



RESEARCH ARTICLE

Factors Influencing the Perception of Communication Practitioners in Saudi Journalism Regarding the Elements and Components of Saudi Vision 2030: A Survey Study

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ARTICLE INFO	ABSTRACT
Received: Jul 21, 2024 Accepted: Oct 15, 2024	This study explores the factors shaping the awareness of communication professionals in Saudi journalism regarding the core elements of Saudi Vision 2030, using a media survey method with a sample of 170 individuals from Saudi newspapers. The findings show that the economic aspects of Vision 2030 attract the most interest (84.1%), while sports-related topics receive the least attention (46.5%), indicating a clear prioritization of economic and social dimensions due to their significance for the nation's future. Additionally, the coverage of Vision 2030 is predominantly general (65.3%), with only a small portion adopting a critical, analytical perspective (21.2%), reflecting a largely celebratory rather than evaluative approach in media reporting. Furthermore, respondents overwhelmingly agree that press institutions are promoting Vision 2030 through a propagandistic lens, focusing on marketing rather than offering professional analysis. No significant differences were observed in the factors influencing professional performance in Vision 2030 coverage based on educational qualifications. The study concludes by recommending the development of a more critical media discourse to better reflect the progress and challenges of Vision 2030, while emphasizing the importance of strengthening Saudi Arabia's external narrative to promote the vision internationally and attract foreign investment.
Keywords Journalists Saudi Arabia Vision 2030 Communication	
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INTRODUCTION

The press has garnered significant attention due to its educational, social, and communicative role. It has expanded and solidified its presence, reflecting its critical role in keeping up with current political, social, and economic developments. The press surrounds all aspects of news and analysis, transforming readers into informed journalists, media figures, and analysts. Despite technological advancements, journalism remains an essential educational tool that influences individual expression and enriches knowledge. It facilitates the exchange of ideas and deepens the educational and cultural objectives of society. Additionally, the press acts as a barometer of progress and development, assessing the scientific and social advances of civilizations and peoples.

Saudi newspapers play a vital role in covering events, offering clear insights into various occurrences, and raising public awareness. They serve to enhance the understanding of the Saudi populace, addressing issues, and helping them engage with new developments. Vision 2030 continues to be a central theme in Saudi journalism, as analysts and scholars view it as a vital educational and economic roadmap. The Vision aims to establish a productive economic base to prevent future financial crises, necessitating skilled media professionals who can effectively explain and interpret its profound components to all segments of Saudi society, ensuring the Vision's goals are realized as planned.

The progress of societies is always linked to the type of changes imposed by the challenges of survival, development, and stability. This process of transformation is influenced by the resistance to these changes on one hand, and the real opportunities for advancement they present on the other. In modern societies, the media plays a central role in driving the necessary cultural change, serving as a key tool that communicates values of transformation in a way that fosters productive dialogue. This dialogue, based on specific factors and values of change, is crucial, with the communicator being a vital element in creating a culture of change that reflects the historical and cultural levels of the society and its readiness for transformation. Understanding the communicator's perception of the drivers of change is essential for evaluating the quality of the media message that conveys the needed modernization, helping to clarify and present Saudi Vision 2030 to the public in a clear and accessible manner. Therefore, the study seeks to explore the factors influencing the awareness of communication professionals in Saudi journalism regarding the elements and components of Saudi Vision 2030.

Saudi Vision 2030 and Its Role in Economic Reform and Social Change

Saudi Vision 2030 is an economic, social, and developmental program designed to prepare for a post-oil era. Approved by the Council of Ministers under the leadership of King Salman bin Abdulaziz Al Saud on 18 Rajab 1437H, the vision encompasses three main pillars: a thriving economy, a vibrant society, and an ambitious nation.

The vision highlights Saudi Arabia's rich resources in renewable energy, gold, phosphate, and uranium, with the most valuable asset being its ambitious youth, which is crucial for the nation's future. To achieve a thriving economy, Vision 2030 aims to increase non-oil exports from 16% to at least 50% of non-oil GDP, improve the kingdom's ranking in the Logistics Performance Index from 49th to 25th globally and first regionally. It also seeks to raise foreign direct investment from 3.8% to the global average of 5.7% and move from 25th place in the Global Competitiveness Index to one of the top 10 positions. Regarding investment, the vision targets increasing the Public Investment Fund's assets from 600 billion to over 7 trillion Saudi Riyals and advancing the Saudi economy from 19th to one of the top 15 global rankings. It also aims to raise home ownership among Saudis from 47% to about 52% by 2020, increase female participation in the workforce from 22% to 30%, boost the contribution of small and medium enterprises to GDP from 20% to 35%, and reduce unemployment from 11.6% to 7%.

For the local community, Vision 2030 targets a healthy society with a robust foundation by increasing the life expectancy from 74 to 80 years, improving the social capital index, raising the percentage of people engaging in sports at least once a week from 13% to 40%, increasing household spending on culture and entertainment within the kingdom from 2.9% to 6%, and doubling the number of UNESCO-listed heritage sites. Additionally, it aims to increase the capacity for receiving pilgrims from 8 million to 30 million.

The Role of Media in Saudi Arabia and Communication Practitioners in Promoting Vision 2030

Due to the significant advancements in information technology over the past three decades, media has become capable of providing direct and instantaneous communication in marketing processes,

regardless of distance. This connectivity is achieved through global networks, particularly the internet, which has introduced new advantages to the process. These technological developments have posed substantial challenges for businesses, necessitating the adoption of unconventional marketing methods. As a result, marketing has evolved to address these technological advancements, leading to the emergence of electronic marketing, which encompasses all activities conducted online to attract, retain customers, and achieve profitability, including e-commerce models.

Media is a strategic asset in national plans, with many Western countries, Russia, China, India, Japan, and some Arab states focusing on building media systems that address international audiences, explaining national perspectives on various issues. External media has gained significant importance in today's era, utilizing modern technologies to achieve goals. Media has become a new industry requiring substantial resources and state support to produce an accurate portrayal of our society, reaching others without distortion. There is a need to develop external media mechanisms and bold future visions by expanding interactions with other media institutions to cover all issues and craft a specialized media message for promoting Saudi Vision 2030. The kingdom seeks to market its ambitious 2030 plan, which aims to enhance the local economy and support the private sector to achieve sustainability and prosperity for its citizens (Al-Zaki, 2017).

LITERATURE REVIEW

The literature review focuses on two main areas: Studies on Saudi Vision 2030 and those on the role of communication practitioners in media.

Studies Related to Saudi Vision 2030

Several studies have examined different aspects of Saudi Vision 2030. Abdullah Ali Al-Qarni (2017) explored the influence of social media, specifically Twitter, on Saudi youth's perceptions of Vision 2030. The study found that 80% of the youth used social media extensively, with Twitter being the most trusted platform, and 85.5% viewed Vision 2030 as highly important. Noor bint Nasser Al-Owaid (2017) investigated the role of higher education in achieving Vision 2030's goals, recommending a stronger focus on scientific research and university teaching to align with the vision's objectives. Further, Abdulaziz Alshuaibi (2017) highlighted the critical role of technology in implementing Vision 2030. His research emphasized that technological advancements are crucial for explaining and disseminating the vision's components, contributing to economic diversification. Mohammed, Alshuwaikhah, Ishak, and Habib (2017) discussed the sustainability aspects of Vision 2030, noting that its success depends on effective participation from media, development, and educational sectors. Ahmad Abdelfattah Al-Zaki (2017) proposed strategies for marketing university services to enhance financial resources in line with Vision 2030. The study provided insights into the nature of university services and recommended strategies for improving financial resources. Additionally, Jiří Pavelka (2014) examined the factors influencing media coverage of events, emphasizing the need for media to focus on significant news like Vision 2030 due to its importance and public interest.

