

## Digital Representation of Corporate Communicative Identity: An Analytical Study of the Saidal Group's Website (February 2025)

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### Abstract:

The issue of corporate communicative identity tops among the prominent subjects associated with the contemporary communicative context. The objective of this research would be to elucidate and explore a set of the constituting elements and indicators associated with the Saidal Group's Communicative Identity within Algeria, notably: the Communicative Message, Communicative Methods, Communicative Values, and Communicative Strategy offered and conveyed via the Saidal Website within the

month of 2025. We have employed Content Analysis as an instrument and method within our research. The findings and result associated with our research have concluded with affirming that Saidal Group aims and shows interest in developing and representing its own Communicative Identity via employing several persuasive methods and adhering to institutional values.

**Keywords:** Visual identity, Communicative message, Communicative methods, Communicative strategy, Communicative values.

### Introduction

Institutions today make efforts to attain consistency while at the same time striving to be distinguished and leaders in their respective sectors. The need to achieve this objective requires them to adapt and employ tools and strategies that will develop and improve their presence and interactive abilities with various groups, especially external ones. Resilience and adaptability have become an imperative due to the rapid changes taking place within today's ever-evolving business world, most of which have been made possible and driven by technological advancements. Consequently, there has been an emphasis and shift towards and from one-way interactions and communications within and among institutions

and various parties toward interactive ones facilitated and made possible by modern and updated methods and tools of communications. These tools and methods form and constitute the backbone on which an institution's and organization's communicative profile and identity online will be made and rebuilt. The institution's and organization's profile and online identity explicitly and implicitly relates and represents its personality and message.

Despite the importance of online presence to the institution, there exist various challenges and risks associated with and surrounding these changes. Perhaps the greatest challenge among these is the institution's adaptability within the demands of the digital world so as to project a communications identity

characterized by precision and lucidity. It is with these considerations that the current research focuses on one among the leaders within the pharmacy sector within Algeria the Saidal Group. Its importance and role within the economy are associated with various sensitivities within the health sector. Its communications identity will thus be sought using its webpage as an online representation embodying various directions and values within its strategy. The central research question within these considerations will be [How the Communicative Identity of Saidal Group is reflected on its Website throughout the month of .202?]

### **Sub-questions of the Study:**

Presentation of the main methods of communication used by Saidal Group with regard to its communicative identity, as well as an analysis of the essence of the values on which its message as a group within the digital environment is based. Analysis of the form or manner adopted as Saidal Group's strategy for its message, followed by an emphasis on the pillars on which Saidal Group builds its message within the digital platform.

### **Study Methodology and Tools:**

The research subject required that a descriptive-analytical method be employed, which made it possible to describe and analyze the phenomenon. The method employed content analysis as a major instrument, whereby information disseminated on the Saidal Group Corporate Website was categorized into two forms:

- (1) Form or what was communicated;
- (2) Content or the manner in which it was communicated.

Categorizing information helps to develop responses about research problems and queries. Study Population and Sample: The research population includes the Saidal Group website based in Algeria. To clearly define

research parameters, it should be noted that the research considers exclusively articles on a specific month (202..). The method uses purposive samples appropriate for digital content analysis within specified months.

### **Objectives of the Study:**

- Determine the major modes of communication used within the Group to define its communications identity.
- Describe the type of values for communications that explain the philosophy and commitment of Saidal Group within the online world.
- Explain the nature of the communications strategy employed by Saidal Group.
- Enumerate the paradigmatic basics that define the communal message formulation within the online environment created by Saidal Group.

### **Study Methodology and Tools:**

Due to the nature of the subject, there was a need for a descriptive-analytical methodology. The methodology enabled the phenomenon under study to be described and analyzed based on its indicators. The methodology adopted a content analysis technique, wherein data published on Saidal Group's website was categorized into two analytical classes: form, which described what was said, and content, which explained how it was said. The classes were necessary and were meant to solve the problem and research questions.

### **Population and Study Sample:**

The target population includes the website belonging to Saidal Group in Algeria. To effectively focus on the research, the review will be limited to the content on the website within the month of.202. The review aims to employ purposive sampling applicable within online content.

