Government Communication and the 50-year Dubai Charter

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Abstract:

Government communication is increasingly one of the most visible aspects of political communication. As part of the longitudinal study that has been carried out since 2016 on the communication of the government of Dubai and the United Arab Emirates, in particular on the Ministry of Happiness, it was considered that the 50-year Charter, as a legacy document of governance, should undoubtedly be part our study. In this paper, the content analysis of the 50-year Charter is performed with the purpose of understanding, on the one hand, the main political concepts contained therein and, on the other, the approach to Happiness and Positivity in that document. In the scope of government communication, we intend to understand the visibility given to publication in the media; to this end, we collected and analysed the headlines of the news published in the latent corpus on the 50-year Charter. The results allow us to conclude that, with regard to the relationship between the content and the National Happiness and Positivity Programme, it is possible to find a close connection, namely through the value of charity as an element capable of creating happiness. As for the visibility of the news in the media, we concluded that there is a cadence of information and that the news goes on over time with emphasis also being given to the implementation of the actions described in the Charter by several organisations.

Keywords: Dubai, Government Communication, Happiness, Positivity, 50-Year Charter.

1. Introduction

Communication has taken on a predominant role in the context of political communication, such as worldwide initiatives, like summits, which are held annually on the topic, namely in Dubai. The government of the United Arab Emirates, in particular that of Dubai, has created a strong image worldwide, including the creation of the 'Dubai' brand, associated with an innovative vision at various levels: the innovation capacity and the realisation of unique projects, development, long-term vision and innovative projects, such as the creation of the Ministry of Happiness, anchored in a perfectly planned governmental communication, in line with the theoretical principles and using the latest technological tools. Communication, among other things, involves constant visibility and presence in the media, including on social networks, even from the country's Vice-President, Sheik Muhammed bin Rashid Al Maktoum.

The government's initiative to publish the 50-Year Charter is in line with the countless actions carried out by Sheik Muhammed Al Maktoum (and, consequently, by the government of Dubai and the United Arab Emirates) and can be seen as legacy documentation, especially for future generations of Emiratis. As we will see below, one of the main purposes of this document is to inspire actions through which Dubai can remain a prosperous city, where its citizens can fulfil their dreams and desires.

In the scope of this study, it is essential to understand the emphasis given to the Happiness and Positivity policies in the 50-Year Charter and the importance of the document from the point of view of government communication. The study is based on qualitative methodology using mainly the content analysis technique.

2. Theoretical framework
2.1 Government communication

Communication is a key lever for policy delivery. Communication is not easy. It is an art and a science that requires logic, discipline, sophisticated tools and, fortunately, is something that can be learned.

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However, this has to be done methodically, with discipline, and one needs to learn from experts, from their knowledge and from their ideas, to be able to communicate properly (Chadda, Mahbubani, Pardinas, Martin, Weed, 2016).

Current governments have increasingly shifted to a mode of consultation that includes internationalisation and the requirement of new communication practices. This includes the development and use of instruments that promote resources, such as freedom of information legislation and the use of public performance measures (Howlett, 2009; Kanozia, 2016; Knapp & Wright, 2006). As a result, government communication is now a growing industry in many countries and is subject to increasing attention from both professionals and theorists (Howlett, 2009).

The business of government has changed dramatically in recent years. So, it is no surprise that the transformation of government operations, coupled with an unprecedented rise in citizen expectations, have placed extraordinary demands on government communicators. Additionally, the effect of globalization is an undeniable fact, so from our point of view it is important to emphasise the practical approach by highlighting the best practices in government communications – many originated from the United Kingdom and are now flourishing in Canada, for instance, and are being applied elsewhere; according to Kearney the best practices are:

