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Communicative Dimensions and Media Messages in the Speeches and Dialogues of Prince Mohammed Bin Salman: An Analytical Study (*)

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Abstract

This study aimed to reveal the starting points of Prince Mohammed bin Salman's speeches and dialogues and to identify the media contents used by His Royal Highness the Crown Prince, in terms of the nature of the persuasive methods used. From emotional and logical appeals, to improve or create a new image of the Kingdom of Saudi Arabia, by carrying out specific and particular communication efforts based on principles that the communicator must follow, especially if they are at the state level, as this requires double efforts. This is what was researched and studied by exploring the contents of Mohammed bin Salman's speeches and dialogues using the qualitative approach and the methodological tools of discourse analysis.

The study concluded with many results, the most important of which was that it became clear to the researcher that Prince Mohammed bin Salman has the ability to employ a number of persuasion methods in his speeches and dialogues, which mainly included his use of emotional and logical appeals, and to a lesser extent intimidation appeals. Credibility also formed the basis for starting his communication with the recipients. The analysis also showed his use of the basics of Public Relations, including media campaigns. He also used the method of proof and reasoning as a method of studied persuasive language. He also used logical arguments for directing Public Opinion to specific issues. Prince Mohammed bin Salman also avoided what is known as the theory of two-steps flow of communication, because he does not want opinion leaders and others to be intermediaries to deliver his message.

Keywords: Discourse Analysis, Media Messages, Speeches and Dialogues.

(*) The Paper was received on January 29, 2023, and accepted for publication on March 18, 2024.