### **1. Theoretical Basis for the Concept of Corporate Communicative Identity:**

### 1.1. Concept of Communicative Identity

Identity encompasses the entirety of methods wherein an institution defines itself before its audience and employees (Allison, 2004, p. 152). Corporate identity, as conceptualized by Allison, Ficker, and colleagues, entails “what the institution attempts to communicate, either intentionally or unintentionally, via various methods;” it relates to the image detected by an audience and pre-exists within the mind of the receiver. It would, nonetheless, relate within a broader and more detailed scope wherein the audience would form an image about it from an interpretation within that scope (Allison, 2004). Pelsmacker et al. introduced it as “a set of meanings that allow an institution to define itself and people to describe, recall, and relate to it. It captures how an institution communicates itself, using symbols, communications, and behavior with its target audience. It is the visible and supportive form and notion within an organization’s personality (shared values) and culture.” It focuses on what an institution is, what it does, and how it does it. It links with products and brands available, distribution, institution communications with audience or stakeholders, and institution behavior (FUEYO, 2015). From these conceptualizations, several natures of communicating identity arise:

Communicative identity ensures an all-encompassing structure of communication and thus makes it more strategic, consistent, attractive, and impactful. It prevents fragmentation and ambiguity within communications. - The research focuses on two aspects: a tangible and material aspect visual identity, and a subjective and abstract aspect personality and culture (corporate culture and corporate personality), as the subjective side of corporate identity. - According to literature, there are challenges associated with adapting the notion of corporate communicative identity because it has varying definitions and multiple

dimensional interconnections with concepts like image, culture, personality, and visual identity (Bakhouch, 2021). On the issue of communicative identity, it is assumed to originate from corporate identity and act as a particular roadmap for an institution. It formulates a charter for composing institution administrative and media reports, press releases, news editing, statements, reports, and adopted values. It aims at promoting and rooting its visual identity colors, logos, and publications in various institutional sites and associated networks, taking into consideration communications methods upheld within set goals. On this issue, it should be noted that it acts as a particular roadmap or planning strategy adopted and processed by communications officials at an institutional platform, notably within an online platform, and incorporating various facets, namely: the message within communications, strategy within communications, visual identity, communications values, and communications methods (Moussa, 2024, p. 205).

### 1.2. Dimensions of Corporate Communicative Identity:

The communicative identity of an institution includes several facets. These are as follows:

**Communicative Strategy** which represents a pattern linked with the social actor, which works on symbolically organizing space. It represents an ordered system achieved as a result of various symbolic processes, discourse, images, and expressions with the intention of making it possible for the receiver to make a decision and then convey it via observable and realistic behavior. It acts as an essential tool for institutional change and as a platform for exchanging ideas and opinions, as well as message dissemination. However, **communicative Values:** It aims at presenting a desirable self-image and reputation among internal and external parties and at developing credibility with a focus on desirable values and with realistic promises consistent with the

prevailing business culture. Its personality arises when it establishes its brand, which is created through a set of daily activities that mirror desirable values conveyed through functional competencies, actions and behavior at an individual and organizational level, and societal values.

**Communicative Methods** refers to various formats and communication patterns adopted by an institution for articulating itself, thus facilitating the dissemination of information and news from the upper management to the audience and vice versa (Moussa, 2024). It thus becomes necessary for the institution to be constantly modifying and adjusting its methods of communications within the digital space based on constant review and utilization of information garnered within the process of communications as pointed out by Gruning and Hunt (Allison, 2004, p. 136).

**Regarding visual Identity** according to Selame and Selame these are the logo/trademark image of an institution (Melewar, Bassett, & Claudia, 2006). Melewar and Saundar define it as a 'graphic composition incorporating an institution's name, symbol, logotype, typography, color, and logo. Visual identities are not symbols but what they project and carry meaning with them. Image itself doesn't have value but it carries meaning and value. The signified and not signifier is visual identity itself' (T.C and John, 2000). The visual identities given to these images are amongst the most prominent and distinctive marks of an institution. They have meaning because they expose the presence and essence of an institution and leave an impression on the mental rigidity of an audience/memory due to viewing its logo. From here, some oracles can be derived about an institution and its nature and functionality and all information about an institution is remembered at next times of viewing an institution (Al-Kubaisi, Naji, & Karim, 2023). Furthermore, communicative Message can be described as a statement emphasizing the

institution's vision and goals, as well as an area on which it specializes compared to other institutions, either based on products or services (Brahimia, 2018). It captures the strategy embraced or adopted by the institution with a list of values that govern its operations, as reiterated by Kaplan and Norton. The message should be drawn up in a broad enough manner to fulfill two criteria:

- 1) Expanding the scope and domain of the institution, providing it with flexibility for alternative planning and goals for future expansion;
- 2) To fulfill the needs of various groups and individuals associated with an institution as indicated in Al-Atoum (2009).

