TAALIMIA Review
ISSN: 2170-1717
EISSN 2602-6015

Volume: 15 / N°: 02 (2025) p 997 – 1013

"Replaced Songs with Podcasts": How Arab Content Creators Promote Podcasts on LinkedIn

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Received: 28/09/2025 Accepted: 03/12/2025 published: 26/12/2025

Abstract:
In recent years, Arab audiences have increasingly embraced podcasts as both an informative and entertaining medium. Content creators have leveraged LinkedIn to market their podcasts, aiming to engage a professional and discerning community. This research examines key promotional approaches, including sharing brief excerpts, using micro-videos, and presenting Arabic content that reinforces cultural identity. Topics addressed span entrepreneurship, technology, and success stories, delivered in fluent and accessible Arabic. As a flexible medium outside traditional channels, podcasts also resist the overuse of foreign terminology. Findings reveal that these techniques have expanded interest in Arabic-language content despite the competition from international productions. The study recommends producing innovative content that resonates with audience interests, elevates the Arabic language, and strengthens its presence in the digital media sphere.

Keywords: Arab podcasts; media content; Arabic language; cultural identity; LinkedIn.

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1.Introduction:

In recent years, Arab users have increasingly turned to podcasts as a preferred medium for both learning and leisure. This reflects a broader shift in digital culture, where flexible, on-demand audio platforms attract audiences seeking knowledge in an engaging format. Within this transformation, LinkedIn has emerged as a particularly important arena: it not only functions as a professional network but also as a fertile space for promoting Arabic podcasts to a community of educated and career-oriented users.

Content creators have relied on diverse strategies, such as sharing excerpts from episodes accompanied by appealing descriptions and using short videos to capture attention. The focus has been placed on topics related to entrepreneurship, technology, and success stories, presented in a style that combines simplicity with depth, making the content suitable for a professionally oriented audience.

This study examines the promotional methods used by Arab content creators to market podcasts via LinkedIn, highlighting how the platform is employed to disseminate Arabic content and reinforce the use of the Arabic language in the face of the dominance of foreign media terminology. The podcast is considered an effective tool for affirming cultural identity, as it is used to deliver purposeful content in fields such as personal development and professional media, thereby contributing to the enhancement of cultural and linguistic awareness among listeners.

Problem Statement:

Despite the growing popularity of podcasts in the Arab world, there remains a lack of systematic understanding of how content creators successfully promote them on professional platforms such as LinkedIn. The dominance of foreign-language media and terminology further challenges the visibility and acceptance of Arabic content in digital spaces. Thus, the central research problem is: *How do Arab content creators leverage LinkedIn to promote podcasts, and how effective are their strategies in reinforcing Arabic language and cultural identity in the digital sphere?*

Before outlining the research hypotheses, it is important to clarify the main assumptions guiding this investigation.

1. Arab content creators strategically use LinkedIn features—such as short excerpts, video snippets, and interactive posts—to increase engagement with their podcasts.
2. The presence of Arabic-language content contributes to strengthening cultural identity and counters the dominance of foreign terminology.
3. Certain thematic areas, particularly entrepreneurship, technology, and success stories, generate higher levels of interaction and audience interest.

To address these hypotheses, the study employs a descriptive-analytical approach. A sample of LinkedIn posts was examined, focusing on creators who actively promote podcasts. Data were collected through keyword tracking (e.g., “podcast,” “personal development,” “storytelling”) and manual observation of posts containing podcast-related invitations,

visuals, or interactive elements. The analysis combined quantitative measures—frequency of podcast mentions, strategies used—with qualitative insights into audience responses such as likes, shares, and comments.

This approach allows for both mapping of promotional trends and interpretation of their cultural and linguistic implications in the Arab digital landscape.

2. What is a Podcast?

The concept of podcasts appeared about fifteen years ago. Initially, it was based on using digitally recorded audio files on computers. It later evolved into audio-visual podcasts with the advent of multimedia technologies[1] and the use of smartphones, laptops, and advanced music players[2].

A podcast is a form of digital audio content that is recorded and published online so users can listen at any time and from any place. Podcasts are often released as a series of episodes discussing various subjects such as education, culture, technology, news, entertainment, self-development, and more.

