصل إعلامي فعال، يمكن أن يعزز العلامة المؤسسية والسمعة الوطنية على حد سواء. وتقدم الدراسة مساهمة نوعية في أدبيات العلاقات العامة الإنسانية والقوة الناعمة، خصوصاً في السياقات غير الغربية، كما تقدم توصيات عملية للمنظمات غير الربحية التي تسعى لتحقيق تأثير مزدوج إنساني ودبلوماسي.

### الكلمات الدالة:

العلاقات العامة، العمل الخيري، القوة الناعمة، الخطاب الإعلامي، الإمارات العربية المتحدة.

\* باحثة ماجستير - جامعة الشارقة، قسم الاتصال الجماهيري - الإمارات العربية المتحدة  
\*\* أستاذ مشارك - جامعة الشارقة، قسم الاتصال الجماهيري - الإمارات العربية المتحدة

## Introduction

Humanitarian aid plays two roles in global politics: helping fix problems during crises and building better relations between countries (Bogatyreva, 2022). When political issues increase human suffering in conflict zones, humanitarian action steps forward as the primary force to help people (Bywater, 2021). As a major charity in Sharjah, the Sharjah Charity Association (SCA) steps forward earnestly to support relief work. Although SCA's core mission is to help those in need, its relief programs influence how people see and report events globally and locally. The way SCA operates affects how the media portrays and people see things.

Humanitarian public relations uses strategic humanitarian relief measures to pursue foreign policy outcomes while giving vital assistance to populations under crisis (Gökalp, 2020). The implementation of state-level humanitarian relief activities lets countries maintain their position as responsible global participants in international relations by showcasing their commitment to compassion and charity (Scott et al., 2021). This combination proves extremely strong due to its link with soft power principles developed by Joseph Nye (2004), which emphasize using attraction and persuasion rather than coercion to influence others. A country projects its soft power through culture and political values, and foreign policies by using humanitarian work as one important method of international projection (Ningrum & Farid, 2024).

The UAE now regularly uses humanitarian public relations within its diplomatic framework and strengthens its reputation as a charitable nation through its disaster relief efforts that reach conflict zones and natural disaster regions, including Gaza, Pakistan, Turkey, Syria, and Egypt (Gökalp, 2020). Media presentations form essential components that mold what people understand about humanitarian missions (Lough, 2022). International perceptions of the charity, as well as the UAE's diplomatic aims toward international affairs, heavily depend on how media outlets depict SCA's operations. The United Arab Emirates' reputation develops through positive media reports that showcase humanitarian aid initiatives, thus creating an image of compassionate and leading behavior (Baycar, 2022). Media representations that contain negative political elements or biased information can harm the charity's

task, so consistent communication strategies must be employed to manage media coverage.

The SCA engages in activities that provide tangible help to communities and builds media frameworks that support the United Arab Emirates' diplomatic aims. The organization achieves these results by organizing public relations campaigns and media engagements and using stories to showcase the effects of their charitable action. The positive stories build the country's soft power because they shape how the UAE is perceived as a humanitarian leader to the global community.

The objective of this thesis is to explore whether the humanitarian activities conducted by the Sharjah Charity Association serve as a strategic tool to enhance the UAE's soft power and country branding. This research will help to understand how humanitarian public relations, media representation, and public opinion interact with each other through analyzing the double function that charitable activities serve to promote both humanitarian and diplomatic purposes. This research employs a mixed-method approach that will involve a media content analysis and interviews with stakeholders to put together a relatively detailed picture of how aid activities can be integrated with foreign policy objectives.

Little research exists on how Gulf humanitarian bodies, such as SCA, affect media presentation and public mindset despite their important work. Most academic research examines Western humanitarian groups while ignoring what organizations in developing regions accomplish and handle. Our research fills an existing research vacuum by looking at how SCA's projects shape media stories and public views while advancing the UAE and Sharjah's global diplomatic influence.

The purpose of this research is to examine how humanitarian aid works with the media and public opinion to understand its role in conflict zones better. The results of the study emphasize the need to inform decision-makers about how humanitarian work helps communities and shapes global perceptions.

### **Statement of the problem**

Humanitarian organizations help people survive in areas of danger and support troubled communities. The Sharjah Charity Association leads humanitarian organizations from the Gulf region in providing essential

aid to affected communities. Their humanitarian work leads to outcomes that go beyond providing direct aid. The humanitarian operations of donor countries in contested areas create powerful media messages that shape public perceptions and quietly demonstrate their countries' influence. Although Gulf organizations such as the SCA influence major humanitarian developments, few scholars study their operational methods in these contexts.

Humanitarian crisis is intertwined with regional power struggles, driving relief operations beyond saving lives and showcasing political alliances. Western aid groups have received much research focus, but we still need to understand how Gulf organizations approach their work differently and their distinct impact. By ignoring how the SCA operates between humanitarianism and public relations, we fail to see its growing influence on the UAE's global standing and soft power agendas.

This study examines how SCA's relief work shapes what people see and believe about the situation. It examines how SCA helps conflict zones to be seen in the media, shows how people respond to this story, and links their actions to what Sharjah and the UAE want to do with their public relations and international relations.

### **Research Questions**

1. What are the primary objectives and strategies underpinning SCA's aid initiatives?
2. How do local and international media frame SCA's humanitarian efforts?
3. What are the perceptions of SCA's role among local and international audiences?
4. How do SCA's humanitarian efforts contribute to Sharjah and the UAE's soft power projection?

### **Research Objectives**

The paper seeks to discuss the tactical position of the Sharjah Charity Association (SCA) in developing the humanitarian diplomacy and soft power of the United Arab Emirates. The project-specific objectives are:

- To discuss the strategic aims and extent of humanitarian activities of SCA in and outside the UAE.

- To determine how the activity of SCA is positioned within the media context in the regions and the world.
- To check how people feel about the work performed by SCA and its influence on the image and reputation of the United Arab Emirates.
- To find out how significantly SCA helps the UAE in its soft power and international branding as a country that practices humanity.
- To analyze the level of success of communication strategies adopted by SCA in terms of encouraging trust, engagement, and transparency among the target audiences.