Studies on Communication Practitioners

Many Arab scholars put a special emphasis on the impact of communication practitioners in the Arab context. Asmaa Saleh Abdul Badran (2017) investigated the factors affecting the professional performance of communication practitioners in Iraqi online newspapers. The study found that political, economic, and social factors significantly impacted their performance and the development of these websites. Sarah Hamad Al-Qleish (2017) studied job satisfaction among communication practitioners at Kuwaiti television stations. The research revealed that 61.5% of the sample were satisfied with their jobs, while 38.5% reported dissatisfaction, particularly regarding salary, incentives, and job stability. Ghazi Al-Harbi (2016) emphasized the role of education in Vision 2030, highlighting its importance in the national transformation process and the need for educational

reforms. Mona Mohamed El-Akshar (2013) examined the factors affecting communication practitioners in Egyptian newspapers, finding variations in the impact of these factors based on the type of newspaper and identifying elements affecting performance and technology adoption. Amima Omar (2002) assessed the ethical practices of regional communication practitioners in Egypt, focusing on their adherence to professional standards and the need for improved ethical practices in regional journalism.

To sum up, Arab literature provide a comprehensive understanding of Saudi Vision 2030 and the role of communication practitioners in its promotion and implementation.

Research Problem

The primary research question of this study is: What factors influence the perception of communication practitioners in the Saudi press regarding the elements and components of Saudi Vision 2030?

Specifically, the paper seeks to answer the following research questions:

RQ1: How do communication practitioners access information and news related to Saudi Vision 2030?

RQ2: What factors influence the professional performance of communication practitioners in covering topics related to Saudi Vision 2030?

RQ3: To what extent are communication practitioners in the Saudi press knowledgeable about the components and elements of Saudi Vision 2030?

RQ4: What is the impact of Saudi Vision 2030 on the professional performance of communication practitioners?

RQ5: How do demographic factors (such as age, years of experience, educational level, and gender) of communication professionals in the Saudi press affect their perceptions of Saudi Vision 2030?

Research significance

The study emphasizes the role of the communicator as a key producer of the communication message, a fundamental element in media theory. By combining the gatekeeping theory with the diffusion of innovations theory, the study offers a methodological approach that may help, both theoretically and practically, to describe and explain the cognitive factors shaping the construction of media messages according to these two frameworks. Moreover, the professional performance of journalists is evaluated based on institutional decisions and the developmental value embedded in Saudi Vision 2030, highlighting the practical relevance of understanding how journalists operate within this strategic framework.

Research aims and goals

The primary goal of this study is to examine the factors that influence the awareness of communication professionals in the Saudi press regarding the elements and components of Saudi Vision 2030. To achieve this main objective, the study aims to fulfill the following sub-goals:

- Investigate the extent of awareness among Saudi press communication professionals about Vision 2030.
- Understand the key elements and components of Vision 2030.
- Explore the attitudes of Saudi press professionals toward Vision 2030.
- Identify the factors influencing the awareness of communication professionals in Saudi newspapers about Vision 2030.

- Analyze the factors affecting the perception of Vision 2030's elements and components by communication professionals.
- Uncover the persuasive strategies used in promoting Vision 2030 to the public.
- Assess the type of information relied upon by communication professionals in crafting their media messages.
- Identify the influential forces within the communication message.
- Determine whether editorial strategies are predominantly analytical or focused on reports and news.
- Understand the challenges facing the transformation of the media message content.
- Reveal the demographic factors (age, years of experience, education level, gender) of Saudi press communication professionals and their relationship to the perception of Vision 2030.

Research Scope

The study is limited to the following boundaries:

Subject Matter: The study focuses on examining the factors that influence the perception of communication professionals in the Saudi press regarding the elements and components of Saudi Vision 2030.

Human Subject: The study targets communication professionals in the Saudi press.

Temporal: The study is confined to the first semester of the academic year 2020/1441 AH.

Theoretical Framework of the Research

This study is grounded in two theoretical frameworks: the Theory of the Communication Practitioner and the Theory of Innovation Adoption, which the researchers use as a basis for the investigation.

Theory of the Communication Practitioner

The researchers, upon reviewing various studies and research on the Theory of the Communication Practitioner, find that it describes the strategic role played by the communication practitioner as the controller, processor, and determiner of the media message to be transmitted to the public. The practitioner selects, interprets, and modifies symbols and behaviors based on their perception of collective verbal and behavioral interests, and their ability to connect different social structures with interpretation. Key aspects of this theory include:

- The practitioner must be aware of and respect societal norms and traditions.
- Consideration of the personal characteristics of the communication practitioner, such as age, income, social class, education, cognitive foundations, intellectual affiliations, and self-awareness, as they act as gatekeepers of media.
- Familiarity with professional and legal standards of the communication profession.
- Understanding the societal laws, culture, customs, and ideas of the target audience.
- Awareness of the pressures associated with the role and methods to mitigate them (Salah, 2016, pp. 43-46).

Theory of Innovation Adoption

This theory focuses on the dissemination of information related to innovations and new ideas within a community or sector to achieve development, with "change" being the ultimate goal. Rogers and Shoemaker reviewed over 5,000 communications related to the spread of innovations in rural sociology and anthropology to understand how innovations are adopted by the public. Their model emphasizes the role of the social environment in influencing the flow and acceptance of information.

They highlight that individual exposure to media is subject to the social categories to which they belong, including the role of opinion leaders who transmit information from media sources to those less exposed.

According to this theory, innovation refers to any new idea, method, or style used in life, such as family planning, new agricultural techniques, or new communication tools like mobile phones. The theory assumes that media channels are most effective in increasing knowledge about innovations, while personal communication channels are more effective in shaping attitudes towards new innovations. The innovation diffusion model is closely related to the two-step flow of communication theory, which suggests that media messages reach the public through individuals who are more connected and active in their interaction with mass media, known as "opinion leaders." This model provides additional details on the characteristics of opinion leaders (Mekawi, 1998, p. 112).

RESEARCH METHOD

To explore the factors influencing Saudi press communicators' perceptions of the elements and components of Vision 2030, and to elucidate the relationships between these factors, The authors adopted a survey based quantitative approach. The questionnaire included four principal themes (see Table 1)

Table 1. Themes included in the survey Questionnaire

Themes	No of Items
Methods Used to Obtain Information and News Related to Vision 2030	10
Factors Affecting Professional Performance in Covering Vision 2030 Topics	6
Clarity of Vision and Its Components and Elements	5
Impact of Vision 2030 on the Professional Performance of Communicators	9
Total Items in the Questionnaire	30

The five-point Likert scale was used to obtain responses from study participants, with the following agreement levels: (Always = Very Influential = Strongly Agree = 5, Often = Influential = Agree = 4, Sometimes = Neutral = Neutral = 3, Rarely = Not Influential = Disagree = 2, Never = Very Not Influential = Strongly Disagree = 1). This scale was then expressed quantitatively by assigning a score to each statement. To determine the length of the five-point Likert scale categories, the range was calculated by subtracting the minimum value from the maximum value ($5 - 1 = 4$), then dividing it by the highest value on the scale ($4 \div 5 = 0.8$). This value was added to the lowest value on the scale (1) to determine the upper limit of each category. The length of the categories is as shown in the Table 2.