1. **One Government, One Voice**. Increasingly, governments and private sector organisations are recognising that in a crowded, noisy marketplace, it is vital to streamline communications in order to establish a strong identity and message. The model is codified in the Government of Canada's recently updated Policy on Communications and Federal Identity and is adopted by governments worldwide.
2. **Audience-Centric Communications**. The concept of audience-centric communications has long been established as one of the best practices aimed at ensuring that the communications experience (i.e. message and channel) is oriented towards the needs of the audience member, as opposed to the organisation. Applied in a government context, this translates into citizen-centric communications, a model in which citizens can have a user-driven experience of accessing information. For example, rather than sifting through several departmental websites, a citizen can access relevant information based on a self-identified need, such as resources for seniors or information for small businesses.
3. **Agile Communications Teams**. In recent years, the organisational structures of communications teams have transformed dramatically, in response to the extraordinary changes in the media landscape. In an environment of digital communications and an unprecedented integration of channels, traditional siloed structures have been replaced with what is often referred to as a "trading floor" model, in which employees are deployed based on ability and area of interest, as opposed to a rigid role structure.
The approach to organisational design is highly responsive and flexible, which is increasingly necessary as the communications discipline evolves rapidly in response to audiences' changing and rising expectations. This is what Deloitte University Press describes as "a network of teams" with a high degree of empowerment, strong communication, and rapid information flow.
4. **Digital and Open by Default**. The Government of Canada is adopting best practices informed by groundbreaking strategic communications planning work conducted by the UK Government, now internationally recognised as pioneers in effective public sector communications practices (for more on the UK Government Communications Plan, see here). A core principle of the model is the notion of "digital by default"; in other words, designing communications tactics and approaches around the web as the core channel, rather than as an afterthought. It is the difference between issuing a news release and then posting it online and developing a communications approach across the web, social media and offline communication channels such as events and speeches in an integrated fashion.
Connected to "digital by default" is the focus on a government that is "open by default". This basic premise has been adopted by the Government of Canada (as formalised in the Ministerial Mandate Letters). This philosophy calls for a first assumption that information will be made publicly available in the interest of transparency, as opposed to historic approaches in which openness was an exception made by conscious choice under certain circumstances.
5. **Focus on Dialogue and Engagement**. Increasingly, there is a shift in communications approaches among public sector organisations. In particular, moving away from the traditional "tell and sell" model, to a more participatory and inclusive approach of fostering meaningful two-way communication and engagement. This increased focus on dialogue and engagement is in part a result of the impact of social media in shifting expectations of communication as a conversation. Additionally, governments are now recognising that trust is the necessary prerequisite of effective communication – and it requires new approaches to dialogue, engagement and openness.

Governments in Canada (including provincial governments) and abroad are shifting toward using techniques such as citizen panels, Google Hangouts, online deliberative dialogue and open houses as foundational elements of a communications model designed to increase relevance and trust through engagement.

6. **Driven by Storylines**. One of the most significant trends in strategic communications and marketing in public sector institutions is the use of a content strategy. This approach involves identifying priority topics and narratives that are brought to life through a concerted exercise of storytelling. It stems from the recognition that to communicate everything is to communicate nothing – truly breakthrough communication results require a judicious focus on being economical with words and ideas. This model is focused on "sensemaking" opportunities, in which a deliberate effort is made to create meaning for citizens by clustering various discrete elements of information into a coherent story. Storytelling has been identified as a leading trend in government communications.

7. **Delivery**. Governments are now adopting "delivery" methodologies in order to ensure effective execution of priorities. Coined by Michael Barber, the "Delivery" model (also known as "deliverology") aims to embed an agile performance management system in large-scale organisations. The approach was established in the UK Government context and has recently been introduced by the Government of Canada's Privy Council Office. The focus is on spearheading government priorities through a repeatable cycle of identifying priorities, establishing accountabilities and metrics, monitoring operational performance, and reporting on progress. The Delivery approach to government operations relies heavily on strategic communications as a key enabler, particularly with regard to operational and team communication

8. **Results-Based**. The underpinning of modern government operations is results-based management. From the United Nations to leading countries around the world and provincial/territorial and municipal governments in Canada, management by metrics has become the undisputed gold standard of operational delivery. This approach requires active, strategic involvement in communications on several levels: establishing the principle and communicating measurable goals, sharing success stories as well as lessons learned, and creating systems and processes for identifying, tracking and reporting on metrics (Kealey, 2012).

