Representing Kingdom’s Makeover after Vision 2030: A Corpus-Driven Analysis of American Media Discourse

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Abstract:
Saudi Vision 2030 is a scheme; the Kingdom of Saudi Arabia has formulated to realize its mainstream economic, social, and administrative goals. Accordingly, the Kingdom strategizes to implement this transformative Vision. The current research aims to analyze how American media has reported several events, actions, and policies in line with Saudi Vision 2030. Thus, the question posed is how an image of the transformative Saudi Kingdom has been presented by American media discourse, in line with Vision 2030. The study is substantial for the Kingdom to ascertain how the world has responded to its Vision. Moreover, in a world with media as a dominant directing agency, it is imperious for the Kingdom to keep an eye on its image in the global community. The research is primarily a quantitative study based on the corpus approach to study the designated media discourse. A specialized corpus of 150,000 words is compiled and analyzed through a variety of corpus tools. The results reveal that American newspapers have given limited representation of the Vision and related activities. Their media usually highlights the pre-existing features of the Kingdom. On the other hand, there are very occasional references to some new aspects like the transformation of the economy, promotion of tourism, revision of the society, etc., which are being implemented in the Kingdom. The study suggests that the Kingdom needs to brief the Western world for an enriched campaign of its contemporary image.

Keywords: American newspapers, corpus analysis, media representation, Saudi Vision 2030, transformation

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Introduction:

The Kingdom of Saudi Arabia, with its 2030 Vision, is on a new road to transformation and realization. In action since 2016, many of the government policies and activities have been framed in accordance with this Vision. As it is a design for a modern Arab country, international media has given it due importance. According to Mahmood and Alshahrani (2019), “Saudi Vision 2030 promises thorough transformations and the uplift of various indicators” (p. 17) within the society. Hameed, Jabeen, and Khan (2020) report that Vision 2030 plays the role of a game-changer for the country to revive its communal and fiscal structure. Thus, how the world views this transformation does matter for the Kingdom, to rebuild its image. Many news reports are published on various media platforms globally on how the Kingdom has implemented the Vision plan for a modern Arab society. Accordingly, it is imperative to know how the world views the contemporary progressive agenda of the Kingdom.

The media, including all its facets i.e., print, electronic and social, holds an undeniable power in the current times. It does not only transmit information and news but also shapes the minds of its viewers and readers in terms of social, cultural, and political identities of people, groups, and nations at large (McQuail, 1994; Wodak & Koller, 2008; Wimmer & Dominick, 2012). Given this voluminous and crucial impact media has, there is a whole paradigm of research that delves deep into the analysis of media discourses. The primary purpose of such studies is to expose the media strategies usually employed through language use to gain their commercial, political, and economic goals. Matheson (2005) points out that media mirrors a society not as it is but as it wants it to be. Thus, how media reports and constructs a story is a paramount concern. For the said purpose, various techniques are in use by the researchers, like stylistic analysis, discourse analysis, and critical discourse analysis. The term discourse, which commonly refers to language use as a tool for communication, becomes a powerful widget for media to achieve their set goals, like convincing the audience, shaping realities, setting trends, etc. As stated above, such media discourse is not always detached and neutral. Nordlund (2003) writes, “news reports are not an exact representation of events” (p. 7). Accordingly, the representation of events, people, nations, etc. always matter.

What kind of Kingdom’s image is constructed through the news articles in Western media is a crucial concern of the present study? However, for the present study, Western media is delimited to American media because of the close relationships among these two nations. Cohen-Alamgor (2018) claims that “The Kingdom of Saudi Arabia plays a very important role in all aspects of the American strategy” (p. 7). Thus, the research carries out a corpus-driven analysis of the American media discourse specifically. For the said purpose, the concordance of the keyword “Vision” is studied along with collocation. Besides, a list of strategic themes is generated and discussed concerning emerging leitmotifs and their relevance to Vision. A critical discussion on emerging themes is added to have a precise outlook of the data.

Inline, the research question is:

Q. How do American e-newspapers represent the Saudi image, with particular reference to its transformative Vision 2030?

The research aims to achieve the following objectives:

- To analyze American media discourse concerning Saudi Vision 2030
To study how the American media generates news reports on policies, actions, and events taken place in the Kingdom following Vision 2030
To explore the keyword and its related collocations in the selected media discourses.
To generate themes based on additional keywords and to critically study the ideological dimensions of the themes.