Table 2. Assessment Scale for the Five-Point Likert Scale

Direction	Value Weight	Weighted Average	Level	Relative Weight
Never	Very Not Influential	Strongly Disagree	1	From 1 to less than 1.8
Rarely	Not Influential	Disagree	2	From 1.8 to less than 2.6
Sometimes	Neutral	Neutral	3	From 2.6 to less than 3.4
Often	Influential	Agree	4	From 3.4 to less than 4.2
Always	Very Influential	Strongly Agree	5	From 4.2 to less than 5.0

For the four-point Likert scale, the responses are assigned the following value weights: "Very Clear" receives a weight of 4, "Clear" receives a weight of 3, "Unclear" receives a weight of 2, and "Very Unclear" receives a weight of 1. The researchers calculated the range as $4 - 1 = 3$. This range was then

divided by the number of cells in the four-point scale ($3 \div 4 = 0.75$), and this value was added to the lowest value on the scale. The resulting scale is detailed in Table 23, which illustrates the range for each response category.

Table 3. Assessment Scale for the Four-Point Likert Scale

Likert Scale (Four-Point)	Response	Value Weight	Range
Very Clear	4	4	From 1 to less than 1.75
Clear	3	3	From 1.75 to less than 2.5
Unclear	2	2	From 2.5 to less than 3.25
Very Unclear	1	1	From 3.25 to less than 4.0

Therefore, we will use the weighted average of the sample's responses to the statements on the constructs using the Likert scale to determine the direction of the respondents' opinions. To measure the relative weight of the four-point scale, we multiply the average by 25/100.

Study Population

The study population consisted of media professionals from Saudi newspapers, totaling 221 individuals, distributed as follows :

Table 4. Survey' Sample population

No	Journal	Number
1	Al-Riyadh Newspaper	30
2	Al-Watan Newspaper	23
3	Okaz Newspaper	21
4	Al-Youm Newspaper	22
5	Asharq Al-Awsat Newspaper	25
6	Al-Madina Newspaper	20
7	Makkah Newspaper	23
8	Al-Jazeera Newspaper	18
9	Al-Riyadiyah Newspaper	23
10	Al-Iqtisadiyah Newspaper	16
Total		221

It is important to note that the Secretary-General of the Saudi Journalists Association did not disclose the number of registered Saudi journalists, a figure crucial for this study. Consequently, each newspaper was contacted individually to obtain the number of full-time Saudi editors, as detailed in the table above. Ultimately, 170 individuals volunteered to participate in the survey.

Validity and Reliability Procedures

Validity of the Study Tool

This involves ensuring that the tool measures what it is intended to measure. It includes covering all elements relevant to the analysis and clarity of statements so that they are understandable to all users. The researchers verified the validity of the study tool through

Face Validity (Judgmental Validity)

To assess the validity of the questionnaire and ensure it measures what it was designed to measure, it was initially presented to a number of experts in the study subject, totaling 6 reviewers. The

reviewers were asked to evaluate the quality of the questionnaire in terms of its ability to measure what it was intended to measure and its suitability for the study's objectives, by assessing the clarity of the statements, their relevance to the topic, their importance, and their linguistic accuracy, and suggesting any modifications, deletions, or additions. After considering the feedback and comments, necessary adjustments were made, and the questionnaire was finalized .

Internal Consistency Validity

This involves assessing the correlation of each item with its respective construct using Pearson's correlation coefficient. The internal consistency of the questionnaire was confirmed by calculating Pearson's correlation coefficients between each item's score and the total score of the corresponding construct, using SPSS statistical software (version 23). The significance level was set at $p < 0.01$.

Questionnaire Reliability

To measure the reliability of the study tool (the questionnaire), the researchers used Cronbach's Alpha (α) formula. This was tested on a pilot sample of 40 individuals, who were then excluded from the main sample. Table 1 illustrates the reliability coefficients of the study tool.

Table 5. Cronbach's Alpha Coefficient for Measuring Study Tool Reliability

Constructs	No of Items	Construct Reliability
Sources Used to Obtain Information and News Related to Saudi Vision 2030	10	0.785
Factors Affecting Professional Performance in Covering Saudi Vision 2030 Topics	6	0.738
Clarity of the Vision, Its Components, and Elements	5	0.854
The Impact of Saudi Vision 2030 on the Professional Performance of Communication Practitioners	9	0.775
Overall Reliability of the Questionnaire	30	0.846

Statistical Tests

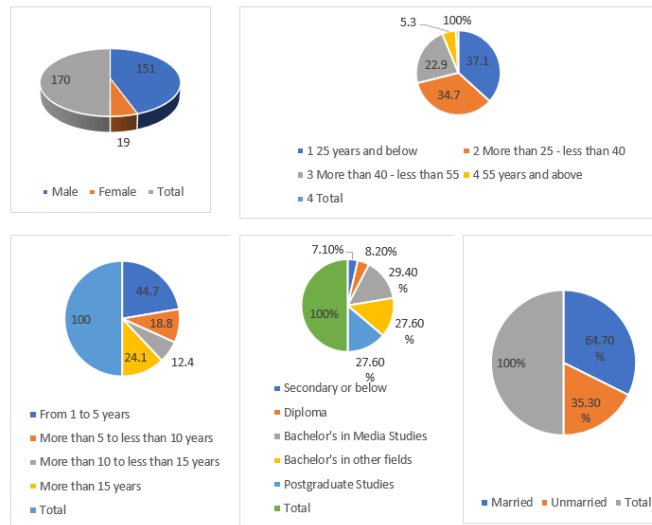
The following statistical measures were calculated:

- Pearson Correlation Coefficient, to assess internal consistency.
- Cronbach's Alpha, to measure reliability.
- Frequencies and Percentages, to examine the characteristics of study participants based on their personal and academic variables, and to determine their responses to the main construct statements in the study tool.
- Weighted Mean, to identify the average responses of study participants for each item in the constructs and to rank the items within each construct by the highest weighted mean.
- Mean, to assess the overall level of responses regarding the main constructs, and to rank the constructs based on the highest arithmetic mean.
- Standard Deviation, to measure the dispersion of participants' responses for each item and construct from the arithmetic mean. A smaller standard deviation indicates more concentrated responses and less variability among participants' answers.
- Independent Sample t-Test, to examine differences in attitudes between study groups based on binary variables.
- One-Way ANOVA, to test differences in attitudes among study groups based on variables with more than two categories.
- Scheffé Test, to identify specific differences among groups following the One-Way ANOVA.

FINDINGS

Study Sample Characteristics

Key variables used to describe the participants include gender, age, marital status, education level, and years of journalism experience. These variables are crucial for understanding the study's results and provide a basis for further analysis.



Graph 1. Sample characteristics

The data reveals a significant gender disparity among the participants, with males representing 88.8% of the cohort, while females constitute only 11.2%. This uneven gender distribution highlights a potential area for further exploration into the factors contributing to such an imbalance. Regarding age demographics, the data indicates a relatively young participant base. Specifically, 37.1% of the participants are under 25 years old, suggesting a strong representation of early-career individuals. A substantial proportion, 34.7%, falls within the 25 to 40-year age range, indicating a mature yet still active workforce. Participants aged between 40 and 55 years make up 22.9%, and those aged 55 years or older account for just 5.3%, reflecting a smaller segment of more experienced professionals. Marital status data reveals that a majority of the participants, 63.5%, are married, while 35.3% are unmarried. This distribution may offer insights into the socio-demographic profile of the participants and its potential impact on their professional and personal lives.

In terms of educational qualifications, the majority of participants exhibit a high degree of specialization. Notably, 29.4% hold a bachelor's degree in media, underscoring a strong focus on media-related disciplines. This is followed by 22.8% who possess a bachelor's degree in a non-media field and an equal percentage (22.8%) with postgraduate degrees, indicating a diverse educational background with a considerable emphasis on advanced study. Additionally, 8.2% of participants have obtained a diploma, while 7.1% have less than a secondary school education. The data on professional experience further elucidates the profile of the participants. Nearly half of the participants, 44.7%, have between 1 and 5 years of experience, aligning with the predominance of younger participants. Meanwhile, journalists with more than 15 years of experience make up 24.1% of the sample, indicating a significant proportion of seasoned professionals. Participants with 5 to 10

years of experience represent 18.8%, and those with 10 to 15 years of experience account for 12.4%. This distribution reflects a varied range of experience levels within the field.