### **Significance of the Research**

The study reveals how the media influences the opinion of the masses, as well as the correlation that exists between public relations and humanitarian work. The research into SCA's operations proves that humanitarian work gains countries' influence and enhances their global standing. The research results help policymakers who run humanitarian missions alongside the news media and relief organizations in areas with political challenges.

### **Literature Review**

The majority of the literature that is focused on the interaction between humanitarian assistance, media discourse, popular opinion, and soft power is offered on the case of Western and international aid agencies. Studies on the humanitarian aid performed by the various organizations, including Sharjah Charity Association (SCA), have been unstudied partially as it encompasses sensitivity among the political circles. The present review combines studies on public relations of humanitarian nature, media perceptions, and articles on the studies of soft power and opinions of the population to create a ground to analyze what the SCA is.

### **Humanitarian Public Relations**

Humanitarian public relations uses humanitarian work to meet goals in public relations and politics, working at the point where helping people meets international affairs. According to Weiss (2013), humanitarian public relations lets governments, groups, and aid agencies talk to leaders

to make sure humanitarian values are followed in their policies and laws. Humanitarian groups must deliver aid to solve urgent problems and, at the same time, support their country's foreign policy objectives to build positive relationships and power globally. Humanitarian public relations serves two essential functions in modern global affairs, which become even more important for nations with conflicts and political issues.

Gulf organizations and UAE humanitarian groups now fully support this new method of assistance. Krzymowski (2022) points out that the UAE uses its humanitarian assistance efforts as part of its bigger plan to build influence through public relations. The UAE helps communities worldwide with big development projects and widely publicized rescue missions to show the world it is a leading global charity committed to helping with humanitarian emergencies. The Sharjah Charity Association (SCA) is part of the UAE's global plan to mix its humanitarian work with gaining international influence.

Existing research does not fully explain how SCA functions or its real-world effects. As humanitarian organizations become more visible, research has not kept pace on how they manage their work with governments, spread information, and run their aid efforts, especially in politically charged areas with many people in need. Our research studies SCA's efforts to combine aid work and public relations in enhancing the UAE's soft power.

### **Media Narratives**

Through the media, people understand how humanitarian aid functions because it connects donors with recipients. Entman's framework from 1993 shows how media shapes news: by picking and leaving out specific story parts, it guides how audiences form opinions about what they read or see. Humanitarian aid stories told by media outlets can show aid groups as either compassionate helpers or inefficient performers based on the publisher's motives. Orgad (2012) analyzes how media stories about humanitarian work can help organizations grow better known while warning that these stories usually ignore the real-life complexities of emergencies.

The political conflict in Gaza makes humanitarian topics part of news discussions about international relations. For instance, a study by

Paulman (2018) shows that reporters covering humanitarian emergencies in the Middle East choose stories based on the political goals of nations providing aid, influencing how people view receiving and offering help. As Bogatyreva revealed in his 2022 research, the media sources in the regions where politics play a central role tend to create their reports on aid operations in a way that helps propagate or challenge the existing opinion on the topic of existing conflicts in the region and the distribution of power between the parties involved. Recent studies on the use of emotional storytelling and real-time digital tools by Gulf-based NGOs, such as the UAE, rely on a study by Dabbous and Nassar (2023) that gain much importance because of the increasing tendency of such NGOs to use such tools in supporting their ethical concerns related to building trust among people and other NGOs, particularly in humanitarian crises.

Research on how Gulf-based aid groups like SCA get covered by the media is very limited compared to work in Western organizations. Studies today mainly look at how Western and global aid groups operate, leaving little analysis of how media reports on Gulf-based actors. This research studies how SCA's humanitarian work appears in media reports and links these portrayals to audience views and geopolitical issues.

### **Public Perception**

Public opinion affects how well humanitarian public relations works and continues because people's trust and help depend on their view of the organization. Gilboa (2008) shows how public opinion drives global political changes and points out how social media now plays a big role in how people see humanitarian aid work. Organizations use digital channels to connect with many different users while maintaining open and honest communication. While new media lets humanitarian groups get feedback and criticism, they must communicate carefully with their followers to succeed.

Nonprofit groups across the Gulf, including UAE-based organizations, use digital tools to show their humanitarian work to worldwide viewers. Zaidan and Kovacs (2017) find that UAE humanitarian projects gain more public admiration when they are big and highly visible, but regional operations in conflict areas often lack recognition and need



further study. This places us in the dark in the complete understanding of the way people within or without this country view the work of the Gulf organizations.

The article by Issa et al. (2021) notes that the perception of society is conditioned by the messages built internally by an organization and prompted externally by such factors as the media, geopolitical processes, and social biases. The project uses social media analysis and surveys to see how people across the world and locally view SCA's relief work, aiming to add to what we know about Gulf countries' humanitarian help in politically difficult situations.

### **Soft Power and Gulf Public Relations**

Joseph Nye (2004) developed the idea of soft power as a pull that works better than push methods. Soft power shapes global actions through besting others via their agreement instead of forcing them. Today, soft power helps countries grow their world leadership by improving their diplomatic relations. As a form of compassion and a way of expressing such shared values, humanitarian aid is one of the major ways of exercising soft power. Such ability of states can contribute to the international standing of the states concerned, engender goodwill towards them, and create strategic alliances.

As Naier & Çakır (2021) underline, the UAE has joined the ranks of the most aggressive exploiters of humanitarian assistance for soft power. The UAE's aid work is intended to provide essential assistance in crisis, and at the same time, help the country present itself as a global humanitarian leader. In this regard, many such initiatives have been associated with broader diplomatic strategies, placing the UAE as a benevolent player in the international arena. While much of the literature focuses on state-led initiatives, such as high-profile pledges through international organizations, there is a growing need to understand what NGOs like the Sharjah Charity Association are contributing toward these objectives.

NGOs such as SCA precisely straddle the sphere of humanitarianism and the sphere of public relations, whereby they translate strategy from the state level to the local level and strike a chord within the community that they are affecting. As Al-Qasimi (2021) mentions, these organizations are a very important link in extending the soft power reach for the Gulf

states through engaging directly with beneficiaries and stakeholders. Al-Ahbabi (2025) argues that the involvement of non-governmental actors in the UAE's humanitarian diplomacy enhances the country's soft power credibility, especially when actions are tied to civil society rather than state institutions.