The research is significant in many ways. Firstly, in the contemporary world, media has the power to construct or deconstruct ideologies, not only regarding individuals but also nations. Thus, the Kingdom needs to evaluate and comprehend how the world perceives their actions and policies in the shades of their Saudi Vision 2030 for a modern developed Saudi Arabia. Secondly, the study has local significance in the Kingdom as it provides valuable suggestions. If it is a positive representation or response, how it can further be enhanced; and if there is some negative response, then how to counter respond. Thirdly, more importantly, the study has social significance as it brings to notice of common people in Kingdom as how the world perceives their image after the implementation of Vision 2030. Finally, the study contributes to the field of Linguistics in general and Corpus Linguistics in particular.

Literature Review:
A discourse, as explained by many researchers, concerns with any articulated or inscribed text contained by a social context and social practice(s) demonstrating social or power relationships (Fairclough & Woodak 1997; Gee, 1999; & Titscher, Meyer, Wodak & Vetter., 2000). The earlier views confined discourse to the structures limited at sentence level however, the contemporary linguists believe it to be something beyond the sentences (Schiffrin, 1994). According to her, discourse is “a particular unit of language (above the sentence), and a particular focus (on language use)” (ibid, p.20). The most prodigious feature of such language use is the way it builds up or helps to build the views and prospects presented, plainly, or secretly. Thus, it often can persuade the audience or at least touch the conscious at a minimal level. In this regard, political and media discourses are regarded as loaded with the most potent convincing tactics. Nordlund (2003) has explained that media discourses often communicate what they want to and hide truth efficaciously. Thus, often researchers (mentioned above) are interested in analyzing such discourses to expose the besieged benefits and mutual empathies, from a personal level to the communal. Such a process is referred to as discourse analysis, which in turn denotes the process of “a discursive formation in which the structures of sayability prompt the language of critical intervention with a much greater probability than in mainstream scholarship” (Nonhoff, 2017, p. 6). Breeze (2011) has commented that discourse analysis is concerned with how ideologies function in a given context revealing the “real language phenomena and the workings of power in society” (p. 520). In simple words, discourse analysis explores how language is used as a vehicle to promote ideologies, beneficial to producers.

There are multiple methods to analyze the discourse, particularly media discourse. One of the recent and commonly applied approaches is the corpus-based analysis of media texts. Partington (2004) is of the view that discourse analysis and corpus analysis are complementary fields in the present times and can be used together effectively to explore the ideological strands of discourse. The word ‘corpus’ implies a “finite collection of machine-readable texts, sampled to
be maximally representative of a language or variety” (McEnery & Wilson, 2001, p. 197). In fact, it is a massive compilation of language samples, ranging from real-life situations using language to abstract theoretical compilations debating language. Interestingly, it can be sampled around both modes of communication, oral and written. O’Keeffe, McCarthy, and Carter (2007) have given remarks that these huge collations, as corpora, are not merely a random set of words but a directed and principled collection of texts. Thus, such collections are always reliable to analyze and investigate. However, the purpose and mode of investigation can differ depending upon the objectives and needs of researches. Kubler and Zinsmeister (2015) refer to it as a standardized approach to examine linguistic patterns.

Next, important dimensions of the corpus are its size and genre, as it can vary from thousands to million-word databases. It is often claimed in corpus linguistics that the bigger the corpora’s size, the better the results are (Alotaibi, 2017). However, a specialized corpus is usually smaller than standard corpora like BNC, COCA, etc. Such corpora are built and analyzed for specific purposes. According to Wynne (2005), it is “a much smaller corpus (…. ) needed for typical studies than is needed for a general view of the language” (p. 19). However, in this case, the size does not affect the quality of results because the researcher often has narrow scopes of the study (McEnery & Wilson, 2001). Similarly, a corpus can be built of various genres of language like newspapers, speeches, ads, editorials, novels, essays, poetry, etc.

The corpus using discourse studies aim to examine how language is used in real times by analyzing corpora and findings patterns and schemes via both quantitative and qualitative means. For such purposes, a variety of tools are used, like Antconc, Voyant, Lancbox, etc. (prepared by various researchers or institutions). These tools offer in-depth analysis of the texts like searching for keywords, plotting concordance, representing collocation, generating themes, calculating frequency, etc. Baker and Levon (2015) have presented an interesting insight into how masculinity is perceived and presented in the British press through corpus related techniques. Haider (2016) has discovered the variant representation of Qaddafi through a corpus-based study of Arab media. Such reviews establish that corpus-based studies can come up with valuable findings by examining unique linguistic patterns carried with the assistance of technology.