Sources communication practitioners rely on for obtaining information and news related to Saudi Vision 2030 (RQ1)

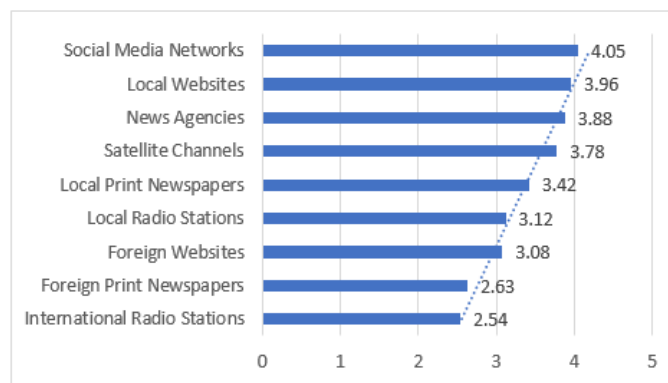
Table 6. Sources for obtaining information and news related to Saudi Vision 2030

No.	Sources of Information	Always	Often	Sometimes	Rarely	Don't Rely on It	Arithmetic Mean	Standard Deviation	General Trend
7	Social Media Networks	88	34	26	13	9	4.05	1.21	Often
	%	51.8%	20.0%	15.3%	7.6%	5.3%			
5	Local Websites	69	50	33	11	7	3.96	1.11	Often
	%	40.6%	29.4%	19.4%	6.5%	4.1%			
3	News Agencies	70	42	33	17	8	3.88	1.19	Often
	%	41.2%	24.7%	19.4%	10.0%	4.7%			
4	Satellite Channels	49	59	43	13	6	3.78	1.06	Often
	%	28.8%	34.7%	25.3%	7.6%	3.5%			
1	Local Print Newspapers	52	39	32	23	24	3.42	1.41	Often
	%	30.6%	22.9%	18.8%	13.5%	14.1%			
8	Local Radio Stations	35	35	44	28	28	3.12	1.36	Sometimes
	%	20.6%	20.6%	25.9%	16.5%	16.5%			
6	Foreign Websites	34	39	32	37	28	3.08	1.38	Sometimes
	%	20.0%	22.9%	18.8%	21.8%	16.5%			
2	Foreign Print Newspapers	20	33	31	36	50	2.63	1.39	Sometimes
	%	11.8%	19.4%	18.2%	21.2%	29.4%			
9	International Radio Stations	20	33	22	39	56	2.54	1.42	Don't Rely on It
	%	11.8%	19.4%	12.9%	22.9%	32.9%			
Overall Mean							3.30	0.77	Sometimes

The data analysis indicates that the overall mean for the sources utilized to obtain information and news related to Saudi Vision 2030 is 3.30, suggesting that 66% of participants occasionally rely on these sources. The standard deviation of 0.77 reflects moderate variability in the frequency of source usage among the sample. Social media networks emerge as the most frequently used source, with a mean score of 4.05 and a standard deviation of 1.21, underscoring their prominent role in

disseminating information about Saudi Vision 2030. Local websites follow closely, with a mean score of 3.96, indicating their significance as a key source of information. News agencies rank third, with a mean of 3.88, and local satellite channels are positioned fourth with a mean of 3.78. Local print newspapers, with a mean score of 3.42, are ranked fifth, illustrating their continued but less frequent use in comparison to digital platforms. The data further reveals that local radio stations (mean = 3.12) and foreign websites (mean = 3.08) are sometimes used to gather information related to Saudi Vision 2030, indicating their moderate relevance. Foreign print newspapers, with a mean score of 2.63, rank near the bottom, suggesting they are used only occasionally. Notably, international radio stations are the least relied-upon source for obtaining news about Saudi Vision 2030, as reflected by the lowest mean score of 2.54.

These findings highlight a clear preference for digital and local sources of information, particularly social media networks and local websites, which are perceived as the most accessible and frequently utilized channels. Traditional media, such as print newspapers and radio stations, while still relevant, are used less consistently. The relatively low reliance on foreign media, especially international radio stations, underscores a preference for local and more immediate sources when gathering information about national initiatives like Saudi Vision 2030. This pattern reflects broader trends in media consumption, where digital platforms dominate, and localized content is prioritized in covering significant national projects.



Graph 2. Participants rely on to obtain information and news related to Saudi Vision 2030 (means)

Factors influencing professional performance of communication practitioners in covering topics related to Saudi Vision 2030 (RQ2)

Table 7. Factors influence professional performance in covering topics related to Saudi Vision 2030

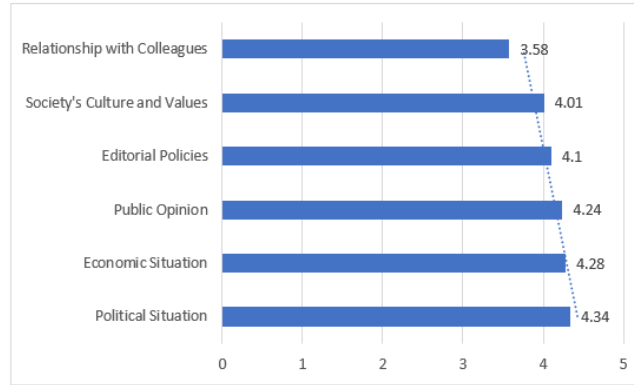
No.	Influencing Factors	Very Influential	Influential	Neutral	Not Influential	Not Very Influential	Mean	Standard Deviation	General Trend
2	Political Situation	84	65	17	2	2	4.34	0.80	Very Influential
	%	49.4	38.2	10.0	1.2	1.2			
3	Economic Situation	87	49	31	1	2	4.28	0.87	Very Influential
	%	51.2	28.8	18.2	0.6	1.2			
1	Public Opinion	91	42	26	9	2	4.24	0.98	Very Influential
	%	53.5	24.7	15.3	5.3	1.2			

No.	Influencing Factors	Very Influential	Influential	Neutral	Not Influential	Not Very Influential	Mean	Standard Deviation	General Trend
4	Editorial Policies	72	63	19	12	4	4.10	1.01	Influential
	%	42.4	37.1	11.2	7.1	2.4			
5	Society's Culture and Values	63	59	39	4	5	4.01	0.98	Influential
	%	37.1	34.7	22.9	2.4	2.9			
6	Relationship with Colleagues	45	51	39	27	8	3.58	1.18	Influential
	%	26.5	30.0	22.9	15.9	4.7			
Average							4.09	0.64	Influential

The data analysis reveals that the overall mean for the factors influencing professional performance in covering topics related to Saudi Vision 2030 is 4.09, indicating that 81.8% of the study sample perceive these factors as influential in their professional practice. The standard deviation of 0.64 suggests a relatively consistent perception of the impact of these factors across the sample. Among these factors, the political situation was identified as the most significant, with the highest mean score of 4.34, highlighting its paramount influence on journalistic coverage of Saudi Vision 2030. The economic situation ranked second, with a mean of 4.28, underscoring its critical role in shaping professional performance. Public opinion, recognized as another major influence, ranked third with a mean score of 4.24, reflecting participants' consensus on its strong impact.

The study further reveals that editorial policies, with a mean score of 4.10, hold considerable sway over journalistic practices, ranking fourth among the factors. Society's culture and values were also recognized as influential, ranking fifth with a mean score of 4.01. Lastly, the relationship with colleagues, while still relevant, demonstrated a slightly lower but notable influence on professional performance, with a mean score of 3.58.