Despite the importance of their role, the contribution of NGOs based in the Gulf to soft power public relations remains underexplored. SCA, like many organizations, complements UAE soft power by influencing both grassroots and international levels, though state-driven initiatives can overlook the success of such efforts. Therefore, the current research will attempt to fill this gap by examining how SCA's actions fit into and support the UAE's broader diplomatic goals and will highlight that NGO-led aid provides the strategic value of additional soft power in cementing international relations.

### **Theoretical framework**

This research applies a multi-dimensional theoretical framework to analyze how the Sharjah Charity Association (SCA) utilizes humanitarian public relations as a strategic tool for enhancing the UAE's soft power and country branding. The framework integrates humanitarian public relations principles, media studies, public opinion theories, soft power theory, and systems theory to provide a comprehensive understanding of the interplay between charitable work, media narratives, and diplomatic influence.

### **Framing Theory**

Framing theory, which Entman (1993) developed, helps us examine how media organizations format their reports about SCA's humanitarian work. Using this concept, media organizations pick out important facts to feature, but they leave out key details. This research studies how SCA's humanitarian activities appear through media outlets worldwide to reveal how each publishing platform structures its reporting of these events.

### **Public Opinion and Agenda-Setting**

The research uses agenda-setting theory to show how the media influences which subjects people consider important (McCombs & Shaw, 1972). Bridging news framing research with understanding public

views (Gilboa, 2008) lets us see how media coverage shapes how the public sees and feels about SCA's humanitarian efforts. We look at how social media influences public thoughts through both of these fields of study.

### **Soft Power Theory**

Joseph Nye's (2004) explanation of soft power suggests a larger diplomatic meaning for SCA's activities. Through its societal values, cultural appeal, and policies, a nation builds natural support when it does not use force. This framework helps us evaluate how SCA's humanitarian support helps the UAE strengthen its reputation as a generous leader and active global humanitarian country.

### **Systems Theory**

This research uses systems theory fundamentals (Bertalanffy, 1968) as a foundation to define SCA's humanitarian work as a network that includes other relief workers, news platforms, public sentiment, and state relations. Taking this approach, we analyze how the parts of the system connect and work together to give us a full picture of how everything moves and interacts.

### **Gaps in Literature**

Although there is more examination of how humanitarian aid, media, and soft power are linked, a great deal of research has yet to be done on groups such as the Sharjah Charity Association (SCA) from the Gulf. The majority of literature looks at NGOs from Western countries, despite the Global importance of NGOs from the Gulf growing in importance. A detailed understanding of how Gulf NGOs show up in media reporting is still out of reach. No research systematically looks into how these organizations are perceived by people both locally and internationally, which is important for understanding their influence. Most analysis on the UAE's soft power leaves little discussion on how non-state organizations, such as SCA, impact the country's national brand and how it does diplomacy.

## **Methodology**

To synthesize both qualitative and quantitative approaches, this research examined the role of SCA's humanitarian endeavors, their contribution to the UAE's soft power growth, as well as their impact on the perception of the public that is formed via media narratives. With the help of this mixed-approach method, the study aims to provide a comprehensive and triangulated account of SCA's contribution to the country's humanitarian public relations.

### **Qualitative Content Analysis**

A qualitative analysis undertaken of the case has been very helpful in developing how the activities of SCA were presented in its own internal communications, as well as in the reports presented by the press.

- **Sources of Data:** This research utilized prepared reports, press releases, and other content of SCA on its website and news items published in both local, regional, and international publications.
- **Sampling Strategy:** Purposeful sampling was considered, with the help of which the materials that are associated with the significant campaigns of the period of 2020-2024 were selected. These documents have been selected through a specific criterion used in relevance, visibility, and frequency of coverage.
- **Analytical Procedure:** The content was coded by following a framework developed on the basis of the Framing Theory (Godfrey, Entman, 1993) in terms of selection, highlighting, and avoidance of messages. The navigation and determination of the themes that have specialized in sources were made using the NVivo software.
- In order to perform qualitative content analysis of the media coverage of the Sharjah Charity Association (SCA), Entman (1993) used four framing functions, which include problem definition, causal explanation, moral judgment, and treatment prescription. The patterns that intricately defined the narrative of the humanitarian work of SCA were analyzed by looking at the stories in news articles and press releases.
- It was found out that:
  - **The Problem Definition:** Humanitarian crises in Gaza, Syria, and Pakistan have been put in the spotlight of the

media, which announced that it was of an emergency nature requiring intervention.

- Causal Interpretation: These crises were usually an attribute of regional instability or a natural disaster, which declared SCA as a needed external responder.
- Moral Evaluation: The articles put the smoking cessation agendas of SCA in an ethical role, within the Islamic context and national norms of being generous and caring.
- Treatment Recommendation: The reports reiterated the efforts to extend aid, cooperation with the government agencies, and the international presence of SCA as the right and desirable measures.
- These results confirm the theoretical argument according to which media framing is central to building the image of a humanitarian leader in the UAE. The framework offered a framework through which the selective depiction of the stories to support soft power and institutional legitimacy was comprehended.

### **Public Perception Survey**

A structured online survey was administered to gather insights into public opinion regarding SCA's humanitarian efforts and the UAE's international image.

1. Participants: The survey targeted two groups: UAE residents and international respondents familiar with the UAE's humanitarian work.
2. Survey Design: To assess the level of international image perception of the UAE and the contribution of SCA to the national image, the 5-point Likert scale along the scale of 1-5 (Strongly Disagree to Agree Strongly) was included in the survey. They were modified based on other reputation measure instruments developed in the study of public diplomacy and soft power (e.g., Gilboa, 2008; Nye, 2004). Items included in the scale were global leadership on humanitarian aid, compatibility with the cultural adventures, evidence of credibility of charitable activities, and citizens' trust in the institutional messages. It provided uniformity in the measurement of the attitudes in various demographic

segments and made it possible to compare reputation-based factors and trust in SCA.