### **1.3.Requirements for Managing Corporate Communicative Identity:**

A set of factors and requirements should be employed to build an overall business communications identity online, among which the most prominent include: - Transparency and Credibility: These form some of the core aspects of framing institutional communicative identities as a result of increasingly capable and discerning audiences who can identify fact and factum/incorrect information. Institutions should therefore engage in honest and transparent communications, and this will end up impacting on the image and trust with these audiences. Uniqueness and Innovation: Among the core elements that help build corporate communicative identities and assist in developing these identities are uniqueness and innovation. Messages that are creative and innovative have been seen to attract audience response and set an institution apart from its competitors. As a result, it becomes necessary for an institution to have an innovative media message that captures its uniqueness and sets it apart.

Sustainability represents an essential part of modern institutional identities as it adopts societal as well as environmental elements into

institutional communications. By addressing these elements within communications, an institution can improve its image with its audience, raise customer satisfaction, and attract stakeholders by addressing issues within society, like education and health, thus making it easier to build stronger audience relationships (Knowledge Bank, 2024).

## 2. Content Analysis of the Website of the Saidal Group for Generic Drug Manufacturing in Algeria

### 2.1. Introduction to Saidal Group and Its Website

The Saidal Group represents a national public economic institution created because of the restructuring of the Algerian Pharmacy (PCA). Founded in 1982, it functions as a joint-stock company with a capital value of 2,500,000,000 Algerian dinars. Saidal’s capital is 80% government-owned, and the remaining 20%,

given its market value, was assigned to institutional and private shareholders in 1999 via the stock market. Saidal aims to fulfill the requirement for a locally based pharmaceutical sector capable of providing medicine for the people. At present, Saidal functions as an industrial group specializing in developing, manufacturing, and promoting various drug products for human consumption. The Saidal Group's website serves as an information platform that contains detailed information about the group. It was created in 2001 as an online platform for information dissemination. The objective was to make it easy for people to access information about activities conducted by the group, such as yearly management reports and news updates. It stands out as a leading firm among competitors in Algeria for the production of generics and biologically active compounds. (<https://saidalgroup.dz/public/page/GROUPE-SAIDAL>)

### 2.2 Analysis of the Form Category (How it said?) The Technical Characteristics of the Saidal Group Website Design

Table.01: Represents a Technical Card for Introducing the Saidal Group

Information Identifying the Group	Exceste	Not Exceste
Institution Logo and Emblem	✓	
Verification Mark	✓	
Links to the Group's Social Media Platforms (Twitter, Instagram, TikTok, YouTube, LinkedIn)	✓	
Multi-language Support	✓	
Group Activity	✓	
Map to Reach the Group's Official Headquarters		✓
Identification Card with Group History	✓	
Legal Information		✓
Working Hours	✓	
Contact Information	✓	

Source: Prepared by the researchers based on content analysis of the Saidal Group website (2025)

Analysis of table (1) based on a review of the website belonging to the Saidal Group shown on Table 01, it becomes clear that it effectively communicates the organization's presence and intervention within the pharmaceutical sector and thus reinforces its position as an outstanding national institution within the health sector at the national and international levels. The website appears reliable and authentic, emphasizing its domain (.dz), as well as providing adequate and correct information on products and labs. It focuses on visualization and branding with a consistent layout reflecting professionalism within business and organizational communication.

Moreover, it allows for multi-language functionality (Arabic, French, and English), thus implying internationality and openness. It also connects directly to the organization's authentic pages on various social media platforms, thus promoting integrated organizational communication. However, it lacks some interactive functions, such as immediate response. Nevertheless, it serves as an authentic online platform that links organizational communicative identities with media functionality and thus acts as an efficient tool for communicating and enhancing images within institutions.

Table 02: Represents the Technical Features Used on the Saidal Group's Website

Technical Features Used	Exceste	Don't Exceste
Regular Updates	✓	
Ease of Use and Search	✓	
Interactivity Feature		✓
Good Design	✓	
Brand Colors	✓	

Source: Prepared by the researchers based on content analysis of the Saidal Group website (2025)

Analysis: Looking at the Saidal Group website, there is professionalism and careful management of digital communication with regards to design, functionality, and consistency of the visual image. The website shows regular updates on news, new products, and collaborations, among others, and this shows there is consistency and transparency of information. Navigation and search functions are made easy with a clear structure and organization, hence enhancing user experience. However, interactivity on the website is low as there are no tools for

immediate interactive communication like auto-responses and intelligent chats, even though there are tools for contact.