Generally, improving responsiveness and reliability lies outside the remit of communication functions. However, government communicators have a legitimate responsibility to advise policymakers and politicians on how best to assure citizens that their needs and desires are being taken into account and, where this is not possible, to provide advice on how best to minimise any backlash. Frustratingly, few communication leaders are positioned to provide advice on such matters (Chadda, Mahbubani, Pardinas, Martin, Weed, 2016). Nevertheless, research on developed countries indicates that improving the way the government communicates with the public can increase confidence in government and satisfaction with public services (Nussio, García-Sánchez, Oppenheim, & Pantoja-Barrios, 2020).

2.2 The 50-year Charter

The 50-year Charter marks Sheikh Mohammed bin Rashid al Maktoum's fifty years of public service. The publication of the 50-year Charter took place the day after the publication of the 8 Principles of Dubai or the Dubai Magna Carta, in January 2019. In the introduction of the Charter, the Governor declares that the document represents his commitment and a promise to improve the quality of life of the population, develop the Dubai community and guarantee the future of the next generations. He expresses that he wishes for the document be a legacy that can guarantee another fifty years of prosperity anchored in the following values: the spirit of compassion, love, harmony and tolerance. The letter is divided into 9 articles that set different goals and present several programmes or projects that the government intends to implement to ensure the sustainable development of the Emirates:

Article One: Dubai Silk Road. Dubai is destined to be a crossroad between East and West, and between North and South. We have the largest international airport in the world. It connects us with more than 200 cities. Over the next 10 years, more than one billion passengers will pass through our airports. Worldwide, we operate around 80 ports that are connected to hundreds of cities. Our next goal is to build our own Silk Road in cooperation with our friendly neighbours who share our vision. Our region has historically been a region of civilisation and trade, and this role must be restored. We will seek to build international cooperation to support these aspirations.

Article Two: A Geo-Economic Map for Dubai. In the coming phase we will work to develop a geo-economic map for the city of Dubai and set up specialised, integrated economic zones in the whole city. Each geo-economic sector in the city will have its own council, which manages and markets it. Each geographical sector will have its own economic and investment goals. We will monitor the achievement of these goals with transparency. A governor will be appointed for each economic zone to oversee the achievement of its goals, as well as its progress and success.

Article Three: First Virtual Commercial City. Dubai will lead the establishment of the first virtual commercial city in the region that grants commercial licenses without having to reside in Dubai.

The city will allow investors to open bank accounts and grant e-residencies according to the best international laws and regulations. We aim to have 100,000 companies in the virtual city.

Article Four: A Central Education File for Every Citizen. We aim to develop a centralised education database for every citizen to document all the academic degrees obtained, classes and training taken, and conferences attended. This will help us design customised educational plans for our citizens that suit their personal skills. We aim to build an educational and learning system that explores and develops people's skills. Our goal for our citizens is to have a life-long learning so they can continue to improve their skills and capacities, in order to adapt to the rapid global changes in the world.

Article Five: A Doctor to Every Citizen. We aim to provide citizens with medical consultations 24/7 through hundreds of thousands of doctors, specialists and medical consultants across the globe. This will be facilitated by smart government application. Our goal is to transform the medical system to bring doctors closer to individuals, enhance awareness, and utilise top medical minds globally to serve the health of our citizens.

Article Six: Free Economic and Creative Zones in Universities. Dubai's foundation is rooted in trade. We will announce our public and private universities as free zones that allow students to carry out business and creative activities, make these activities part of the education and graduation system, and shape integrated economic and creative zones around the universities. These zones will support students with education, research and funding during the launch of their projects. We want our universities to not only graduate students, but also to create companies and employers.