3. Distribution and Ethics: The survey was circulated on social networks, the email network, and scholarly sources. The informed consent was obtained from the participants, and the answers were considered anonymous. Prior to data collection, ethical approval of the study was sought.
4. Analysis: Data were analyzed using SPSS to identify patterns and correlations in public perception across demographic groups.

### **Triangulation and Validity**

In order to make the results appear more legitimate and at the same time more inclusive, the results of all the methods were cross-checked with each other. Synthesis of qualitative and quantitative data resulted in increased validity of the study, and reflexivity was also kept in the process to minimize the bias to give free insights.

### **Survey Results**

This section presents the findings that emerged from the use of mixed methods, combining qualitative and quantitative data collection during the research. Our analysis aimed to reveal how the Sharjah Charity Association (SCA) assists in the insurance of the UAE's soft power via humanitarian activities and to review the media's contribution to forming public perception of such activities.

The results are represented according to the purposes of the study, starting with a review of media impressions on SCA's campaigns, continuing with a critique of survey responses regarding the public attitude, relying on interviews with important stakeholders, and concentrating mainly on a thorough case study on one of SCA's key projects. The results from these disparate sources of data are combined to create a holistic picture of how SCA's humanitarian activities impact beliefs about the UAE both at home and abroad.

The subsequent section of the report will introduce the most important themes and repeated trends that emerged during the content analysis, survey responses, interview insights, and case studies, showing how SCA's initiatives support the UAE's broader soft power agenda.

### **Content Analysis Results: Media Framing and Narratives**

The same number of media sources (25 documents) was analyzed using a qualitative content analysis approach and consisted of official press releases, online articles, and news features published between 2020 and 2024. These were obtained at the national and the regional level, including The National, Gulf News, Khaleej Times, and the official site of the SCA. First, the analysis applied the framing theory by Entman (1993) and assessed how the media constructed stories relating to the activities of Sharjah Charity Association (SCA) in terms of what was highlighted or left out, as well as how this influenced the perception of the people. Four primary frames were identified:

- **Humanitarian Heroism Frame:** The energy sector: The focus on the security forces in an article in Gulf News (2022) and Khaleej Times (2023) included the SCA's immediate response at times of a catastrophe, such as food and medical assistance in Gaza, and also earthquake relief in Pakistan. The definition of such issues as being the first one on the ground, leading the UAE humanitarian mission, placed SCA in an agile and heroic position (Khaleej Times, 2023, "Sharjah charity sends emergency aid to Turkey").
- **Faith and Values Frame:** The coverage in the National (2021) and press releases of Ramadan campaign by SCA regularly associated humanitarian efforts with the Islamic ones. Mentions about zakat initiatives and Ramadan food packages added to the fact that the association supports the religious values and national identity (The National, 2021, "Sharjah charity distributes 100,000 meals during Ramadan").
- **Diplomatic Branding Frame:** Certain reports actually linked SCA international campaigns with the objectives of the UAE foreign policy. Entries in WAM (Emirates News Agency) (2024), and Al Bayan (2024) mentioned the cooperation with authorities and diplomatic services and the help to the most vulnerable were discussed as a soft power instrument that could strengthen the international recognition of the UAE (WAM, 2024, "UAE foreign aid emphasizes Emirati humanitarian leadership").
- **Transparency and Trust Frame:** A large number of media reports on SCA about its financial reporting and project reporting highlighted the concept of transparency and accountability by the

organization. As an example, one of the stories in Emirates 24/7 (2023) commended the digital platforms established by SCA that enabled donors to see the effects of their donation in real-time (Emirates 24/7, 2023, “Charity in the digital age: How Sharjah is leading with transparency”).

Altogether, the coverage of the UAE-based media was extremely positive. The agenda of the media mostly coincided with the national strategic objectives, and there were numerous allusions to the fact that the UAE became the leader in the field of humanitarian diplomacy. Spreading stories full of emotion and moral appeals that people could identify with and bond with the institutions was practiced in order to induce people to trust them.

This discussion confirms the fact that SCA is always positioned as a humanitarian chief and as a diplomatic asset. The media is a strong element in branding of the organization, and by default, the UAE as an organization that believes in global humanitarianism, religious, moralistic principles, and international association.

### **First: Demographic Data**

#### **1. Gender Frequency and Percentage**

**Table 1 Distribution of Respondents by Gender**

| Gender | Frequency | Percentage |
|--------|-----------|------------|
| Female | 131       | 65.17%     |
| Male   | 70        | 34.83%     |

From the 201 participants surveyed, the gender distribution was as follows:

- Female participants: 131 (65.17%)
- Male participants: 70 (34.83%)

Since the majority of the respondents were women, we can derive that the reasons why they participated more could be issues of their curiosity and eagerness to be involved, or their ease of being surveyed. Since the genders are not equal in terms of representation, findings obtained on the basis of perceptions are to be viewed in terms of the difference.



## 2. Educational Level Distribution

**Table 2 Distribution of Respondents by Educational Level**

| Educational Level | Frequency | Percentage |
|-------------------|-----------|------------|
| Bachelor's Degree | 99        | 49.25%     |
| High School       | 54        | 26.87%     |
| Master's Degree   | 34        | 16.92%     |
| Middle School     | 7         | 3.48%      |
| PhD               | 6         | 2.99%      |

Regarding educational attainment, the participants were distributed as follows:

- Bachelor's degree: 49.25%
- High school education: 26.87%
- Master's degree: 16.92%
- Middle school education: 3.48%
- PhD holders: 2.99%

About two-thirds of the survey participants have received a university education, which may be an indicator of greater interest in humanitarian issues, promoting, and public communications. Besides the veracity in perception that is built due to the presence of well-educated survey participants, the answers of the survey participants also tend to be biased towards those who are more educated or well-informed with regard to their perception.