As regards the general layout, it should be pointed out that the site retains a unified layout structure that echoes the industrial and pharmaceutical nature of the organization and emphasizes Saidal's colors (green and white) on various interfaces, thus facilitating swift recognition of the Saidal logo. Overall, it can be noted that there has been a successful merge of functionality and aesthetic communication and that it plays an integral role as a useful tool for promoting the image of Saidal Group. However, there still remains room for progress regarding interactive functionality

### 3.2 Content Category (How was it said?) The Implicit Characteristics of the Site's Content

Table.03: The Predominant Communication Strategy through Posts on the Saidal Group's Website)

Predominant Strategy	Implicit Characteristics of Content (How it was said)	Examples from Content
Corporate Communication Strategy	<ul style="list-style-type: none"> <li>-The use of formal language that is devoid of emotions, which corresponds with the scientific nature of the institution.</li> <li>-Emphasis on the vision, mission, identity, by way of citing trust, credibility, sovereignty, etc.</li> <li>-The use of language that increases beliefs in the national product, with reliance on self-capabilities.</li> </ul>	Saidal Group is a leader in the pharmaceutical sector in Algeria, dedicated to providing healthy medication for all Algerians.
Scientific Technical Communication Strategy	<ul style="list-style-type: none"> <li>- The use of scientific language with emphasis on scientific accuracy and transparency in presenting scientific information.</li> <li>-Presenting research and development, quality certifications (ISO), technical accreditations.</li> <li>- Cooperation with research institutes and universities.</li> </ul>	The group has internationally accredited research and development laboratories to produce drugs that conform to international standards.
Marketing Communication Strategy	<ul style="list-style-type: none"> <li>- Use of mostly logical, non-emotional.</li> <li>- Promotional language. Depend on pointing out the benefits of the product in regard to effectiveness, safety.</li> <li>- Quality of production. Using product imagery with precise, non-verbose description.</li> </ul>	"Our products relate to a broad range of indications, meeting the highest standards of GMP production."
Strategic, Patriotic and Social Communication Style	<ul style="list-style-type: none"> <li>-Humanistic, value-oriented speaking that associates the institution with societal and national responsibility.</li> <li>- Emphasis on the group's role in supporting health for the people, delivering necessary medications.</li> <li>-Participative speaking style ("We are committed," "We contribute," "Together for better health").</li> </ul> <p>Saidal gives back to society by providing healthy food, essential medications, contributions that impact the society's health.</p> <p>"Saidal is playing</p>	"Saidal is contributing to supporting our national hospitals with biological medications for ensuring the continuity of treatment."

External Promotion (Identity and Image)	Institutional Strategy	-Use of common visual language (color, logo, and symbols) that convey values such as modernity and national identity. -Visually stated identity (Saidal's logo, green and white colors). -Use of phrases conveying trust, credibility, and innovation.	Saidal. Algerian industry with worldwide quality.
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Source: own researchers, based on the content analysis of the website of the Saidal Group (2025)

Analysis of table (3) the content of the website of the Saidal Group has a scientific, marketing, and societal approach. The website gives the group a scientific, precise language, which is centered on reliability, quality, and innovation, thus giving the group a prestigious image as a major national player in the pharmaceutical sector. The communicative discourse is marked by a scientific, neutral, and honest tone, which is supported by international standards, thus having a convincing tone aimed

at experts, with an educational approach targeted at the public.

The group also practices the use of indirect marketing communication that is dependent on the national value and quality of the products, together with the social responsibility concerned with the health of the population. The website has a consistent identity in relation to colors, with the use of the official logo that indicates professionalism. In sum, the website reflects a strategic corporate balance concerned with enhancing the position of Saidal as a national institution that brings together science and development.

Table.04: Represents the Type of Communicative Message through Saidal Group's Posts on the Website

Type of Information	Frequency	Percentage	Short Description
Information	22	55%	Includes technical data about pharmaceutical products.
Idea	10	25%	Presents the institution's visions and values, such as encouraging innovation, scientific research, and serving national health.
Expertise	8	20%	Reflects the group's professional experiences, its international participations, and joint projects with local and foreign partners.
Total	40	100%	

Source: Prepared by the researchers based on content analysis of the Saidal Group website (2025)

Analysis of table (04): it is evident that the predominant theme on the Saidal Group's website is the dissemination of scientific

information (45%), which is characterized by a communicative approach founded on accuracy. The second most dominant theme is that of ideas (35%), which represent the value/strategic element within the context of innovation and public service. Expertise (20%)



stems from the accumulation of professional experiences on the part of the group, contributing to the improvement of the group's image as a national institution with preeminent scientific-industrial stature. Overall, the findings here indicate that the communicative

strategy of the Saidal website is based on scientific themes centered on knowledge, aimed at promoting trust, enhancing the group's image as a trustworthy source within the pharmaceutical sector, as well as a source for pharmaceutical information in Algeria.