Concerning the usage of a corpus for linguistic analysis, two important dimensions are often highlighted in corpus linguistics: one as corpus-based and the other as corpus-driven approaches. The researchers can use extensive ‘corpus-based’ or ‘corpus-driven’ techniques for data collection and analysis. The corpus-based research refers to the endorsement of an already established linguistic theory, whereas, corpus-driven method refers to the setting of linguistic paradigms through the already conducted corpus analysis (Biber, Conard & Rippen, 2004). As far as theoretical bases are concerned, corpus analysis is debated both as a method and theory. Bashir, Younas, and Ibrahim (2018) have explained that the majority of the linguists agree that a corpus-driven or a corpus-based study is self-sufficient as both methodology and supportive theoretical framework.

From a theoretical perspective, it is an approach that has evolved “to support empirical investigations of language variation and use, resulting in research findings which have much greater generalizability and validity than would otherwise be feasible” (Biber, 2012, n.p.).
proponents of CDA (Critical Discourse Analysis) also favor the use of corpora to explore hidden discourse’s agendas. Considering language as a social practice, CDA explores the relationship between language and ideology (Fairclough, 2005 & Van Dijk, 1993). This can be done best if one can get to analyze huge language samples, like corpora. During the past decade, there are a plethora of studies that employ CDA to analyze how language works within a given society and context for establishing power and ideological relationships, using the digitalized corpus. For example, Chen (2011), in his study has critically analyzed how the Libyan war is presented comparatively in two national media through corpus-based critical discourse analysis. Baker, Gabrielatos, and McEnery (2013) have conducted a corpus-based analysis of British media from 1998-2009 to critically evaluate the representation of the word “Muslim” and the related communities. With the help of a huge corpus, he was able to identify the negative connotations for the selected word. Hou (2016) explored the media representation of the Chinese dream through a corpus-driven approach. His findings have exposed that corpus can be a helpful tool in revealing discourse ideologies.

As far as the research around Saudi Vision 2030 is concerned, there have been few notable studies. For example, a study conducted by Mohammad and Alshahrani (2019) has explored the corpus of Arab media. The said study sightsees the functional linguistic items used to emphasize Vision-related prospects in the selected corpus. This study has used the Arab News corpus for the purpose. A study conducted by Hameed, Jabeen, and Khan (2020) has examined the actual document of Vision 2030 to identify the strategies related to the planning factor. There is not even a single study so far, which investigates how Western media and particularly American media perceives and represents Saudi Vision 2030. The present study intends to explore the way Saudi Vision 2030 is reflected in selected western media to fill the gap.

Methods:

The present research is primarily quantitative as per the methods of data collection and analysis are concerned. Further, some discussion is added to attain a comprehensive picture of the data. Moreover, the research is mainly a corpus-based analysis of the selected corpus. Corpus is a contemporary method of data collection and analysis that helps to study huge data. According to Baker (2012), Corpus analysis is one of the most effective tools to uncover meaningful linguistic patterns in a considerable amount of data.

The research aims to study American newspapers published both in print and online versions. These are highly rated newspapers (included in the top ten according to circulation). The online versions of the reports from the following four newspapers have been included:

- The Washington Post
- USA Today
- Wall Street Journal
- The New York Times

All types of news reports are included, from business to sports and opinion to articles. The period is from 25 April 2016 (the announcing date of Saudi Vision 2030) till 25 April 2020 (four years). The corpus is built of the selected data regarding news related to Saudi Vision 2030 and not any other political, economic, religious issue. The query items used to choose news reports are Vision
2030/ Saudi Vision 2030/ Saudi Vision. The built corpus comprised of 150 news reports. Other details are given below in table one.

Table 1 *Specialized Corpus built in the study*

| Name                      | Language | Texts | Tokens | Additional information          |
|---------------------------|----------|-------|--------|---------------------------------|
| American Newspapers Corpus| English  | 1     | 161,380| Types: 15,460                   |
|                           |          |       |        | Lemmas: 13,589                  |

In the present study, one corpus is used of the total size of 161,380 running words (tokens), compiled as one text file. (See Appendix A for details) Such a corpus is considered as specialized corpora designed for specific purposes.

After compilation of the corpus, the next stage is cleaning. The whole corpus is cleaned manually and converted to a .txt file (suitable for the majority of corpus analysis tools). The next stage is the selection of corpus software for the data analysis purpose. The data analysis is carried out in various stages. Firstly, the concordance plot for the main term “Vision” is identified using Antconc 3.5.8 version. The prime purpose is to see how the word is used and distributed throughout the document. Kubler and Zinsmeister (2015) define concordance as “as lines of text taken from a corpus that show the occurrence of a search word in its text position (p. 251). In the second phase, the list of key terms (primarily lemma) is generated using the Voyant tool. Voyant is a platform with a variety of corpus related tools (from keyword to concordance and from graphcoll to inferential statistics) for an extensive analysis. The results are displayed for the first 25 frequently used terms in the form of Ciruus (a tool for graphical representation of data). This form is appropriate to see all major terms in a graphical format, according to the frequency selected by the researcher(s) from minimum to maximum.