Article Seven: Self-sufficiency in Dubai Homes. We will develop an integrated programme to build a comprehensive system that allows at least a tenth of our citizens' homes to be self-sufficient in terms of water, food and energy. The achievement of this goal will help change lifestyles and contribute to the preservation of our environment. We aim to create a new economic sector that supports energy, water and food self-sufficiency in the houses of Dubai, for at least a month, to be increased later.

Article Eight: Cooperative Companies in Various Sectors. This is a long-term programme that aims to provide new sources of income to our citizens, improve the quality of some services through privatisation, and to establish cooperative companies owned by citizens in a number of vital sectors.

Article Nine: Annual Growth in Philanthropy. Our daily businesses and projects should not lead us to forget about giving to those who need help. We pledge to increase philanthropic initiatives every year and to grow them by at least an equal percentage of our annual economic growth. Charity is indeed a major factor in the happiness of societies and the continuity of progress and prosperity.

These initiatives allow, according to the Governor's vision, to see beyond the present moment, with the medium / long-term vision and anticipation being an integral part of the strategic planning of the government of the United Arab Emirates.

It should be noted that the document began being prepared well in advance, having been reported in January 2018 that Sheikh Mohammed assigned Shaikh Hamdan bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council, to follow up on the implementation of the Charter's articles. The importance of the document lies mainly in the reason that the upcoming 50 years require creativity and countless efforts and hard work to build on the previous achievements in the lead-up to an integrated city where law and a spirit of mercy and love prevail. A city where its residents enjoy comfort and well-being. A city that creates an environment conducive to future generations[4].

On the date of publication, the Ruler underlined the goal to present the Charter annually, in January, together with the launch of projects of excellence, new actions in order to add more value to the initiatives described in the 50-year Charter.

3. Methodology

Qualitative research is designed to reveal the meaning that informs the action or outcomes that are typically measured by quantitative research. Therefore, qualitative researchers investigate meanings, interpretations, symbols, and the processes and relations of social life. What this type of research produces is descriptive data that the researcher must then interpret using rigorous and systematic methods of transcribing, coding, and analysis of

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[4] Brainstorming session held on 50-Year Charter. Retrieved from: http://www.gulfreader.com/brainstorming-session-held-50-year-charter/, Last accessed 24.03.2020.

trends and themes. Because its focus is everyday life and people's experiences, qualitative research lends itself well to creating new theories using the inductive method, which can then be tested with further research.

Qualitative researchers use their own eyes, ears, and intelligence to collect in-depth perceptions and descriptions of targeted populations, places, and events. Their findings are collected through a variety of methods, and often a researcher will use at least two or several of the following while conducting a qualitative study: a) Direct observation; b) Open-ended surveys; c) Focus group; c) In-depth interviews; d) Oral history; e) Participant observation; f) Ethnographic observation; g) Content analysis(Crossman, 2020).

According to Crossman, content analysis is used to analyse social life by interpreting words and images from documents, film, art, music, and other cultural products and media. The research looks at how words and images are used and the context in which they are used, in order to draw conclusions about the underlying culture. Content analysis of digital material, especially that generated by social media users, has become a popular technique within the social sciences (Crossman, 2020).

Content analysis, as in all qualitative analysis, is a reflective process. There is no "step 1, 2, 3, done!" linear progression in the analysis. This means that identifying and condensing meaning units, coding, and categorising are not one-time events. It is a continuous process of coding and categorising, then returning to the raw data to reflect on the initial analysis. Some basic concepts help to keep objectiveness, according to Erdingsson and Brysiewiczb:

1. It is important to maintain a vigilant awareness of one's own pre-understandings in order to avoid bias during analysis and in results;
2. Use and trust your own intuition during the analysis process;
3. If possible, discuss and reflect together with other researchers who have analysed the same data. Be open and receptive to new perspectives;
4. Understand that it is going to take time. Even if you are quite experienced, each set of data is different and all require time to analyse. You need time to think, reflect and then review your analysis;
5. Keep reminding yourself how excited you have felt about this area of research and how interesting it is. Embrace it with enthusiasm;
6. Let it be chaotic – have faith that some sense will start to surface. Do not be afraid and think you will never get to the end – you will… eventually! (Erlingsson; Brysiewiczb, 2017)
Finally, it is important to point out that qualitative studies involve the systematic collection, organisation, description and interpretation of textual, verbal or visual data. Research that uses qualitative methods is not, as it sometimes seems to be represented, the easy option. It usually involves a complex theoretical or philosophical framework. Rigorous analysis is conducted without the aid of straightforward mathematical rules. Researchers must demonstrate the validity of their analysis and conclusions (Crossman, 2020).

This study started with an overview of the content of the 50-year Charter. After several readings, a table was created in which the part of the text considered most related to the title of the respective article was highlighted. The texts extracted in the context of governmental communication from the government of Dubai National Happiness and Positivity Programme were interpreted. Finally, the collection, systematisation and analysis of the headlines of the news published in the latent corpus related to the 50-year Charter was carried out.

4. Analysis and discussion

After several readings and observations of the full text, the sentences with the greatest correspondence to the title of each article and the main project or context highlighted in that article were extracted in order to understand, firstly, the specific object treated and, secondly, the topics and global issues addressed in the 50-year Charter. Table 1 presents the texts extracted from each article and emphasises some aspects and initiatives defined by the Governor of Dubai:

Article	Highlights
Article One: Dubai Silk Road	Our region has historically been a region of civilization and trade, and this role must be restored. We will seek to build an **international cooperation** to support these aspirations.
Article Two: A Geo-Economic Map for Dubai	In the coming phase we will work to develop a geo-economic map for the city of Dubai and **set up specialized, integrated economic zones in the whole city.**
Article Three: First Virtual Commercial City	**The first virtual commercial city in the region that grants commercial licenses without having to reside in Dubai.**
Article Four: A Central Education File for Every Citizen	We **aim to build an educational and learning system** that explores and develops people's skills. Our goal for our citizens is to have a **life-long learning so they can continue to improve their skills and capacities** to adapt to the rapid global changes in the world.
Article Five: A Doctor to Every Citizen	**We aim to provide citizens with medical consultations 247/ through hundreds of thousands of doctors, specialists and medical consultants across the globe.**
Article Six: Free Economic and Creative Zones in Universities	We want our **universities to not only graduate students, but also create companies and employers.**
Article Seven: Self-sufficiency in Dubai Homes	We will develop an **integrated program to build a comprehensive system** that allows **at least a tenth of our citizens' homes to be self-sufficient in terms of water, food and energy.**
Article Eight: Cooperative Companies in Various Sectors	This is a long-term program, **that aims to provide new sources of income to our citizens.**
Article Nine: Annual Growth in Philanthropy	We pledge to increase philanthropic initiatives every year (…) **Charity is indeed a major factor in the happiness of societies** and the continuity of progress and prosperity.

Table 1 – Text Highlights

Thus, it was possible to verify that Dubai intends to continue to promote international trade and, appealing to its historical roots, intends to foster international cooperation in this way. Despite this, 8 of the 9 articles refer to initiatives aimed at encouraging and implementing innovative measures for the city and citizens. It is important to mention the opening of these initiatives to foreigners, such as the virtual commercial city. The extracts also allow us to infer the concern with the future and the sustainability of the projects, including at the economic level, through the creation of new sources of income, either through entrepreneurial initiatives by universities, or directly for citizens through the creation of cooperatives. Finally, and in line with the National Happiness & Positivity Program, an article is dedicated to charity, a concept considered by the Dubai Sovereign as a factor directly related to the happiness of society.