Table.05: Represents the Language of the Communicative Message through Saidal Group's Posts on its Website

Message	Frequency	Percentage	Analytical Notes
Arabic Language	24	60%	Used primarily in official statements and content directed at the local Algerian audience.
Latin Language (French/English)	8	20%	Used in posts of a technical nature, or news directed at international partners.
Expertise	8	20%	Reflects the group's professional experiences, its international participations, and joint projects with local and foreign partners.
Mix of Arabic and Latin	6	15%	This mix appears in content containing pharmaceutical terminology or foreign trade names alongside Arabic text.
Colloquial (Dialect)	2	5%	Very limited use, appears in posts of a social nature.
Total	40	100%	

Source: Prepared by the researchers based on content analysis of the Saidal Group website (2025)

This is clearly shown by the table above (05), where the Arabic language dominates the group's electronic communications at 60%, reflecting a trend towards strengthening national linguistic identity and broad understanding from the local audience. The Latin language at 20% reflects the international and technical character of the group, while the field of cooperation with foreign partners is seen. Linguistic mixing has

been recorded at 15% due to the scientific nature of pharmaceutical content, the need for which requires using Latin medical and commercial terms. The colloquial language of 5% is being symbolically used in humanitarian or social contexts, adding a touch of closeness and friendliness with followers. This distribution highlights that, at its core, the Saidal Group adopts a dual language strategy combining professional formality and international openness with a slight retention of a popular communicative touch through the colloquial language

Table 06: Represents Communicative Methods through Saidal Group's Posts on its Website

Frequency	Frequency	Percentage	Analytical Notes
Emotional	10	25%	Used in posts of a humanitarian and social nature (blood donation campaigns, health awareness, community support messages...)

Persuasive	8	20%	Used in posts of a technical nature, or news directed at international partners.
Expertise	18	45%	Dominates marketing and news content aimed at influencing the audience and convincing them of the quality of national products and encouraging trust in Algerian medicine.
Intellectual	12	30%	Appears in posts that provide technical data or precise scientific information about pharmaceutical manufacturing, research, quality, which enhances the group's credibility.
Total	40	100%	

Source: Prepared by the researchers based on content analysis of the Saidal Group website (2025)

Analysis of table (06) which it is evident from the table that the use of the Persuasive Method is highest, coming to 45%, which indicates the marketing orientation of the institution to increase the image of Saidal, a leading brand in the pharmaceutical sector. The Intellectual Method is 30%, which indicates the scientific part of the communicative process, reflecting

Table.07: Represents the Clarity of the Communicative Message through Saidal Group's Posts on its Website

the nature of the pharmaceutical sector, which is based on objectivity and scientific facts. The Emotional Method is 25%, used to inject a humanitarian element into the message, which draws people emotionally, particularly on national events. It is evident that the overall strategy adopted by the Saidal Group is a balancing act that takes into account intellect, emotion, as well as persuasion, brought close to all audience categories, thus keeping a professional as well as a social image.

Indicators	Frequency	Percentage	Interpretation and Analysis
Clear and Comprehensible Message	9	23%	23% of the posts clearly focused on highlighting the institution's message or a specific goal (product-achievement-official statement).
Level of Language Used	10	25%	25% of the posts had prominently clear language, verbal precision (formal forms -- classical Arabic -- official French).
Logical Sequence	8	20%	20% of the posts presented in a clear sequence (background –event- results).
Browsability	7	17%	17% of the posts were easy to access and index within the site's structure.
Multiple Significations	6	15%	15% of the posts carried strategic, social, or economic implications that go beyond ordinary news.
Total	40	100%	

Source: Prepared by the researchers based on content analysis of the Saidal Group website (2025)

An examination of the posts (40 posts) on the Saidal Group website, on the basis of form categories regarding the formulation technique of the message, indicates that the adopted discourse is generally marked by a formalized direct linguistic style, practiced through short sentences modeled on news reporting, with the institutional subject taking a prominent position within the linguistic structure. This is evident in the most prominent indicator in the sample, namely the language level used, which occupied around a quarter of the posts. The said linguistic style indicates a drift towards a functional clarity, but simultaneously betrays a weakness in the aesthetic aspect of the described discourse, as it has been revealed that a lack of ambiguity in the message signified a lack of clarity in less than a quarter of the posts, signifying that a lack of clarity is not necessarily a consequence of a lack of formalization, but is more closely linked with the way that sentences are structured, i.e., how the message is articulated within said text.

