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Address

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Arab Republic of Egypt
Menofia - Shibeh El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157

Fax: +20482310073

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Web: www.apr.agency, www.jpr.epra.org.eg

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

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Media Coverage of Vision 2030 in Saudi Press: An Analytical Study of Okaz Newspaper

Dr. Ahmed Alzahrani

aazahrani@kau.edu.sa

Associate Professor & Head of Department
of Journalism and Digital Media
College of Communication & Media
King Abdul-Aziz University

Dr. Rrdwan Dragi Mohamad Slamene

renemals@kau.edu.sa

Associate Professor, Department of Journalism
& Digital Media
College of Communication & Media
King Abdul-Aziz University

Abstract

The study aims to analyze journalistic coverage of Okaz Newspaper about Saudi vision 2030 during 2018. It examines amount of attention paid by this newspaper to the topics of the vision and related issues. The paper also looks into coverage consistency and harmony with the policies of selecting and publishing news, factors affecting it, and related journalistic elements such as news sources and news verification. this study similarly seeks to identify the most important values and goals carried by various news contents and mot means used by journalists. Finally, the study measures efficiency of the Okaz coverage of 2030 vision in terms of addressing its topics in ways that respond to reader's understanding and awareness of the importance of this societal project.

Keywords: Media Treatment, Saudi Vision 2030, Written Journalism, Content Analysis, Okaz Newspaper.