With regard to the visibility given to the publication of this document in the media, a search was carried out on the latent corpus (Costa, 2016) of news in English related to the subject. As summarised in Table 2, in which the titles, the date and the identification of the media are presented, the Sheik Al Maktoum initiative has been given considerable relevance; this fact should also be related to the fact that the document marks the celebration of the Sheikh's anniversary of his service to the nation:

Title	Date	Media
Mohammad publishes 50-year Charter	06.01.2019	Gulf News
The Fifty-Year Charter	06.01.2019	UAE
Dubai Ruler unveils 50-Year Charter development plan	07.01.2019	The National
Sheikh Mohammed outlines 50-year charter for Dubai	07.01.2019	Khaleej Times
Dubai unveils 'Fifty Year Charter' to improve lives of residents	07.01.2019	Arabian Business
Mohammed Bin Rashid Approves DIFC's New Expansion Plan, Launches 50 Year Charter	08.01.209	Proshare Intelligent Investing
The Fifty-Year Charter' For Continuous Prosperity	08.01.2019	Connector
Mohammed bin Rashid Launches 50-Year Chart and Dubai Principles	02.02.2019	RTA – Almasar
Dubai to Map Regional Economic landscape in line with its Fifty-Year Charter	24.02.2019	Belt & Road News
Hamdan bin Mohammed: Eight Principles & the 50-Year Charter represent a roadmap for the Dubai Government's work	27.02.2019	Hamdam.ae
Implementation of 50-Year Charter has begun: Hamdan Approves 'Dubai Silk Road' strategy	03.03.2019	Dubai Gazette
HBMSU launches University Entrepreneurship Programme	03.03.2019	Dubai PR Network
Dubai's 50-year Charter spurs Islamic economy's growth – Al Mansouri	02.04.2019	Mubasher
The 50-Year Charter – a plan for the happiness and prosperity of Dubai's citizens	07.04.2019	The Emirates
DEWA to install solar panels in 10% of UAE nationals' homes in Dubai to support 50-Year Charter	16.04.2016	Move On
DHA works to achieve objectives of Article five of Fifty-Year Charter	01.06.2019	DHA.AE
Sheikh Hamdan: progress on Fifty-Year Charter 'very promising'	01.07.2019	Arabian Business

Table 2 – News titles

The cadence of publications is very interesting for the investigation because it demonstrates how the news spreads in the media on the day of publication and in the days immediately following. However, the subject remains active for several months, whether in generalist publications or in more specialised ones. Within the scope of the study, the connection of this document with the National Plan for Happiness and Positivity highlights the title of "The Emirates": The 50-Year Charter - a plan for the happiness and prosperity of Dubai's citizens. An equally relevant evidence for the study is the immediate transformation of the projects into concrete initiatives, as is the case of the 3 March news about the launch of the University's entrepreneurship programme. The same applies to the involvement of different entities in projects, as well as the allocation of different types of means so that they can materialise, as can be seen in the following paragraphs:

The Dubai Silk Road strategy was prepared by the Ports, Customs and Free Zone Corporation (PCFC), in collaboration with key government entities. Internally, the strategy focuses on enhancing trade between free zones and the rest of the emirates. Externally, the focus will be on enhancing strategic and operational connection of logistics services between DP World terminals across the world with Emirates airlines playing a key role. The new Dubai Silk Road strategy comprises 9 initiatives and 33 projects that will see the collaboration of Emirates airlines, Dubai Airports, Dubai South, Dubai Free Zones, DFZ, Council, Dubai Maritime City Authority, Dubai Roads and Transport Authority, DP World, Dubai Municipality, Jebel Ali Free Zone[5]. The development of DIFC 2.0 will commence immediately and will be completed in several stages. Upon completion, the new district will comprise 6.4 million square feet of office space, 2.6 million square feet of creative space, 1.5 million square feet of residences, 1.3 million square feet of retail space and 700,000 square feet devoted to leisure and entertainment.