Also known as "audio blogging," a podcast resembles short radio programs[3]. However, traditional radio programs are usually professionally produced, while web-based audio recordings, like many new media forms, can be produced and published by anyone[4]. It is a sound program that may be produced by institutions or individuals and is available online in digital audio file format[5], typically in a series that can be downloaded from the internet[6].

The concept of the podcast is closely tied to digital audio broadcasting, often described—albeit loosely—as *audio blogging*. Etymologically, the term is a hybrid of "broadcast," referring to the transmission and dissemination of audio content, and "iPod," Apple's portable media player designed to store and replay such files on mobile devices[7].

Initially, podcasts consisted largely of audio series that featured music, songs, or sound compilations. Over time, however, their scope expanded to include dialogues, interviews, audio commentary, and soundscapes of events or scenes. Distribution takes place via the internet, retaining many of the characteristics associated with traditional blogs, particularly their accessibility and participatory nature.

Today, podcasting technology has found application in a wide range of domains, such as language learning, the rebroadcasting and commentary of archived radio or television programs, as well as the dissemination of music, poetry, news, and political commentary. Much like written blogs, both audio and video podcasts rely on new technologies for the production, circulation, and low-cost distribution of content. This shift has empowered individuals to transition from passive consumers of media into active producers and contributors of audio content within the online environment[8].

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The term "podcast" combines "iPod" (Apple's portable audio player) and "broadcast." Initially used by journalist Ben Hammersley in an article in The Guardian, he explained the significance of combining our emotional connection to sound with the interactivity of blogging via the web and the portability of MP3 players. This combination, he argued, could provide a superior experience for both listeners and creators[9].

Podcast applications are now widely used by traditional media outlets. For instance, The New York Times offers podcast services that include audio recordings of interviews, reviews, news analysis, and discussions about various topics like culture, customs, science, music, politics, business, and international affairs[10].

3. **Communicative Characteristics of Podcast Content in the Arabic Context:** Today's podcast aims to be both enjoyable and informative, capturing the listener's attention while covering a wide range of life and cultural topics using more structured editorial language. Audiences seek content that aligns with their preferences, akin to a return to the golden age of serious newspapers—but in a more engaging and flexible format[11].

The knowledge element is central to the podcast experience. Audiences believe that what they hear should be meaningful and beneficial. A weak episode could lead a listener to abandon the podcast altogether, which underscores the importance of quality content in retaining and building an audience[12].

Podcasting has emerged as a dynamic and increasingly influential medium within the Arabic-speaking world, characterized by distinctive communicative traits that differentiate it from traditional audio media and other digital content forms. These characteristics reflect both the medium's affordances and the cultural context in which it operates.

Firstly, podcasts are inherently personal and human-centered. The content typically adopts an informal, conversational tone that fosters intimacy and trust between hosts and listeners. This style simulates genuine conversations, inviting audiences into a private space for storytelling, reflection, and dialogue. The authentic voice quality, often unpolished and raw, adds to the medium's appeal by creating a sense of proximity and emotional connection[13].

Secondly, the on-demand nature of podcasts offers listeners flexibility in consumption, allowing engagement with content that fits their individual schedules and preferences. This accessibility contributes to the medium's growing popularity among diverse Arabic audiences who seek content that is both convenient and relevant[14] .

Thematic diversity is another hallmark. Arabic podcasts cover a wide spectrum of subjects ranging from social issues, cultural heritage, mental health, entrepreneurship, gender discussions, to artistic expressions. This inclusivity facilitates community building and cultural dialogue by addressing topics often underrepresented in mainstream media[15].

Lastly, podcasts function as an educational and reflective medium. They engage listeners cognitively, emotionally, and behaviorally, encouraging deeper understanding and positive social attitudes[16]. Research highlights podcasts' role in enhancing cultural awareness and community interaction, confirming their potential as powerful tools for social change and learning[17] .

In summary, Arabic podcast content possesses distinct communicative characteristics defined by its personalized style, thematic richness, narrative depth, authenticity, cultural grounding, and educational value. These features have fostered the medium's rapid growth and its crucial role in shaping contemporary cultural and social discourse in the Arab region.