The findings indicate that participants consistently classified the political and economic contexts, along with public opinion, as "very influential" in their professional work, with mean scores exceeding 4.2, situating them in the upper tier of the five-point Likert scale. In contrast, editorial policies, society's culture and values, and collegial relationships were deemed "influential" but less critical, with mean scores falling between 3.4 and 4.2. These results underscore the multifaceted nature of professional performance, where broader sociopolitical contexts exert the most significant impact, while organizational and interpersonal factors remain important but secondary. This differentiation in influence highlights the complex interplay of external and internal dynamics that shape media coverage of significant national initiatives like Saudi Vision 2030.



Graph 3. Factors influence professional performance in covering topics related to Saudi Vision 2030 (means)

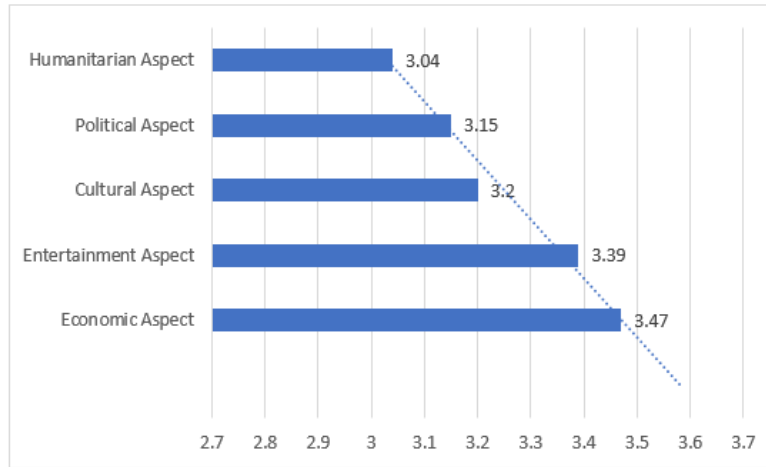
Knowledge of Saudi Vision 2030 Components and Elements among Communication Practitioners in the Saudi Press (RQ3)

Table 8. Clarity of Saudi Vision 2030 components, and elements

No.	Clarity of the Vision, its Components, and Elements	Very Clear	Clear	Not Clear	Not Clear at All	Mean	Standard Deviation	General Trend
2	Economic Aspect	103	48	15	4	3.47	0.755	Very Clear
	%	60.6%	28.2%	8.8%	2.4%			
4	Entertainment Aspect	99	48	13	10	3.39	0.865	Very Clear
	%	58.2%	28.2%	7.6%	5.9%			
3	Cultural Aspect	76	61	24	9	3.20	0.874	Clear
	%	44.7%	35.9%	14.1%	5.3%			
1	Political Aspect	68	68	26	8	3.15	0.850	Clear
	%	40.0%	40.0%	15.3%	4.7%			
5	Humanitarian Aspect	66	57	35	12	3.04	0.938	Clear
	%	38.8%	33.5%	20.6%	7.1%			
	Overall Mean					3.25	0.68	Clear

The data reveal that the overall mean for the axis measuring the clarity of the vision, its components, and elements was 3.25, indicating that 81.25% of the participants confirmed the vision's clarity, with a standard deviation of 0.68. The economic aspect ranked first in clarity, classified as "very clear," with a mean score of 3.47. Following this, the entertainment aspect ranked second with a mean of 3.39. Participants rated the cultural aspect as "clear," placing it third with a mean score of 3.20, while the political aspect ranked fourth with a mean of 3.15. The humanitarian aspect, though also clear, ranked last with a mean score of 3.04.

Overall, the data suggest strong consensus among participants that the economic and entertainment aspects are perceived as "very clear," while the cultural, political, and humanitarian aspects are considered "clear."



Graph 4. Clarity of Saudi Vision 2030 components and elements (means)

The Impact of Saudi Vision 2030 on the Professional Performance of Communication Practitioners (RQ4)

Table 8. Impact of Saudi Vision 2030 on the Professional Performance of Communication Practitioners

No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Standard Deviation	General Trend
1	We need to hold specialized workshops for journalists on the vision, which should be regular and ongoing.	92	54	19	2	3	4.35	0.859	Strongly Agree
	%	54.1	31.8	11.2	1.2	1.8			
2	The newspaper considers emphasizing the importance of Vision 2030 in many of its news and articles.	63	71	30	4	2	4.11	0.860	Agree
	%	37.1	41.8	17.6	2.4	1.2			
3	I link various news with Vision 2030 and its programs.	60	79	24	3	4	4.11	0.877	Agree
	%	35.3	46.5	14.1	1.8	2.4			
4	Vision 2030 has made me focus on it in my journalistic topics.	63	69	33	3	2	4.11	0.857	Agree
	%	37.1	40.6	19.4	1.8	1.2			
5	There is a lack of cooperation between ministries and press institutions in sharing information about the vision.	74	48	34	8	6	4.04	1.071	Agree
	%	43.5	28.2	20.0	4.7	3.5			
6	Inviting journalists to specialized workshops on the vision in state institutions weakens their ability to understand the strategic dimensions of the vision.	68	62	25	7	8	4.03	1.068	Agree

No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Standard Deviation	General Trend
	%	40.0	36.5	14.7	4.1	4.7			
7	The officials in your organization encourage you to follow what is written about the vision both internally and externally.	55	65	34	8	8	3.89	1.063	Agree
	%	32.4	38.2	20.0	4.7	4.7			
8	I ignore some foreign agency news that criticizes Vision 2030 programs.	60	52	33	13	12	3.79	1.206	Agree
	%	35.3	30.6	19.4	7.6	7.1			
9	Your newspaper has assigned journalists to follow up on Saudi Vision 2030.	38	59	39	13	21	3.47	1.265	Agree
	%	22.4	34.7	22.9	7.6	12.4			
	Overall Mean						3.99	0.61	Agree

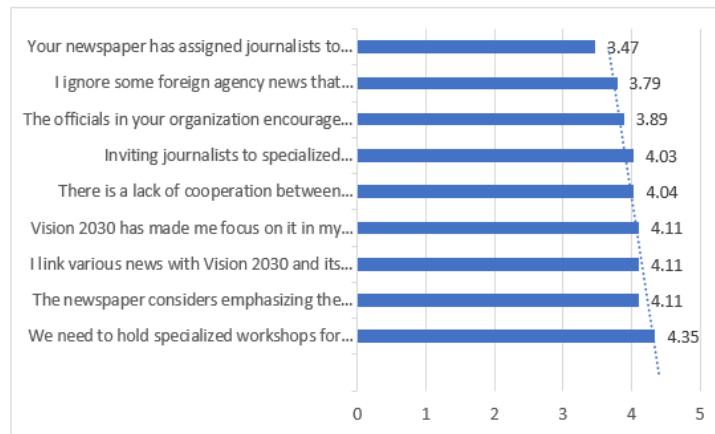
The data analysis reveals that the overall mean score for the axis concerning the impact of Saudi Vision 2030 on the professional performance of communication practitioners is 3.99, indicating that 79.8% of participants believe that Saudi Vision 2030 significantly affects their professional performance, with a standard deviation of 0.61. The statement "The impact of Saudi Vision 2030 on the professional performance of communication practitioners" achieved the highest ranking with a mean score of 4.35. This reflects a strong agreement among participants regarding the impact of the Vision on their professional roles. Declarations such as "The newspaper takes into account the importance of embedding Vision 2030 in many of its news and articles," "I link various news items with Vision 2030 and its programs," and "Vision 2030 has made me focus on it in my journalistic topics" were ranked second, each with a mean score of 4.11. These scores indicate a general agreement on the significance of integrating Vision 2030 into journalistic practices and content.