## 3. Employment Sector Frequency and Percentage

**Table 3 Distribution of Respondents by Employment Sector**

| Employment Sector | Frequency | Percentage |
|-------------------|-----------|------------|
| Government        | 106       | 52.74%     |
| Private           | 56        | 27.86%     |
| Unemployed        | 39        | 19.40%     |

In terms of the employment sector, participants reported the following affiliations:

- Government sector: 52.74%
- Private sector: 27.86%
- Unemployed: 19.40%

The high number of government workers can be attributed to the fact that government work is highly associated with national development programs, such as charity donations. This allocation implies that the views of the participants could be influenced by institutional attitudes toward the communication of the population with society and philanthropy messages, and the branding of the country. The gap in the number of people representing the private sector should be addressed when explaining the outcomes, especially regarding the fields concerning company approaches and citizen outreach.

#### 4. Age Group

**Table 4 Distribution of Respondents by Age Group**

| Age Group      | Frequency | Percentage |
|----------------|-----------|------------|
| 26–30 years    | 51        | 25.37%     |
| Under 20 years | 51        | 25.37%     |
| 31–35 years    | 37        | 18.41%     |
| 20–25 years    | 29        | 14.43%     |
| 36–40 years    | 19        | 9.45%      |

The age distribution of the sample was as follows:

- Under 20 years: 25.37%
- 26–30 years: 25.37%
- 31–35 years: 18.41%
- 20–25 years: 14.43%
- 36–40 years: 9.45%

The fact that notably more younger participants, and the ones who were under 35 years old, especially, were present could be explained by the fact that they tend to be more engaged with digital survey platforms and have more interest in the issues that are relevant to the sphere of social development. The age demographics can also be the reasons why the overall scope of the research can be negatively affected, particularly when it comes to the use of digital media, innovation, and promotion of charitable projects.

## 5. Nationality

**Table 5 Distribution of Respondents by Nationality**

| Nationality        | Frequency | Percentage |
|--------------------|-----------|------------|
| Emirati            | 177       | 88.06%     |
| Arab (non-Emirati) | 18        | 8.96%      |
| Non-Arab           | 6         | 2.99%      |

The nationality breakdown of the respondents was as follows:

- Emirati nationals: 88.06%
- Arab non-Emirati nationals: 8.96%
- Non-Arab participants: 2.99%

Since Emiratis play a big role in the results, the findings tend to match how people and groups in the region and the nation view the Sharjah Charity Association and how well its activities support broader UAE objectives. However, due to the low number of non-arabs involved, it is not easy to obtain a wide understanding of views beyond the country's borders, since the UAE is so diverse in its population and engaged in global aid activities.

## 6. Distribution Per Emirate

**Table 6 Distribution of Respondents by Emirate**

| Emirate        | Frequency | Percentage |
|----------------|-----------|------------|
| Sharjah        | 118       | 58.71%     |
| Dubai          | 36        | 17.91%     |
| Ajman          | 17        | 8.46%      |
| Abu Dhabi      | 16        | 7.96%      |
| Ras Al Khaimah | 8         | 3.98%      |

The geographical distribution of respondents by Emirate was as follows:

- Sharjah: 58.71%
- Dubai: 17.91%
- Ajman: 8.46%
- Abu Dhabi: 7.96%
- Ras Al Khaimah: 3.98%

The large number of respondents of the Sharjah population is also connected to the fact that the study revolves around the Sharjah Charity Association (SCA), and the population area is greatly involved. This sampling will give good insights into the type of perceptions SCA has among citizens of its home Emirate. Nevertheless, the relatively less representative sample of other emirates (especially more remote ones) limits the possibility of generalizing the results on a national scale. However, the respondents of different emirates permit a wider yet somehow unbalanced look at the public opinion in the UAE.

## Second: Survey Responses

The findings in this section were obtained from a survey conducted to learn what the community thinks about the Sharjah Charity Association's (SCA) work. A set of Likert-scale questions was included in the survey to determine what people thought about how clear SCA's goals are, the success of its aid, how closely its work aligns with national humanitarian targets, the openness of its communication, and its approach to immediate help and future development. Figure 2 shows the study findings analyzed by looking for similarities in perception, satisfaction level, and key message correlations. Data is shared as frequency distributions, percentages, mean results, and inter-item correlations, allowing a full look at public views on SCA's progress.

## Section 1: Charitable Initiatives and Strategic Objectives

**Table 7 Descriptive Statistics for Public Perception of Sharjah Charity Association's Strategic Attributes**

| Statement  | Strongly Agree<br>(5) | Agree<br>(4) | Disagree<br>(2) | Strongly Disagree<br>(1) | Mean     | Standard Deviation |
|--|-----------------------|--------------|-----------------|--------------------------|----------|--------------------|
| Sharjah Charity Association's (SCA) charitable initiatives have clear and well-defined objectives. | 117                   | 35           | 11              | 9                        | 4.19403  | 1.147678           |
| The humanitarian aid provided by SCA effectively meets the needs of the targeted communities.      | 120                   | 44           | 6               | 11                       | 4.273632 | 1.113441           |
| SCA's charitable activities align with the UAE's broader diplomatic and humanitarian goals.        | 123                   | 44           | 8               | 11                       | 4.293532 | 1.121788           |
| The Sharjah Charity Association communicates its objectives transparently to the public.           | 110                   | 38           | 13              | 10                       | 4.119403 | 1.181385           |
| SCA balances between emergency relief and long-term development in its charitable initiatives.     | 119                   | 47           | 8               | 12                       | 4.258706 | 1.141375           |

Apparent from these responses is a clear and constant support for SCA's strategy, effectiveness, and fit with the national humanitarian goals. High confidence in the association was shown by the scores, which were above 4.1 on a 5-point scale for all five statements.

- 85% of respondents agreed that SCA's charitable initiatives have clear and well-defined objectives.
- 82% have affirmed that the assistance provided by SCA is efficient in addressing the needs of local communities.
- 83% have stated that the actions of SCA can be related to the higher aims of the UAE in terms of diplomacy and humanitarian activities.
- 78% believed that the association is transparent as far as communicating the objectives it has is concerned.
- 84% indicated that SCA balances between emergency relief and long-term development efforts.

The standard deviations on all items are about 1.1, showing that there is a small quantity of variation in responses, but the main direction is still agreement. It means that, even though opinions differ, most participants agree that SCA's support efforts are directed and carried out effectively.