3.Comprehensive Literature Review

3.1 Growth and Role of Podcasts in the Arab World

Recent reports highlight a substantial rise in podcast consumption across the Arab region—particularly in countries like Saudi Arabia, Egypt, and the UAE. Consumers listen an average of five to seven hours per week, driven by an attraction to audio formats that bypass screen fatigue and provide depth of content. Podcasting taps into a long tradition of oral storytelling in Arab culture, offering independence from censorship and mainstream media norms[18] (Ramsey Tesdell; Bella Ibrahim. Additionally, a detailed case study emphasizes podcast maturity in Middle Eastern markets, showcasing how creators tackle sensitive topics with sophistication and build listener communities grounded in openness and cultural relevance[19].

3.2 Podcasts and Sociopolitical Engagement

In Tunisia, researchers Snoussi et al. (2024) examined political podcasting following the July 2021 constitutional crisis. They found that Tunisian podcasters played a pivotal role in enabling alternative public dialogue, combining interviews, satire, and emotional storytelling to mobilize civic discussion and engagement[20]. This demonstrates how Arabic podcasts serve as tools for political listening and public sphere formation.

3.3 Educational and Developmental Use of Podcasts

Recent action research in Saudi Arabia explored using podcasts to teach sustainability to EFL university students. Oraif & Alrashed (2025) found that podcasts supported interactive learning, flexibility, and student engagement, particularly useful in post-pandemic educational contexts and across diverse listener demographics[21] .

3.4 Theoretical & Methodological Trends in Arab Media Studies

Meta-research into Arab media scholarship reveals prevailing issues: researchers predominantly apply Western theoretical models and quantitative methods, resulting in limited qualitative and local-context insight. Elhamy & Abdulmajeed (2023) call for culturally sensitive research grounded in local realities and hybridity in methodology[22].

3.5 Social Media and Podcast Promotion

Although studies on LinkedIn-specific podcast promotion are limited, broader research in media and influencer marketing suggests that social platforms—and especially platforms populated by professionals like LinkedIn—are fertile ground for audio content promotion. Influencer marketing, visual storytelling, and parasocial relationships enhance credibility and reach[23].

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Additionally, investigations in Emirati society show that during and after COVID-19, people increasingly relied on social media for professional communication—highlighting the role of digital media as a core communication tool among professionals in the Gulf region[24].

3.6 Emerging Trends & Innovation in Arabic Podcasting

Network-driven podcast brands such as *Sowt* (Jordan) and *Doha Debates* have launched high-profile series like *Lana* and *Necessary Tomorrows*. These series address global challenges and employ narrative and video formats to expand audience reach across the Arab diaspora and international markets .

AI and digital tools are increasingly impacting Arab media studies. A systematic review of AI in communications education (2025) shows that AI-enhanced tools are shaping new competencies among media students, though cultural and ethical challenges remain (Assad et al.)[25].

4.Methodology :

The study adopts a descriptive-analytical method aimed at examining how Arab content creators promote podcasts on LinkedIn, with a particular focus on the most frequently employed promotional techniques and their impact on audience engagement. The methodology proceeds through several interrelated steps, beginning with data collection and culminating in the analysis of results and the extraction of conclusions.

The process began with the collection of relevant data to analyze the posts of content creators on LinkedIn. Technical tools for text analysis were employed, including keyword search programs to identify terms and phrases associated with podcasts[26]. In addition, manual monitoring was conducted to track posts that mentioned well-known podcasts or emphasized the importance of podcast listening. The primary keywords used in the study included "podcast," "personal development," and "storytelling." Posts were further filtered based on key criteria, such as those containing direct invitations to listen to specific episodes or those that incorporated visual elements related to podcasts.

Once the data were gathered, posts were categorized along two main axes. The first axis addressed the most popular podcasts, analyzing the frequency of mentions of titles such as *Finjan Podcast*, *Positive Podcast*, among others. The purpose of this classification was to assess the popularity of these podcasts and their influence on audiences.