The indicator concerning logical sequences simultaneously revealed that a significant percentage of posts lack the necessary structure concerning the event/news coverage, signifying a lack of unity within the said posts, which are simultaneously structured within a way that is somewhere in between the full coverage of a news item, and partial coverage within a non-linear structure. Browsability on the other hand, concerning the quality of the

structure of posts within said site, simultaneously lacked in regard to the quality of the structure when demarcating importance within said posts, signifying a weakness within said posts on the degree to which said posts are formally structured, especially when taking into consideration that certain posts follow a monolithic structure, thus making it difficult to pursue a significant amount of readability within said posts. Regarding the indicator signifying multiple messages, a lack of importance within the said sample simultaneously betrays that the group's formalized language is generally characterized by a direct, highly precise, style which simultaneously lacks a significant amount of drift within said messages, which are simultaneously denoted with a lack of importance within said messages, signifying said messages lack strategic importance within said messages, thus simultaneously signifying that the group lacks a significant amount of sophistication within said messages on the said discretely structured discourse.

Generally, the table indicates that the linguistic form of said discourse lacks a significant amount of unity, but simultaneously lacks a significant amount of standardization, but simultaneously lacks a significant amount of development within said writing style, simultaneously overlooking a significant amount of importance concerning high clarity, high flow within said style, simultaneously taking into consideration a significant amount of posts within said style on the group's website.

Table 08: Represents the Goal of Communicative Methods through Saidal Group's Posts on its Website

Communicative Indicator		Frequency	Percentage
Promotional Goals		8	20%
Communicative Goals (Informative)		14	35%
Emphasizing Institutional Identity		10	25%
Education and Awareness		4	10%

Building Relationship with Audience	4	10%
Total	40	100%

Source: Prepared by the researchers based on content analysis of the Saidal Group website (2025)

The results obtained from the table show that the forty posts on the official webpage of the Saidal Group cover a purposeful diversification in communicative goals, as is adopted in most globally led corporate communication practices. The informational/communicative goal (35%) is the most dominant in most of the posts, similar to what is adopted within Grunig & Hunt's (1984) classification of communicative goals, to indicate that the institution uses the webpage to communicate accurate, credible, and reliable information to the addressees, a practice that can be argued to be a form of a formal informational goal of communication, aimed at enhancing corporate transparency. The second most dominant goal is that of promotion (20%), reflecting a lack of emphasis on product/achievement promotion, similar to what is adopted on the official web-pages of most globally recognized pharmaceutical giants such as Pfizer and Novartis, where, within a formally informational communicative practice, the goal of promotion is pursued within a balanced approach that doesn't interrupt with, but rather complements, the dominant goal of providing adequate, credible, and reliable information, thus contributing to enhancing a corporate image. The goal of emphasizing organizational identity accounts for 25% of the posts,

reflecting on the adoption by the group of a Symbolic Communication approach, aimed at enhancing national position and role within Drug Sovereignty practices, similar to what is adopted within most globally recognized corporate communications practices, which are aimed at enhancing corporate image, relevance, and reputation with the public as well as with official institutions. In respect to the posts that are aimed at educating, creating awareness, as well as relationship goal/communication, (10% for both), they don't largely appear on the posts, but indicate a future adoption by the group of the interactive/communicative goal, a contemporary corporate application, within which globally recognized institutions are aimed at educating the audience on different issues, within official platforms that are geared towards enhancing public engagement practices, within similar uses by most pharmaceutical giants on providing accurate, credible, healthy, necessary, and reliable health, educational, as well as official, postings that mainly aim at promoting official online interactive engagement practices, within an official corporate practice that mainly promotes transparency, within a similar approach that is adopted within modern corporate communication theories (Cornelissen, 2020), aimed at balancing official informational, promotion, as well as development goals, within globally recognized professional setting practices.