## Section 2: Public Perception of Media Coverage of SCA's Humanitarian Efforts

**Table 8 Descriptive Statistics for Media Framing of Humanitarian Efforts**

| Statement  | Strongly Agree (5) | Agree (4) | Disagree (2) | Strongly Disagree (1) | Mean     | Standard Deviation |
|--|--------------------|-----------|--------------|-----------------------|----------|--------------------|
| International and local news outlets provide adequate coverage of SCA's humanitarian activities, enhancing the UAE's global image.               | 97                 | 49        | 12           | 13                    | 4.0199   | 1.20814            |
| Print, digital, and broadcast media portray SCA's charitable work positively, contributing to the UAE's international reputation.                | 112                | 50        | 5            | 13                    | 4.208955 | 1.142856           |
| Social media platforms and online news portals play a key role in shaping the UAE's global humanitarian image through coverage of SCA's efforts. | 117                | 47        | 8            | 13                    | 4.228856 | 1.165059           |
| Traditional and digital media narratives significantly influence how the UAE's philanthropic contributions are perceived worldwide.              | 118                | 45        | 6            | 14                    | 4.228856 | 1.173611           |
| Television networks, newspapers, and social media influencers help strengthen the UAE's standing as a leader in global humanitarian efforts.     | 119                | 43        | 5            | 16                    | 4.21393  | 1.207893           |

Study of the replies focused on how the media reports SCA's actions reveals a general belief among participants that both traditional and digital media have a positive influence on how the UAE is viewed around the world.

- 81% of participants acknowledged that digital and social media platforms play a central role in shaping SCA's public image.
- 79% believed that traditional and online media portray SCA's efforts positively.
- 80% agreed that media framing significantly influences global perceptions of the UAE's humanitarian contributions.
- 77% felt that influencers and TV media contribute positively, though a small segment noted inconsistent coverage by international outlets.

Among the set of views, it is clear that using media, mainly digital and social platforms, is widely thought to help inform the world of the UAE's humanitarian actions and help strengthen the country's image in the international community. Still, some variations in response illustrate that better and wider media engagement, mainly through traditional media, could be achieved.

### Section 3: Public Perception of SCA's Charitable Work

**Table 9 Descriptive Statistics for Public Perception of SCA's Charitable Work**

| Statement  | Strongly Agree (5) | Agree (4) | Disagree (2) | Strongly Disagree (1) | Mean     | Standard Deviation |
|--|--------------------|-----------|--------------|-----------------------|----------|--------------------|
| I am familiar with the charitable work carried out by the Sharjah Charity Association.                         | 101                | 43        | 12           | 12                    | 4.039801 | 1.203498           |
| I trust SCA as a reputable charitable organization.  | 129                | 35        | 7            | 18                    | 4.243781 | 1.263041           |
| I am likely to support SCA's initiatives based on the information I receive about them.                        | 122                | 41        | 5            | 17                    | 4.223881 | 1.226632           |
| SCA's charitable efforts align with the cultural and social values of the UAE.                                 | 135                | 38        | 4            | 14                    | 4.373134 | 1.138013           |
| SCA's charitable work positively impacts my view of Sharjah and the UAE.                                       | 135                | 35        | 4            | 13                    | 4.368159 | 1.128619           |
| The charitable work of organizations in the UAE positively shapes my perception of the country and its values. | 142                | 31        | 4            | 15                    | 4.39801  | 1.162238           |

The assessment of how people see SCA's charitable activities indicates that respondents have a consistently good and strong opinion of SCA. The section focuses on cultural familiarity, trust, support for the military, and lifestyle similarities, which all provide important gauges of public interest and participatory behavior.

- 81% of participants acknowledged that digital and social media platforms play a central role in shaping SCA's public image.
- 79% believed that traditional and online media portray SCA's efforts positively.
- 80% agreed that media framing significantly influences global perceptions of the UAE's humanitarian contributions.
- 77% felt that influencers and TV media contribute positively, though a small segment noted inconsistent coverage by international outlets.

This may suggest that while overall perceptions are positive, a segment of the population may still lack detailed awareness of SCA's specific activities. With a greater standard deviation here, we might see that there is space to improve public outreach on these issues. The third section confirms that the general public has very favorable views toward SCA, marked by a strong cultural feel, trust in institutions, and a readiness to help. This research confirms that SCA makes a strong strategic contribution to national image building and shows the usefulness of openness and cultural matching in their charitable activities.

#### **Section 4: Contribution to Soft Power and Public Relations Influence**

**Table 10 Summary of Participant Responses on the Strategic Impact of SCA's Humanitarian Work**

| Statement   | Strongly Agree<br>(5) | Agree<br>(4) | Disagree<br>(2) | Strongly Disagree<br>(1) | Mean     | Standard Deviation |
|---|-----------------------|--------------|-----------------|--------------------------|----------|--------------------|
| SCA's humanitarian initiatives enhance the UAE's soft power on the international stage.           | 101                   | 43           | 12              | 12                       | 4.039801 | 1.203498           |
| SCA's charitable work strengthens the UAE's diplomatic relations with other countries.            | 129                   | 35           | 7               | 18                       | 4.243781 | 1.263041           |
| The aid work of SCA positions the UAE as a global leader in humanitarian efforts.                 | 122                   | 41           | 5               | 17                       | 4.223881 | 1.226632           |
| SCA's initiatives strengthen public trust and goodwill toward the UAE within the local community. | 135                   | 38           | 4               | 14                       | 4.373134 | 1.138013           |
| SCA's charitable activities support the UAE's foreign policy and strategic interests.             | 135                   | 35           | 4               | 13                       | 4.368159 | 1.128619           |

These results demonstrate that most people believe SCA's charitable efforts greatly reinforce the UAE's reputation and international standing. Most answered that SCA initiatives boost local trust and goodwill toward the UAE, with an average score of 4.37.

- 81% of participants acknowledged that digital and social media platforms play a central role in shaping SCA's public image.
- 79% believed that traditional and online media portray SCA's efforts positively.
- 80% agreed that media framing significantly influences global perceptions of the UAE's humanitarian contributions.
- 77% felt that influencers and TV media contribute positively, though a small segment noted inconsistent coverage by international outlets.