The second axis concerned the techniques of promotion, whereby posts were categorized according to the strategies employed by content creators. These techniques included visual appeal (such as images and logos), calls to interaction (such as questions posed to the audience), storytelling (sharing personal experiences), bilingual content (Arabic and English), audience participation (e.g., polls), and highlighting benefits (clearly presenting the advantages of listening to podcasts).

Following classification, the data were analyzed using a combination of quantitative and qualitative approaches. On the quantitative side, the proportion of posts mentioning each podcast and the frequency of various promotional strategies were calculated. On the qualitative side, the effect of these techniques on audience interaction was assessed through the analysis of likes, comments, and shares for each post. Additionally, the relative popularity

of podcasts was compared in terms of both frequency of mention and the level of engagement generated.

To illustrate these relationships visually, a **Sankey diagram** was employed. This diagram mapped the flows between the most frequently mentioned podcasts, the promotional techniques applied, and the resulting audience interactions. The visualization offered a clear and intuitive representation of how content strategies and podcast popularity combine to influence engagement levels.

This dual analytical process—supported by both statistical measures and visual modeling—provided a comprehensive understanding of the relationship between podcast popularity and the promotional strategies employed, offering valuable insights into the most successful methods for enhancing audience interaction.

4.Data analysis:

Table 1 : Bilingual Table of Samples

Arabic	English Translation
🎙️ ليه البودكاست؟ لأن لكل كلمة تأثير!	🎙️ Why podcasting? Because every word makes an impact!
البودكاست مش بس كلام، هو رحلة في عوالم مختلفة:	Podcasting is not just talk; it’s a journey into different worlds.
تخيل تكون في رحلة، في زحمة الطريق، أو حتى وانت بتاخد استراحة بسيطة، ويكون معاك صوت ملهم يفتح لك أبواب جديدة في التفكير. ✨🎭	Imagine being on a trip, stuck in traffic, or even on a short break—and having an inspiring voice open new doors of thought for you 🎭✨.
Looking to make an impact with your voice- ? 🎙️	Looking to make an impact with your voice? 🎙️
عايز توصل صوتك وتسيب أثر مع جمهورك؟ 🎙️	Do you want to deliver your voice and leave a mark with your audience? 🎙️
خُلاصة أفضل البودكاست في 2024: لو لسه مسمعتهمش، لازم تضيفهم لقائمة خططك لعام 2025 ✨🎧 !	The best podcasts of 2024: If you haven’t listened yet, you must add them to your 2025 plans! 🎧✨
البودكاست ليس فقط مشروعًا، بل هو رسالة نرسلها للعالم.	Podcasting is not just a project; it’s a message we send to the world.
هل جربت سماع البودكاست؟↔🙂	Have you tried listening to a podcast? 🙂↔
بمناسبة دخول الجامعات والمدارس دي شوية بودكاست تسمعها في المواصلات وهتفيدك بدل الأغاني	With the start of universities and schools, here are some podcasts you can listen to on your commute that will benefit you more than songs.
تعالَ نكتشف مع بعض عالم جديد ✨	Let’s discover a new world together ✨
30يوم فقط وانت هتتحول حياتك من شخص عادي لشخص ناجح 😱	Just 30 days and your life will transform from ordinary to successful 😱
عالم البودكاست فن, حبكة، وتفاصيل فيها الكثير من الإلهام،	The world of podcasting is art, narrative, and details full of inspiration.
🚨 ياجماعه استبدلوا الأغاني ببودكاست بـ (اللغة الانجليزية) وشوفوا كيف مستواكم هيتقلب ١٨٠ درجه وتفهم اللغة	🚨 Friends, replace songs with podcasts in English and see how your level will completely transform—you’ll understand the language much better.

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هل ممكن نقول إنَّ البودكاست أطاح ببرامج الحوار التلفزيونية؟ 🥊	Can we say that podcasts have toppled TV talk shows? 🥊
ما هو سر نجاح البودكاست في صناعة التأثير؟	What is the secret behind the podcast's success in creating influence?
كيف تسوق للبودكاست الخاص بك؟	How can you market your own podcast?