Table 09: Represents the Type of Communicative Methods through Saidal Group's Posts on its Website

Options	Sub-types	Frequency	Percentage (%)
News Methods	Reports	9	22%
	Press Releases	7	18%
Media and Entertainment Methods	Exhibition/Salon Coverage	4	10%
	Competitions	2	5%
	Advertisements	6	15%

Marketing and Surveys Promotional Methods	4	10%
Social and Occasional Congratulations/Condolences Methods	8	20%
Total	40	100%

Source: Prepared by the researchers based on content analysis of the Saidal Group website (2025)

The percentage distribution of the types of communication used within the institution portrays a significant concentration on news types, which amount to (40%) of the overall communicative practices. Reports and press releases top the list, which may be attributed to the use of official language that is concerned with the presentation of information, justification of decisions, and increased transparency geared toward the audience. In the second position are the social/Occasional types, which amount to (20%), reflecting the institution's effort to root within a humanitarian image while showcasing its presence within the public arena either through congratulations and condolences, which may be attributed to a communicative practice with a focus on enhancing bonds and symbolic

impressions. Marketing/Promotional types amount to (25%), which is substantially low, especially within the context of a production-institution such as the pharmaceutical institution, within which direct marketing may be limited; consequently, the pharmaceutical group is engaged in marketing its know-how, as well as industrial capabilities. Lastly, the media/Entertainment types amount to a weak (15%) that reflects the lack of receptiveness toward interactive practices within the institution as well as a lack of engagement within the public arena. Overall, the data reflects a significant weightage on the part of news/social communication against interactive as well as marketing communications, which may denote a traditional quality within the institution's practices, which is more Channel-oriented, with a bias toward informational transmission practices, as against interactive as well as enhancement-oriented practices that are linked with marketing confrontations.

Table 10: Represents Logo Design Analysis through Saidal Group's Posts on its Website

Logo Design Analysis	Yes	No
Is the design distinctive and unique?		
Is it easily visible and has colors?	✓	
Adaptable and applicable to different items like a shirt, cup, webpage, vehicle...	✓	
Memorable, unforgettable, and distinguishable from other logos?	✓	
Is it universal for a diverse group of people across different cultures?	✓	
Durability makes it timeless, with strong, prominent lines and strong, warm colors?		✓
Simplicity	✓	

Universal	✓	
Not susceptible to exploitation or imitation by competitors?		✓
Easy to understand and perceive?	✓	
Image	✓	

Source: Prepared by the researchers based Logo Design Analysis through Saidal Group's Posts on its Website (2025).

The interpretation of the logo of the Saidal Group, on the basis of the indicators specified in the table (10) reflects a balance between the requirements of the logo on the one hand, and the development limits of its application on the other, at the international level. It is evident from the indicators that the logo has acquired a high degree of distinctiveness, meeting the criterion of uniqueness, which is different from the neighboring visual marks, within the specified environment, which is regarded as one of the most significant factors within visual identity, with regard to visual marks (Distinctiveness). The result of the interpretation obtained from the table shows that the logo has acquired a high degree of visual clarity in terms of the consistent use of colors, meeting the criterion of Immediate Recognition, where the recipient is capable of recognizing the overall figure of the logo with minimal cognitive effort (Universally Recognized). The logo has acquired a high degree of presence regarding flexibility, which can be used on various platforms (print, computer, covers, garments, marketing instruments.) with no change within identity, in terms of identity distortion, which is a fundamental attribute within visual identity (Versatility). The result obtained from the table interpretation indicates that the logo meets the memorability criterion as a logo that is easy to remember, within the mind, hence distinct from other visual marks, hence the logo's applicability within the communicative space (Symbolic). The logo is characterized by

attributes within Timelessness, which depends on strong, distinct, and consistent lines, with permanent, non-fashion colors, which enhances continuity within a specified lifespan without needing frequent changes. On Simple Illustrations, the result obtained indicates that the logo has met the element of simplicity regarding visual structure within illustration, hence easy to perceive, hence distinct from the need for cognitive requirement, similar to visual identity (Simplicity). The table confirms that the logo is easy to comprehend, hence easy to perceive, with the pictorial attributes within illustration consistent with the pharmaceutical environment.

The strengths of the logo, nevertheless, remain in the following three axes based on the table. Firstly, the logo lacks the attribute of universality, which means that the logo is not shared similarly in different cultures, unlike logos of a global nature that use symbols with a universally accepted attribute (Universal Semiotics). Secondly, based on the table, the logo lacks the attribute of being imitable, which means that, to a certain extent, the logo can be imitated, thus lacks strength as a distinguishing logo in the sense that it might lack quasi-legal protection. Thirdly, lack of meeting the standards of "universality" in a distinct category means that the logo lacks the attribute of changing from a local identity to a cosmopolitan identity.

From the above, it is clear that the logo of the Saidal Group adheres to the minimum standards set by visual identity.

It is effective at the national level - in terms of clarity, simplicity, durability, distinctiveness,

and memorability - however, it remains limited at the level of global applicability and symbolic protection, which are necessary

elements if the institution aspires to an expanded international or regional positioning.