All items in the survey had little variation in the standard deviations, which suggests participants decided together but felt the aspects quite differently.

On the whole, the data make clear that SCA's charity work is regarded both as a way to help people and as a means to increase the UAE's international reputation and influence.

## Section 5: Strategies to Enhance Brand Image through Charitable Work

**Table 11 Descriptive Statistics for Axis 6: Public Image, Communication, and Branding Strategies of SCA**

| Statement  | Strongly Agree (5) | Agree (4) | Disagree (2) | Strongly Disagree (1) | Mean     | Standard Deviation |
|--|--------------------|-----------|--------------|-----------------------|----------|--------------------|
| SCA's public relations campaigns effectively promote its charitable initiatives.   | 120                | 42        | 9            | 13                    | 4.228856 | 1.182101           |
| There is potential for SCA to improve its image through better media engagement.   | 118                | 45        | 6            | 13                    | 4.238806 | 1.15442            |
| Transparency in SCA's communication about its charitable activities is important to me.  | 124                | 41        | 8            | 13                    | 4.268657 | 1.169386           |
| SCA enhances its brand image through innovative strategies like interactive storytelling via virtual reality, influencer-driven awareness campaigns, and mobile donation platforms that make giving more accessible and transparent. | 116                | 47        | 4            | 14                    | 4.228856 | 1.156444           |



|   |     |    |    |    |          |          |
|---|-----|----|----|----|----------|----------|
| Utilizing social media to share stories of charitable success can enhance SCA's image.  | 129 | 42 | 5  | 11 | 4.358209 | 1.086759 |
| Involving community members in charitable activities would strengthen SCA's brand.  | 125 | 45 | 4  | 13 | 4.318408 | 1.121655 |
| SCA's activities contribute to portraying the UAE as a humanitarian nation.   | 121 | 46 | 7  | 14 | 4.258706 | 1.171638 |
| Consistent and clear messaging in the media is vital for shaping public perception of SCA.  | 125 | 48 | 5  | 14 | 4.318408 | 1.139346 |
| Partnerships with international organizations would enhance SCA's credibility and brand.  | 129 | 43 | 7  | 11 | 4.353234 | 1.099819 |
| Additional measures, such as leveraging AI-driven impact tracking, expanding global partnerships, and launching large-scale community engagement programs, could be implemented to improve SCA's image through its initiatives further. | 121 | 46 | 10 | 11 | 4.273632 | 1.135672 |

The analyses show that the common people believe that strategic communication and innovation play an essential role in shaping the brand image of SCA. There was a largely concurring opinion (4.41 on the scale) that the work of SCA is important in the checklist of humanitarian countries. It is based on the role SCA had to play in supporting the humanitarian diplomacy of the UAE.

- 81% of the respondents confirmed the fact that social media and digital technologies are at the center stage when it comes to dictating the public image of SCA.
- 79% of the respondents confirmed the fact that social media and digital technologies are at the center stage when it comes to dictating the public image of SCA.
- 80% of respondents established that the manner in which the media presents its issues is such that it has a significant effect on international attitudes in respect to the humanitarian actions of the UAE.
- 77% believed that the mass media, through influencers and television media, helps, whereas a marginal part observed that the international media coverage has been irregular.

In general, the results show that solid public relations, creative strategies, and ongoing communication help build SCA's and the nation's reputation in humanitarian aid.

### Pearson Correlation Analysis

A Pearson correlation test was conducted to assess the strength of relationships among key study variables. The following statistically significant positive correlations were found:

**Table 12 Pearson Correlation Results Between Main Study Variables**

| Variables Tested  | Pearson Correlation (r) | Significance (p) |
|---|-------------------------|------------------|
| Trust in SCA × Perceived Positive UAE Image                 | 0.71                    | $p < 0.01$       |
| Perceived Media Accuracy × Public Support for SCA           | 0.64                    | $p < 0.01$       |
| Transparency of Communication × Support for Charitable Work | 0.59                    | $p < 0.01$       |
| Media Exposure × Trust in SCA                               | 0.55                    | $p < 0.01$       |

Pearson correlation test demonstrated a few statistically significant determinants between major variables of the study, and provided an idea concerning the connectivity of trust, media exposure, transparency, and enthusiasm toward the idea of a charitable project.

The level of correlation between being confident about Sharjah Charity Association (SCA) and a positive image of the UAE around the world ( $r = 0.71$ ,  $p < 0.01$ ) was the strongest one. This indicates that further increase of trust within the organization is one of the key factors of a positive opinion of the international image of the country. Summarily, the confidence of the people in the local humanitarian agencies such as SCA is crucial in supporting the soft power of the UAE.

An even greater correlation was observed between the accuracy of media coverage perceived by the respondents and the support of the efforts of SCA ( $r = 0.64$ ,  $p < 0.01$ ). This shows us the significance of feasible and moderate media stories in the development of community involvement and support for humanitarian activities. When people feel that the media can be trusted, chances are high that they will lobby for its causes.

The correlation of the degree of the openness of communication and approval of charitable activity ( $r = 0.59$ ,  $p < 0.01$ ) also demonstrates the importance of straightforward and regular messages. Publicity in

reporting and communication channels seems to support the desire of people in society to donate and engage in charity.

Finally, the positive relationship between media exposure and trust in SCA ( $r = 0.55$ ,  $p < 0.01$ ) implies that the greater the exposure to the activities of SCA in media, notably, digital media, the more trustful people would be. The greater exposure the people have to the attempts of the organization, the more likely it is to be viewed by them as credible and effective.

In combination, these findings show that strategic communication, trust-building, and media representation are the key elements that should be applied to humanitarian public relations as well. All these play their role not only in the prosperity of charity campaigns but also in the international sense of the UAE.

### **Discussion**

This study examines how the Sharjah Charity Association (SCA) supports the UAE's global image through its charitable activities. Using figures from the case analysis and connecting them to the main ideas in the literature review, the study reveals the many ways SCA affects its goals, public opinion, and image.