The statement "There is a lack of cooperation between ministries and press institutions in sharing information about the vision" was ranked third, with a mean score of 4.04. This suggests that participants recognize a gap in the collaboration necessary for effective information exchange. Following this, the assertion "Inviting journalists to specialized workshops on the vision within state institutions weakens their ability to understand the strategic dimensions of the vision" ranked fourth with a mean score of 4.03. This score reflects concern about the effectiveness of such workshops in enhancing journalists' understanding of the Vision's strategic aspects.

The statement "Officials in your organization encourage you to follow what is written about the vision both internally and externally" ranked fifth with a mean score of 3.89, indicating moderate agreement on the encouragement to stay informed about Vision 2030 from both internal and external sources. Next, the claim "I ignore some foreign agency news that criticizes Vision 2030 programs" ranked sixth with a mean score of 3.79, showing a tendency among participants to disregard critical foreign news about the Vision. Lastly, the instruction "Your newspaper has assigned journalists to follow up on Saudi Vision 2030" ranked seventh with a mean score of 3.47, suggesting a lesser degree of agreement regarding the assignment of specific journalists to track Vision 2030.

In summary, participants strongly agreed on the need for specialized and ongoing workshops for journalists about Vision 2030. They generally agreed on the importance of integrating Vision 2030 into news and articles, linking various news items with the Vision, and focusing on it in journalistic topics. However, there were notable concerns about the lack of cooperation between ministries and

press institutions, the effectiveness of specialized workshops, and the assignment of journalists to follow up on the Vision.



Graph 5. Impact of Saudi Vision 2030 on the Professional Performance of Communication Practitioners (means)

Statistical Differences Between Demographic Data and Study Axes (RQ5)

Differences Based on Gender Variable

To determine if there are statistically significant differences in the mean responses of study participants based on demographic Data, the Independent Sample t-test was used. The results concerning the differences based on gender are presented in the following table:

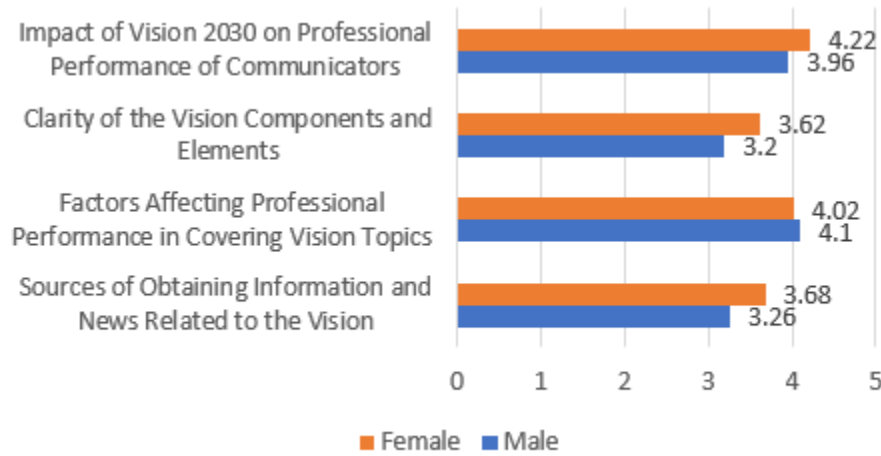
Table 9. T-test by Study Aspects and Gender

Aspect	Gender	Mean	Standard Deviation	T Value	P Value
Sources of Obtaining Information and News Related to the Vision	Male	3.26	0.77	2.27	0.024*
	Female	3.68	0.76		
Factors Affecting Professional Performance in Covering Vision Topics	Male	4.10	0.67	0.522	0.602
	Female	4.02	0.33		
Clarity of the Vision' Components and Elements	Male	3.20	0.70	2.55	0.012*
	Female	3.62	0.35		
Impact of Vision 2030 on Professional Performance of Communicators	Male	3.96	0.64	1.78	0.07
	Female	4.22	0.29		

**Significant at p < 0.05*

It is evident from the data that there are statistically significant differences between males and females regarding the sources they rely on for obtaining information and news related to the Saudi Vision 2030, as well as its clarity, favoring females. The t-values for these aspects are 2.27 and 2.55, respectively, with significance levels all less than 0.05, indicating that females have higher means. On the other hand, there are no statistically significant differences between males and females concerning the factors affecting professional performance in covering Vision topics and the impact

of Vision 2030 on the professional performance of communicators, with t-values of 0.522 and 1.78, respectively, and significance levels all greater than 0.05.



Graph 6. T-test by Study Aspects and Gender (means)

Differences Based on Marital Status Variable

The differences in the mean responses of study participants based on marital status are presented in the following table:

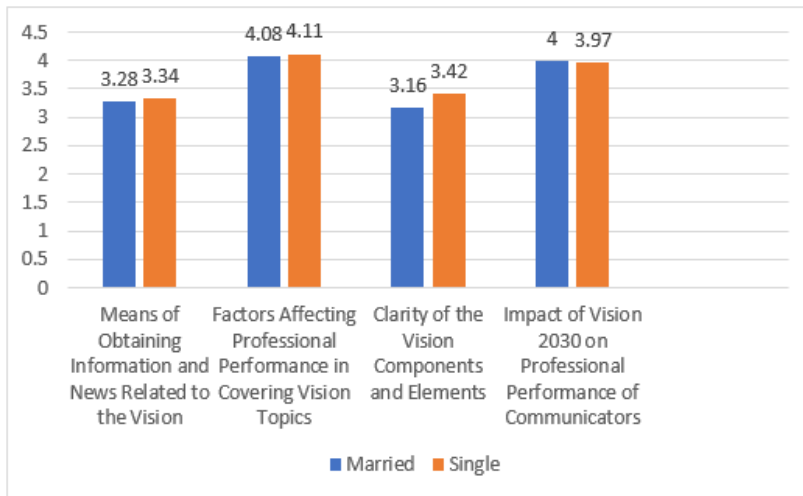
Table 10. T-test by Study Aspects and Marital Status

Aspect	Marital Status	Mean	Standard Deviation	T Value	P Value
Means of Obtaining Information and News Related to the Vision	Married	3.28	0.80	0.439	0.661
	Single	3.34	0.73		
Factors Affecting Professional Performance in Covering Vision Topics	Married	4.08	0.71	0.230	0.819
	Single	4.11	0.49		
Clarity of the Vision' Components and Elements	Married	3.16	0.75	2.376	0.019*
	Single	3.42	0.51		
Impact of Vision 2030 on Professional Performance of Communicators	Married	4.00	0.58	0.280	0.780
	Single	3.97	0.67		

*Significant at $p < 0.05$

It is evident from the data that there are statistically significant differences between married and unmarried individuals, with unmarried individuals having a higher mean score regarding the clarity of the Vision components and elements. The t-value for this aspect is 2.376, with a significance level of 0.019, which is less than 0.05, indicating a significant difference. The mean score for married individuals is 3.16, while for unmarried individuals, it is 3.42. However, there are no statistically significant differences between married and unmarried individuals regarding the other aspects: means of obtaining information and news related to the Vision, factors affecting professional performance in covering Vision topics, and the impact of Vision 2030 on the professional

performance of communicators. The t-values for these aspects are 0.439, 0.230, and 0.280, respectively, with significance levels greater than 0.05, indicating no significant differences.



