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# **The Role of Media Education for Pre-University Education Students in Achieving the Concept of a Knowledge Society According to the Kingdom's Vision 2030: A Study on a Sample of the Academic Elite in the Fields of Media and Education**

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## **Abstract**

The study aimed to answer the following main question: What is the role of media education for pre-university education students in achieving the concept of a knowledge society in accordance with the Kingdom's 2030 vision? Several sub-goals emerge from it in addition to a number of assumptions to know the reality of media education in the pre-university education stage in achieving the concept of a knowledge society in accordance with the vision of the Kingdom 2030 as seen by the elite sample of the study. It was applied to (62) individuals from a selection of academics specializing in education and media, who were selected using the available sample method.

## **The main results of the study were:**

With regard to the reality of media education in the pre-university education stage, the phrase "The Kingdom's Vision 2030 is a necessity for planning a media education curriculum, and with regard to the importance of media education provided in the pre-university education stage in achieving the concept of a knowledge society in accordance with the Kingdom's 2030 vision from the elite's point of view. The Academy ranked first with the phrase "developing the various aspects of students' lives," and the first and second hypotheses proved correct, that "there are no statistically significant differences between members of the sample (media professors, education professors and educational media professors) in their appreciation of the reality of media education in pre-university education. " And that "there is a significant correlation between the sample's awareness of the importance of media education for the pre-university education stage and the obstacles it faces." The hypothesis "there are statistically significant differences between the visions and proposals of the sample (media professors, education professors and

educational media professors) to achieve a knowledge society through education has not been proven. Media”.

The study reached several recommendations, the most important of which are: Intensifying educational efforts for workers in the educational field and parents.

**Keywords:** Media Education - Knowledge Society - Saudi Vision 2030.