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[5] Dubai Gazette. Retrieved from: https://dubaigazette.com/implementation-of-50-year-charter-has-begun-hamdan/. Last accessed 26.03.2020

This will be complemented by a financial campus covering approximately 400,000 square feet, an additional 250,000 square feet of hospitality offerings, and 3.5 million square feet of car parking space. With sustainability remaining a priority for the Centre, the new development will introduce open green spaces that bring together an innovative community within a natural and sophisticated business environment[6].

Finally, it is important to mention that, in parallel with the publication in the media, a book entitled *The Fifty-Year Charter* was also published, in Arabic and English, which also allows for the importance given to the document and the capacity to transform it into a legacy instrument to be understood, while marking a landmark date in the history of public life for Sheik Mohammed Al Maktoum. In the same book, the 8 Principles of Dubai or the Magna Carta are also listed, the content of which has also been analysed by us.

In general, the results, in addition to revealing the importance of the document itself, highlight yet another series of initiatives, many of which are innovative, as has been the prerogative of the government over the last few decades. From the point of view of governmental communication, the study shows that the government follows international standards and the most modern practices, and it is possible to verify that it follows methods, discipline, learns from experts, from their knowledge and from their ideas, in order to be able to communicate properly (Chadda , Mahbubani, Pardinas, Martin, Weed, 2016).

In this same sense, the study allows us to infer that Dubai governmental communication follows the best practices and strategies such as those listed by (Kealey, 2012), including the possible recourse to the support of companies and specialised professionals.

5. Closing Notes

For the Dubai government, Happiness and positivity are understood as government policies. Since 2014 and more strenuously since 2016, the government has been creating measures and initiatives aimed at making happiness a lifestyle for citizens and a philosophy to be implemented in the various bodies of society, whether public or private (Ribeiro, Remondes, & Costa, 2018b, 2019b, 2019d, 2019c, 2020). The government has focused on creating immense programmes that involve citizens in initiatives and the promotion of that lifestyle. It has created initiatives with international reach and embraces the will to transfer its model to other societies (Ribeiro, Costa, & Remondes, 2020; Ribeiro, Laranjeira, & Remondes, 2019; Ribeiro, Remondes, & Costa, 2017, 2018a, 2019a).

The Dubai government, recognised worldwide for its innovative initiatives in various fields, such as architectural, scientific, cultural, etc., also proves to be an excellent communicator, giving great importance in the media to the programmes and measures it develops, almost all of which are of enormous dimensions. Thus, the publication of the 50-Year Charter and its content continue and reinforce the government's vision of working for the sustainable development of the current and future societies at the economic level, but also guarantee that the nation's fundamental values are properly transmitted to future generations of Dubai and the United Arab Emirates. From the point of view of governmental communication, this has been gaining more and more relevance and the most modern communication practices are performed so that the message fulfils the objectives defined by the government, using traditional media and social networks as the main vehicles.

The study carried out using the content analysis technique allowed us to conclude that the 50-Year Charter is a document that presents very concrete projects, oriented towards the economic, but also social, development of the citizens of Dubai. In terms of establishing a connection with the National Plan for Happiness and Positivity, in addition to the aforementioned issue of sustainability, the document itself highlights the concept, in this case, through the exercise of charity as an element that creates happiness - a value, from our point of view, to be quickly replicated worldwide.

With regard to the visibility of publication in the media, as mentioned, the quantity, the cadence of publications on the subject and the fact that they make known the way in which government initiatives are reflected in actions quickly implemented by the bodies involved, are highlighted. Finally, we highlight the publication in a book about the 50-Year Charter together with the Magna Carta, or the 8 Principles of Dubai, marking the legacy of Sheikh Mohammed al Maktoum through an instrument that the population can access and keep as heritage of a striking leader of their country.

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[6] Proshare Intelligent Investing. Retrieved from:https://www.proshareng.com/news/Budget%20and%20Plans/Mohammed-Bin-Rashid-Approves-DIFC's-New-Expansion-Plan--Launches-50-Year-Charter/43443. Last accessed 26.03.2020

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