Graph 7. T-test by Study Aspects and Marital Status (means)

Differences Based on Age Variable

To determine if there are statistically significant differences in the mean responses of study participants based on age, the researchers used the "One-Way ANOVA" test to clarify the significance of differences in responses according to age. The results are presented in the following table:

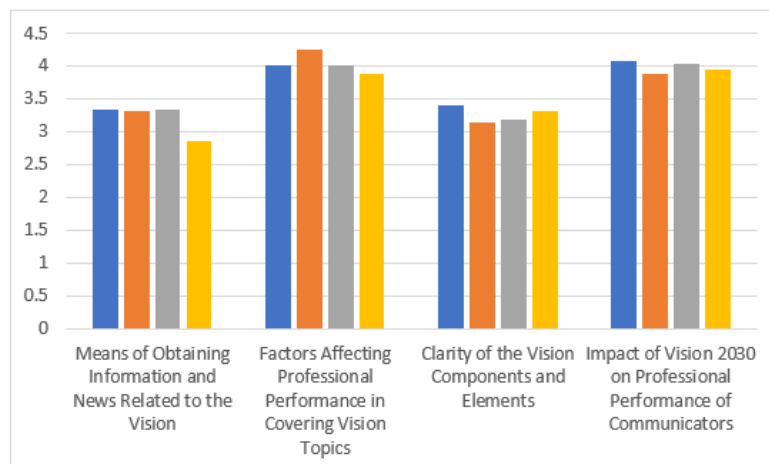
Table 11. One-Way ANOVA" test by Study Aspects and Age

Study Aspect	Age	Mean	Standard Deviation	F Value	Significance Level
Means of Obtaining Information and News Related to the Vision	=<25	3.34	0.79	1.08	0.359
	26-39	3.31	0.73		
	40 - 54	3.34	0.87		
	55 +	2.86	0.38		
Factors Affecting Professional Performance in Covering Vision Topics	=<25	4.01	0.64	2.150	0.96
	26-39	4.25	0.54		
	40 - 54	4.02	0.77		
	55 +	3.87	0.58		
Clarity of the Vision and Its Components and Elements	=<25	3.39	0.53	1.604	0.190
	26-39	3.14	0.76		
	40 - 54	3.18	0.80		
	55 +	3.31	0.48		

Study Aspect	Age	Mean	Standard Deviation	F Value	Significance Level
Impact of Vision 2030 on Professional Performance of Communicators	=<25	4.07	0.50	1.029	0.381
	26-39	3.88	0.75		
	40 - 54	4.03	0.55		
	55 +	3.95	0.56		

*Significant at $p < 0.05$

The data in the table above indicate that there are no statistically significant differences between the study aspects (means of obtaining information and news related to the Vision, factors affecting professional performance in covering Vision topics, clarity of the Vision and its components and elements, and impact of Vision 2030 on professional performance of communicators) based on the independent variable (age). The F-values for these aspects are 1.08, 2.150, 1.604, and 1.029, respectively, and none of these are significant, as the significance levels are greater than 0.05.



Graph 8. One-Way ANOVA" test by Study Aspects and Age (means)

Differences Based on the Variable of Educational Qualification:

To determine whether there are statistically significant differences in the average responses of study participants according to the variation in the educational qualification variable, the researchers used the "One Way ANOVA" test to illustrate the significance of differences in participants' responses based on the variation in the educational qualification variable. The results are as shown in the following table:

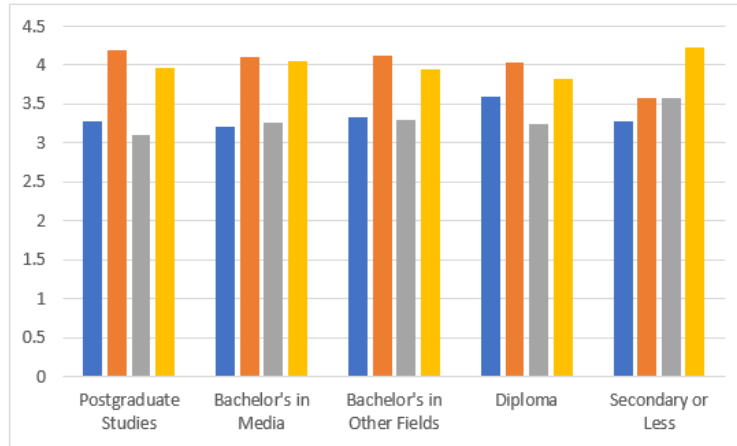
Table 12. One-Way ANOVA" test by Study Educational Qualification

Study Topics	Educational Qualification	Mean	Standard Deviation	F-value	Significance Level
Methods Used for Obtaining Information and News Related to Vision	Secondary or Less	3.28	0.78	0.708	0.59
	Diploma	3.60	0.84		
	Bachelor's in Media	3.21	0.81		

Study Topics	Educational Qualification	Mean	Standard Deviation	F-value	Significance Level
	Bachelor's in Other Fields	3.34	0.73		
	Postgraduate Studies	3.28	0.77		
Factors Affecting Professional Performance in Covering Vision Topics	Secondary or Less	3.58	1.00	2.299	0.06
	Diploma	4.04	1.00		
	Bachelor's in Media	4.13	0.51		
	Bachelor's in Other Fields	4.10	0.60		
	Postgraduate Studies	4.19	0.53		
Clarity of Vision and Its Components and Elements	Secondary or Less	3.57	0.46	1.172	0.33
	Diploma	3.24	0.91		
	Bachelor's in Media	3.30	0.62		
	Bachelor's in Other Fields	3.26	0.62		
	Postgraduate Studies	3.11	0.77		
Impact of Vision 2030 on Professional Performance of Communication Personnel	Secondary or Less	4.23	0.42	0.957	0.43
	Diploma	3.82	0.54		
	Bachelor's in Media	3.95	0.59		
	Bachelor's in Other Fields	4.05	0.56		
	Postgraduate Studies	3.96	0.73		

*Significant at $p < 0.05$

The data in the table above indicate that there are no statistically significant differences between the study topics according to the independent variable *educational qualification*. The F-values were (0.708, 2.299, 1.172, and 0.957), all of which are not significant as the significance level is greater than 0.05.



Graph 9. One-Way ANOVA" test by Study Educational Qualification (means)

Differences Based on the Variable of Years of Experience:

To determine whether there are statistically significant differences in the average responses of study participants according to the variation in the years of experience, the authors used the "One Way ANOVA" test to illustrate the significance of differences in participants' responses based on the variation in the years of experience variable. The results are as shown in the following table:

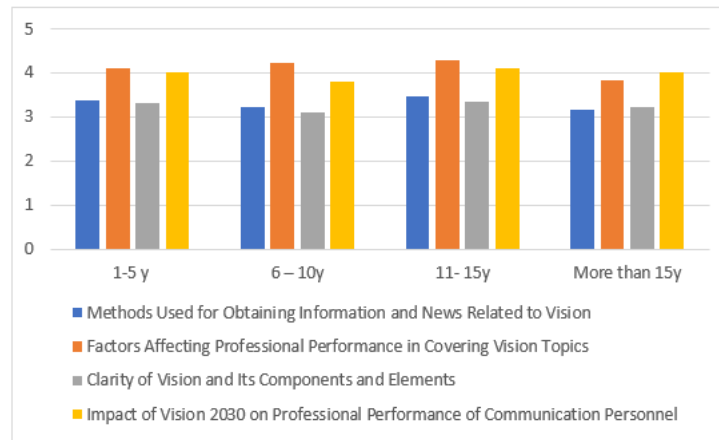
Table 13. One-Way ANOVA" test by Years of Experience