Table 11: Represents Communicative Values through Saidal Group's Posts on its Website

Indicators		Frequency	Percentage
Societal Values	Communicative	10	25%
Individual Values	Communicative	2	5%
Institutional Values	Communicative	22	55%
Humanistic Values	Communicative	6	15%
Total		40	100%

Source: Prepared by the researchers based on content analysis of the Saidal Group website (2025)

The table (10) above indicates that the Saidal Group promotes the values of the institution, which come in the form of words, phrases, or even a single sentence that address the goals that the institution wants to attain. It is evident that the value systems (55%) are dominant on the site, which are centered on the activities of the institution, such as the launching of production units, partnerships, expansion plans, financial and production performance updates, state visits, launching of tracking systems. such as the launch of serial numbering systems on medicines, as well as the signing of a cooperation agreement with the Atomic Energy Authority on the production of radioactive drugs. This piece of news portrays the identity, capacity, vision, and strategic goals of the institution, which is under "value systems". The societal value systems compose (25%), with interactions on the role of the institution in ensuring "drug security," "drug distribution," with increased accessibility to medicines in various states, development of production units in southern states, signifying a community presence that has a responsibility to society and the state at large. Example: The launching of a project for the establishment of "production units" within

the southern states with the aim of "securing" medicines in the state. On the other hand, humanistic values composed (15%), with messages on "commitments" towards "public health," development of "drugs" to combat "diseases" such as cancer, with a goal of ensuring "safety" for the eventual user, signifying a humanistic/health perspective. This is evident from the posting of news on "investments" on highly "advanced" treatments, or partnerships on "medical" research, for instance. Lastly, on "individual" marketing, marketing, or value systems (5%), there is limited posts on the "advantages" of the products, the industrial structure of the group that is geared at providing subsequent consumers, though small, are limited.

### Experiment Results

The results obtained from our research are as follow:

The website of the Saidal Group has a communicative identity that is formally institutional, characterized by scientific and technical language inherent in the pharmaceutical sector. The findings revealed that the language on the website is predominantly concerned with institutional communication, which gives emphasis to what the group is capable of accomplishing, such as partnerships and success, that embodies the

vision of the group as a national force in securing drug security.

It also emerged that the communicative technique used by the institution depends to varying extents on informational, intellectual, and persuasive communication, although the scope of interaction with the audience is still shallow. In relation to communicative values, the results indicate that the highest percentage is recorded by the institution's values, followed by societal values, then humanistic, while individual values are still weak, taking into consideration the nature of the pharmaceutical industry that is subjected to ethics.

Regarding the graphic design, the logo is marked by simplicity, clarity, and robustness, making it apt for an institution but lacks a global component, thereby not being protected from copying. The site is generally marked by a strong sense of identity, but it has to develop more in terms of interactivity, hence applying a more participative and open approach in the process of communicating. However, The results overall indicate that the site has a strong identity for the institution but has to widen the scope of communicative reach that incorporates interactivity and globality in line with the growth of communicative digitization in pharmaceutical institutions.

### **Conclusion**

Technological development has imposed profound transformations on institutions, most notably the shift towards digital communication and enhancing presence on platforms and websites without the need to physically open the institution's doors to its audience. The digital space has become a central window for displaying services and products, highlighting and entrenching the communicative identity and corporate image in the minds of the audience. In this context, the Saidal Group has worked to build its communicative presence through its website, giving clear importance to the continuity of publishing, organizing content, and maintaining communication channels with its audiences in line with its strategic goals.

Success is basically the awareness by any institution of the purpose for which it has been established, its continuity and internal and external cohesion. It is from this point that founding leaders seek to formulate a solid corporate identity, of which communicative identity is one of its most important arms, being the tool that deepens the bonds of belonging and trust between the institution and its audience. The analysis of the forty posts subject to the study revealed that Saidal uses its website for enhancing its institutional presence and providing a professional image that maintains its values of quality, commitment, and responsibility.

The communicative identity of Saidal, as reflected in the site's contents, appears as an attempt to consolidate communication relationships, strengthen belonging, and deepen loyalty between the institution and its audience through content that enables the audience to learn about the group's activities and the institution to understand its needs and expectations. The success of the institution remains dependent upon its ability to adapt to its activity environment since digital communication is one of the most important prerequisites for survival and growth given the increase in competitiveness.

In summary, the results show that Saidal is creating an institutional character that is also informational, but there is a need to raise the degree of interactivity and some elements of communicative appeal, linking the messages sent with the expectations from the audience and creating a value space based on trust, professionalism, and innovation.

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