Source: the Author

4.1 Analysis of the Podcast Promotion Samples

1. Motivational and Inspirational Appeal

- *Examples*:
  - " 🎙️ Why podcasting? Because every word makes an impact!"
  - "Just 30 days and your life will transform from ordinary to successful 😱"
  - "The world of podcasting is art, narrative, and details full of inspiration**."**

These samples employ emotional persuasion and aspirational language to link podcast listening with personal growth, transformation, and creativity. The use of metaphors ("journey," "new doors of thought") positions the podcast as a transformative life experience rather than mere entertainment.

2. Practical and Situational Framing

- *Examples*:
  - "Imagine being on a trip, stuck in traffic, or even on a short break—and having an inspiring voice open new doors of thought for you 📚✨."
  - "With the start of universities and schools, here are some podcasts you can listen to on your commute that will benefit you more than songs."

Here, podcasting is framed as a **time-efficient alternative**, seamlessly integrated into daily life (commuting, studying, relaxing). It appeals to the busy professional or student by presenting podcasts as **value-added multitasking tools**.

3. Calls to Action (CTA) and Direct Engagement

- *Examples*:
  - "Looking to make an impact with your voice? 🎙️ "
  - "Do you want to deliver your voice and leave a mark with your audience? 🎙️ "
  - "Have you tried listening to a podcast? 🙂↔"
  - "How can you market your own podcast?"

These samples use direct address and rhetorical questions to invite participation. The tone is conversational, simulating dialogue and encouraging active involvement rather than passive consumption.

4. Verbal enhancers (al-muʿazzizāt al-lafẓiyya) :

Verbal enhancers constitute one of the stylistic strategies for humanizing digital content and endowing it with an aesthetic dimension that resonates with the audience's psychological proximity. They function as a device for shifting content away from rigid and formal

frameworks in the treatment of pressing and sensitive issues toward more engaging and appealing modes of expression. In doing so, they preserve the intellectual and informational value of the message while simultaneously fostering greater receptivity and acceptance on the part of the audience[27], as in these samples:

- **Motivational Vocabulary**: terms such as *"journey," "inspiration," "impact," "new thinking," "success,"* and *"change"* are employed to create an aspirational and emotionally resonant discourse.
- **Direct Address**: the use of a personalized, conversational tone—e.g., *"Imagine being on a journey"*—establishes intimacy and engages the audience directly.
- **Repetition of Core Messages**: recurring emphasis on alternatives such as *"replace songs with podcasts"* reinforces the central idea and ensures message retention.
- **Numbers and Timeframes**: expressions like *"just 30 days"* capture attention by offering a concrete and time-bound promise of transformation.

5. Cultural and Linguistic Identity :

"Podcasting is not just a project; it's a message we send to the world."
" 🚨 Friends, replace songs with podcasts in English and see how your level will completely transform—you'll understand the language much better."
"Can we say that podcasts have toppled TV talk shows? 🥊 "
These lines highlight the **sociocultural role of podcasts**:

- As **messengers of identity and purpose**.
- As **alternatives** to traditional media (TV talk shows, music).
- As **educational tools** for language improvement.

This aligns with broader trends in Arab digital culture, where podcasts are viewed as both **cultural resistance tools** (against foreign dominance) and **modern educational methods**.

6.Temporal and Trend Appeal :

Example: **"**The best podcasts of 2024: If you haven't listened yet, you must add them to your 2025 plans! 🎧 ✨."

This strategy creates a sense of urgency and relevance, positioning podcasts as part of a contemporary lifestyle trend. It taps into the fear of missing out (FOMO), encouraging listeners to align with modern, forward-looking practices.

Stylistic Features Across All Samples :

- **Emojis and Visual Symbols**

Emojis have introduced a qualitative leap in the field of language and communication, enriching linguistic expression by providing several key advantages. Chief among these is their ability to complement and complete meaning in written discourse, functioning as a form of non-verbal communication equivalent to body language—such as gestures, signals, and facial expressions. Through emojis, users are able to condense a wide range of emotions—love, anger, enthusiasm—into a single symbol, transmitting feelings quickly and effortlessly to the recipient[28].

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In the selected samples, emojis were employed to add a contemporary touch to the texts, conveying excitement and energy through symbols such as 🎙️, ✨, 🎧, 🥊, and 📚. These visual cues reinforced motivational phrases and were further complemented by expressive imagery depicting individuals listening to podcasts in different contexts, such as driving, sitting at home, or taking a break.