Study Topics	Years of Experience	Mean	Standard Deviation	F-value	Significance Level
Methods Used for Obtaining Information and News Related to Vision	1-5 Years	3.38	0.71	1.25	0.29
	6 - 10	3.22	0.89		
	11- 15	3.46	0.68		
	More than 15	3.15	0.83		
Factors Affecting Professional Performance in Covering Vision Topics	1-5 Years	4.11	0.50	3.68*	0.01
	6 - 10	4.23	0.67		
	11- 15	4.30	0.46		
	More than 15	3.83	0.84		
Clarity of Vision and Its Components and Elements	1-5 Years	3.30	0.63	0.84	0.47
	6 - 10	3.10	0.80		
	11- 15	3.36	0.52		
	More than 15	3.22	0.74		
Impact of Vision 2030 on Professional Performance of Communication Personnel	1-5 Years	4.02	0.62	1.37	0.25
	6 - 10	3.80	0.70		
	11- 15	4.10	0.42		

Study Topics	Years of Experience	Mean	Standard Deviation	F-value	Significance Level
	More than 15	4.02	0.60		

*Significant at $p < 0.05$

The data in the table above indicate that there are no statistically significant differences between the study topics according to the independent variable *years of experience*, as the F-values were (1.08, 2.150, 1.604, and 1.029), all of which are not significant since the significance level is greater than 0.05. However, there are statistically significant differences in the factors affecting professional performance in covering vision topics, where the F-value was (3.68), significant at a level less than 0.05, favoring experience of more than 10 but less than 15 years. This is clarified in the following table. Significant differences were found between professionals with less than 5 years of experience and those with more than 15 years of experience, with the results favoring the group with less than 5 years of experience. Additionally, differences were observed between those with 5-10 years of experience and those with more than 15 years of experience, favoring the 5–10-year group.



Graph 10. One-Way ANOVA" test by Years of Experience

It is important to note that the data suggests the statistically significant differences in factors affecting professional performance in covering vision-related topics may be linked to varying years of experience in journalism. Specifically, the results favor professionals with 1-5 years of experience over those with more than 15 years. Additionally, significant differences were found between those with 5-10 years of experience and those with more than 15 years, with the 5–10-year group showing better performance. Finally, professionals with 10-15 years of experience also outperformed those with more than 15 years, showing statistically significant differences in their favor.

SUMMARY OF SURVEY RESULTS

The study reveals a range of insights regarding professionals' awareness and engagement with Saudi Vision 2030. A majority of the participants, 55.9%, reported having moderate familiarity with Vision 2030 and its programs, while 30.6% expressed in-depth knowledge, and only 13.5% had weak knowledge. This suggests that most respondents possess a fairly good understanding of the initiative.

When it comes to the focus areas of Vision 2030, the economic field emerged as the most engaging aspect, with 84.1% of participants showing interest, while the sports field was the least engaging at 46.5%. This highlights that Saudi newspaper professionals primarily focus on the economic and social components of the program. Regarding media coverage, the findings show that 65.3% of participants felt that Saudi newspapers provided mostly general coverage of Vision 2030, with only

21.2% indicating more analytical and critical reporting. This general coverage was often seen as celebratory rather than in-depth or critical.

Accessing detailed information about Vision 2030 can sometimes be challenging, as 38.8% of respondents admitted facing occasional difficulties in obtaining sources and details. Despite these challenges, 31.8% noted that Vision 2030 frequently drives research efforts aimed at gaining a deeper understanding of its philosophy. Transparency emerged as an area significantly influenced by Vision 2030, with 56.5% agreeing that it had a strong impact on transparency within institutions. The primary reason for reviewing Vision 2030, according to participants, was its importance to national development in the near future.

In terms of its impact on their work, most participants agreed that Vision 2030 encouraged them to explore new issues they hadn't previously considered. They also described media messages about Vision 2030 as having a strong emotional appeal. A notable 46.5% of participants felt that newspapers tended to market Vision 2030 in a promotional rather than a professionally specialized way. Additionally, 55.3% believed that Vision 2030 faced external media attacks, which they considered unethical or unprofessional. When evaluating sources of information on Vision 2030, participants occasionally relied on various media, with a preference for social networks, local websites, and news agencies. Less reliance was placed on international broadcasts and foreign newspapers.

The study also touched on the impact of Vision 2030 on professional performance, noting that political, economic, and public opinion factors were highly influential. The clarity of Vision 2030 itself received an average rating of 3.25, with the economic and entertainment aspects being particularly clear, while the cultural, political, and humanitarian components were seen as somewhat less clear. A significant portion of respondents, 55.3%, felt that Saudi newspapers lacked the professional capacity to respond effectively to external media attacks on Vision 2030. Nonetheless, the overall impact of Vision 2030 on professional performance received an average rating of 3.99, with 79.8% agreeing that it influenced their work. Gender differences were evident in terms of information sources and the clarity of Vision 2030, with females showing more significant differences than males. Marital status also played a role, with unmarried individuals perceiving Vision 2030 as clearer than their married counterparts. However, no significant differences were found based on age or educational qualification. Years of experience, however, did reveal notable differences. Professionals with less than 5 years or between 5-10 years of experience reported greater impacts on their performance compared to those with over 15 years of experience.

DISCUSSIONS AND CONCLUSION

The evolving role of communication professionals in shaping modern community environments is an area that demands further exploration. As key players in fostering dialogue, these professionals help bridge gaps between societal expectations and ongoing developments. Understanding how they influence public opinion and contribute to nation-building is crucial for adapting communication strategies to contemporary societal needs. Additionally, there is a growing necessity for a critical developmental media discourse, especially in light of Saudi Arabia's Vision 2030. This strategic plan serves as a cornerstone for the nation's future trajectory. By fostering a more nuanced media conversation, it is possible to critically engage with the various dimensions of Vision 2030, reflecting both its challenges and opportunities.

Moreover, Vision 2030 should be studied not just as a policy framework but as a significant element of national identity. Research in this domain can reveal how the vision shapes individual and collective senses of belonging, pride, and identity, thus adding depth to the understanding of its social impact. It is also essential to explore public perceptions regarding the societal, cultural, and economic transformations currently underway. Understanding how the Saudi public views these changes can

provide valuable insights into the broader social fabric, helping to inform future policies and initiatives. Similarly, examining media institutions as emerging investment entities opens up discussions about their potential role in economic development and innovation.

Saudi Arabia's external discourse, particularly in marketing Vision 2030 abroad, plays a pivotal role in attracting foreign investments and reshaping the country's international image. Understanding how effectively this discourse communicates national priorities and attracts global interest is essential for securing long-term success. In the meantime, the demand for intensive training for media professionals cannot be overstated. As the cultural, economic, and social landscape continues to shift, these professionals must be equipped with the skills necessary to navigate and communicate these changes effectively. The findings of this study align with the research conducted by Mona Mohamed El-Akshar (2013), which explored the factors influencing communication practitioners in the newspaper industry. Similarly, they resonate with Omima Omar's (2002) investigation into communication ethics, although her study specifically examined Egyptian journalists. While the contexts of these studies differ—El-Akshar focused on broader aspects of media communication, and Omar concentrated on the ethical dimensions of journalism—their core conclusions highlight overlapping themes regarding the challenges faced by communication professionals in adhering to ethical standards and navigating industry-specific influences.

In conclusion, the recommendations highlight the importance of targeted research and capacity-building to support Saudi Arabia's Vision 2030. Communication professionals, media discourse, and public perceptions are all critical areas of focus. Addressing these will not only enhance national identity but also position Saudi Arabia as a global player in both social and economic arenas. Training and development in the media sector will ensure that professionals are well-prepared to handle the complex dynamics of the future. These efforts, combined with a robust external discourse, will contribute to the successful realization of Vision 2030's goals.

DECLARATION OF CONFLICTING INTERESTS

The authors declare no conflicts.

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DISCLOSURE STATEMENT

The authors report no potential conflict of interest.

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