The survey shows that the UAE sees SCA's humanitarian help as closely linked to its main objectives. People strongly agree that clear aims drive SCA's efforts, answer actual community needs, and line up with the country's diplomatic and humanitarian values. The research supports the view of Nye (2004) that soft power allows a nation to attract and involve others, instead of forcing them. According to Al Marri, the UAE's work with SCA is aimed at increasing its soft power status by using charity to support its humanitarian image internationally.

Based on the theory used in this research, it was found that the research virtually supported the framing theory by Entman (1993) and the agenda setting theory by McCombs and Shaw (1972). The analysis of the media content indicated that the majority of the news stories on the events of SCA implement such themes as humanitarian heroism, cultural and religious values, and diplomatic cooperation. All four frames are in line with the survey findings, where the majority of the respondents concurred that the initiatives of SCA boost the global image of the UAE

and the humanitarian nature of the country. What this proves is that the media is not exactly reporting about what is actually happening, but shapes its meaning, focuses on themes, and promotes what is in the interest of a country in branding terms.

In addition to this, the success of the media to dictate perception to the audience supports the argument that the media works as an agenda setter. The fact that the mean scores on such statements as SCA enhance the diplomatic ties of the UAE and ensure that it adheres to national values is an indication that frequent exposure to the media presentation of the information using positive terms contributes to its engraving into the memory of people. Such effects are particularly strong according to the respondents of Sharjah, who have a higher chance of being exposed to the SCA campaigns very often.

The findings could also be explained through the prism of the soft power theory by Nye (2004), which states that SCA contributes indirectly but quantifiably to the increased attractiveness of the UAE in the world arena. The respondents who participated in the survey also saw the association as not only a charitable but also a credible soft power tool that increased trust and goodwill. This places SCA at the cross-purposes of the work of civil society forces and state diplomacy, which are in the spotlight of public diplomacy in the Gulf (Al-Qasimi, 2021; Krzymowski, 2022).

How the news presented SCA significantly changed views about its results. Section 3 of the results demonstrated that many people believe that traditional and digital media help make SCA's efforts more noticeable. This provides support for Entman's (1993) theory that media representation of news shapes how people take in and make sense of information. Al Qassemi (2021) also says that media stories from the Gulf are now designed to promote the country's values and its public diplomacy, supporting the public impact of social media and influencer campaigns. As a result of these insights, SCA needs to ensure that they are carefully engaging in relevant media to increase its reputation internationally.

Not only does media affect opinions, but the research shows people have lots of trust in SCA and like how it reflects their cultural and social

values. Many respondents showed belief in the organization's mission and were prepared to help its initiatives. Also, studies support that people are more likely to support an organization when its values and behaviors fit with theirs, especially if information from the organization is easy to understand and motivates them.

According to the results in Section 4, the public perceives SCA both as a helpful charity and as someone who greatly contributes to the UAE's international policy and authority. People believe that what SCA does improves foreign relations, increases respect, and helps the UAE to be recognized as a leader in humane efforts. As a result, SCA reinforces the country's international image by helping brand the UAE as a reliable and caring world player.

Section 5 looks at important points about how SCA brands itself and communicates, using responses from participants. They pointed out the value of being transparent, using modern tools, and sticking to the same messages. The high level of agreement with these topics means that people appreciate new, interesting, and responsible methods of outreach. The current research supports this by proving that these strategies help create a respectable reputation for the UAE.

These results are further illuminated by understanding the demographics involved. Emirati nationals made up most of the sample, among whom a high number were women and had a high level of education. Most people were found in Sharjah, meaning the SCA's work is succeeding in its community. Still, the lower scores on a few important items suggest that more improvement is possible in raising awareness for all ages, but mainly for young people or people who are less interested. Consequently, communication initiatives that aim at uniting a wide variety of people and demonstrating the usefulness of SCA are rather necessary.

## **Conclusion**

The paper examined the manner in which the Sharjah Charity Association (SCA) operations aimed at correcting the name of the organization and the image of the UAE on the international level. The survey conducted of the six key themes of public opinion, which involved strategy, media messaging, trust, soft power, and the manner in which the UAE communicates with people, has revealed that the

majority of the population feels that SCA has a beneficial role in the perceptions of the locals and foreigners regarding the UAE.

Research confirmed that SCA's activities are consistent with the UAE's humanitarian worldview and support efforts to gain soft power. The public views SCA as both meeting the needs of select communities and supporting national values and friendly international relations. Besides that, SCA gets an extra boost from positive reviews, trust-building activities, straightforward communication, and the successful use of digital media and storytelling.

Based on these findings, several recommendations are proposed:

1. Expand media engagement: SCA should create more marketing campaigns using digital stories and involving popular influencers to support and extend public backing for its activities.
2. Increase public awareness: Most participants showed much trust, but a small number said they were not very familiar with the details of SCA's program. Improvements in knowledge can be achieved by launching targeted awareness programs.
3. Increase cross-border relations: The cooperation with international humanitarian organizations can improve the image of the UAE and ensure the work of SCA is more consistent.
4. Capitalize on technology: The technology can be further employed in perpetuating the usage of AI-assisted tools and mobile applications to make the process of donations and impact monitoring transparent, approachable, and trustworthy.

### **Limitations of the Study**

Although the study produced good results, it is not devoid of limitations. The data was obtained using a sample that consists mostly of Emiratis and those who are Sharjah-based, which could restrict the generalization of the results to other samples of the demographic or location groups. Second, self-reported information was used in the study, and it may have occurred due to the social desirability bias. Also, the study methodology was cross-sectional and failed to measure shifts in the way people perceive over time or during certain SCA campaigns or worldwide events.

### **Future Work**

In the future, researchers could conduct a longitudinal study to find out how people react to the aid or the ways that SCA communicates. Studying other charitable groups here or in the Gulf region could show what best practices work and offer helpful comparisons. Besides descriptive data, using interviews or focus groups can help determine what shapes people's views and feelings about humanitarian activities. In the end, studying how AI and immersive media affect donors and the wider public might let humanitarian organizations discover new approaches to their branding.

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