- **Code-switching (Arabic/English)** — e.g., "Podcast" or "Looking to make an impact…" — positions content as globally relevant while preserving Arab cultural anchoring.
- **Conversational tone** — the use of questions, colloquial phrasing ("عايز توصل صوتك"), and inclusive expressions ("يا جماعة") reflects accessibility and community-building.

4.2 Why Use a Sankey Diagram?

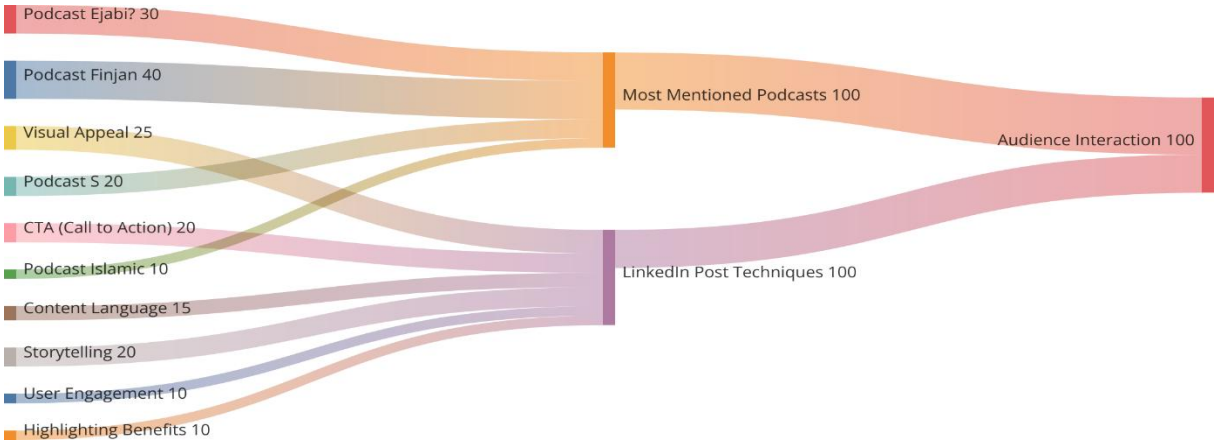
When discussing the most suitable way to visualize the energy model, several visual tools were considered. Multiple diagrams have been developed to describe flow-based structures. Among these, the Sankey diagram is the most widely used due to its comprehensiveness and readability[29]. This diagram not only illustrates the transformations within a system but also shows the quantitative distribution of values during these transformations, thereby providing an immediate and intuitive overview of the system.

Traditionally, Sankey diagrams have been used to represent flows of energy or materials in networks and various processes. They convey quantitative information about flows, their relationships, and their transformations. These diagrams are directed and weighted graphs based on weighting functions that satisfy the law of flow conservation, meaning the sum of incoming weights at each node equals the sum of outgoing weights[30].

Sankey diagrams are a specialized type of flowchart that visually represents the movement of data or resources between different stages or categories. Arrows or lines of varying widths are used to indicate the magnitude of the flow, which allows for easy comparison of quantities across nodes.

In the context of this study, the Sankey diagram serves as an effective tool to provide a clear perspective on the relationship between the podcasts mentioned on LinkedIn, the promotional techniques adopted by content creators, and their impact on audience interaction

Figure 1. Analysis of Arab Content Creators' Promotion of Podcasts on LinkedIn Using a Sankey Diagram



Source: https://diagrams.helpful.dev/d-r2/d-r2:RomVK7Ct

Table 2 : Data Table for the Sankey Diagram

Source (Node 1)	Target (Node 2)	Value	Description
Fnjan Podcast	Audience Interaction	40	Most mentioned, popular podcast
Positive? Podcast	Audience Interaction	30	Second most mentioned podcast
Mental Health Podcast	Audience Interaction	20	Smaller niche audience
Islamic Podcast	Audience Interaction	10	Least mentioned, but still present
Visual Appeal	Audience Interaction	25	Images, logos, visual design
Call to Action (CTA)	Audience Interaction	20	Direct engagement prompts (e.g., "Try this podcast")
Storytelling	Audience Interaction	20	Personal stories, user experiences
Bilingual Content	Audience Interaction	15	Arabic + English used in posts
Audience Participation	Audience Interaction	10	Polls, questions, comment-driven
Highlighting Benefits	Audience Interaction	10	Emphasis on value of listening to podcast

Source: the Author

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4.3Analysis of the Sankey Diagram and table:

Most Mentioned Podcasts

- Finjan Podcast (40%) dominates mentions, reflecting its strong recognition and centrality in Arab digital culture. This aligns with prior studies identifying Fnjan (produced by Thmanyah) as a flagship Arabic podcast addressing intellectual, cultural, and social themes (Tesdell & Ibrahim, 2022).
- Positive?/Ejabi? Podcast (30%) also registers a substantial presence, associated with motivational and self-development content.
- Mental Health Podcasts (20%) highlight a rising interest in psychological well-being among younger audiences, consistent with recent findings on podcasting as a medium for awareness and education (Oraif & Alrashed, 2025).
- Islamic Podcasts (10%) appear less frequent but remain important for niche audiences seeking religious and cultural reflection.

This distribution shows a hierarchical popularity, with generalist and inspirational podcasts leading the scene.

Promotional Techniques on LinkedIn

- Visual Appeal (25%) and Storytelling (20%) are the most frequently used strategies, demonstrating the importance of narrative framing and aesthetic design in digital promotion. Research confirms that Arab media users increasingly engage with multimodal, story-driven content (Elhamy & Abdulmajeed, 2023).
- Call to Action (20%) (e.g., “Listen now,” “Have you tried podcasts?”) reflects the growing role of interactivity in digital marketing (Snoussi et al., 2024).

Bilingual Content (15%) reflects the hybridity of Arab digital discourse, balancing Arabic identity with global accessibility (Tesdell & Ibrahim, 2022).

-User Engagement (10%) (polls, comments, Q&A) and Highlighting Benefits (10%) complete the picture, although their lower percentages suggest they function more as supportive rather than leading strategies.

Together, these results confirm that multi-modal, interactive, and visually enriched approaches are key to success.

Audience Interaction Node

Both axes (most mentioned podcasts and promotional techniques) converge equally (100 units each) into audience interaction, emphasizing that engagement is shaped simultaneously by content popularity and the effectiveness of promotional tactics.

The implication is clear:

Strong podcast branding (e.g., Fnjan) naturally attracts attention.

Effective promotional design (visuals, storytelling) amplifies reach and retention.

The balance demonstrates that recognition and promotion are complementary, not competing, factors in shaping audience interaction.

5. Conlusion:

This study set out to examine how Arab content creators promote podcasts on LinkedIn and how their strategies contribute to reinforcing Arabic language and cultural identity in the digital sphere. The central problem revolved around the dominance of foreign-language content and the lack of systematic understanding of promotion strategies in professional platforms.

The findings confirm the research hypotheses:

1. **Use of LinkedIn features** — Content creators strategically employed short excerpts, video snippets, and interactive posts, which effectively increased audience engagement and visibility of podcasts.
2. **Role of Arabic-language content** — The consistent use of Arabic in posts strengthened cultural identity and countered the pervasive dominance of foreign terminology, affirming the language's vitality in digital spaces.
3. **Thematic effectiveness** — Topics such as entrepreneurship, technology, and success stories generated higher interaction rates, supporting the hypothesis that certain thematic areas are particularly effective in capturing professional audiences.

The Sankey diagram analysis further revealed that while promotional techniques such as visual appeal, storytelling, and calls to action significantly drive interaction, the popularity and recognition of specific podcasts (e.g., *Finjan*, *Positive?*) remain central determinants of audience engagement.

In light of these results, the study demonstrates that **the success of Arab podcasts on LinkedIn emerges from the synergy between content quality, promotional creativity, and linguistic identity**. Podcasts promoted in Arabic not only attract attention but also contribute to preserving cultural identity in a competitive, globalized digital media environment.

Future research could expand the dataset to other platforms beyond LinkedIn, compare cross-cultural strategies, or explore the long-term impact of Arabic podcasting on digital literacy and cultural discourse.

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