Further, the collocate list of the key term “Vision/ Vision 2030” is generated (using Voyant) to see how this term is represented in the context of other words. Brezina, McEnery, and Wattam (2015) view collocation as adjacent words to the selected central node (keyword) or what we can call a company of words. These collocations can be represented in a variety of forms, including a graphical network, which is referred to as Graphcoll (Brezina, et al, 2015). They represent the collocations network in the context in a more visible format. The results of this study are also displayed in graphcoll form (using Voyant tool). The results are interpreted based on distance, color, and intensity (key features of graphcoll as described by Brezina, et al, 2015). Further, the high frequent collocates of the keyword are identified based on correlational values and presented in tabular form, to understand the central issues/ themes. In addition, attributive collocates (adjectives) of the key term “Vision” are also considered and presented in tabular format. This attributive representation can help to identify the attitude of the producers (in the immediate context: newspapers publishing houses).

To verify the results, thematic analysis is carried out using KWords software. This software identifies and categorizes the major themes dispersed in a corpus (based on lexical items
The tabular results are provided in figure format. The necessary discussion of the results is provided after the analysis stage to comprehend the depiction strategies of American newspapers regarding the Saudi Vision.

**Findings:**

This section presents the results of the study, whereas the next section presents a discussion.

The query items of the study are Vision /Vision 2030/ Saudi Vision 2030, as used to formulate the corpus for the present study. The first stage results divulge that the keyword “Vision” is rarely found with a total number of instances, 238 (including all three forms checked through the same tool). It is surprising to see that the present corpus, which contains almost 161,380 running words (tokens) in 50 news articles (selected on the basis of query terms), has a few instances to mention the keyword or even in other formats (combinations). The relative frequency is as low as 13.445 instances per 10K words. Figure one below represents the concordance plot for the key term.

![Figure 1 Concordance plot for key term “Vision”](image)

Moreover, the keyword is also not among the major terms (according to frequency) of the whole corpus, as represented by the following figure two below. This figure includes only lexical word frequency as per the need of the study. Arab media, for example, proclaims it as a transformative version of the Kingdom. Mohammad and Alshahrani (2019) analyzed a huge corpus of Arab newspapers in English to identify how Vision 2030 is presented as a strategic strand in Saudi media, towards the establishment of a new society. The results from American media, on the other hand, are quite unsatisfactory.
In the next stage, the collocations of the keywords have been identified to understand how the concept of “Vision” has been employed in the selected corpus. The results are presented in figure three below graphically (using Graphcoll). The results, according to distance from the central node, indicate the main items that collocate with Vision 2030 are (the part of a key term, as often referred to as Vision 2030), plan, blueprint, program, project (the words referring to it as a scheme), reform, diversify (emphasizing it as a project for a change) new, ambitious (the attributive aspects of the project), future, diversification, economic, fund, woman, society, (the areas identified for a change in the Vision document) Mohammad bin Salman, crown, prince (as the admired founder of the Vision), and Kingdom, Saudi Arabia (locality). As per Brezina, et al. (2015), the short distance identifies the most relevant collocates of a node word and can be used to interpret the given message or highlighted issues. The color intensity that is used to reflect frequency does not reveal any different results. Again the more intense-colored words are Saudi (origin of Vision), 2030 (as Vision is referred to as Vision 2030), plan (referring to its an ambitious project), and some functional words (which are not the focus of the present study). On the left side collocates, the significant person involved in shaping the Vision is prominent (“crown”, “Prince”), along with few more words like describing it as a “project” for the uplift of “economy”. Whereas more key terms are visible near the left side of the central node (left side collocates of the keyword). They describe what Vision 2030 wants to achieve as a reformation plan, a blueprint for development, and a program for the economy (as per the dispersed nodes).
These results are further verified through correlation values of collocated words. All the words described above have a correlation value higher than five with the keyword “Vision”. The values are given in table two below. These high correlation values indicate the strong connection between the keyword and its relevant collocates.

Table 2 *Statistical Values for Collocates with keyword “Vision”*

| #  | Collocating Term | Correlational Value |
|----|-----------------|---------------------|
| 1  | Economy         | 0.786               |
| 2  | Plan            | 0.821               |
| 3  | Aramco          | 0.726               |
| 4  | Economy         | 0.786               |
| 5  | Prince          | 0.712               |
| 6  | Saudi           | 0.701               |
| 7  | Arabiya         | 0.747               |
| 8  | oil             | 0.798               |
| 9  | ambitious       | 0.652               |
| 10 | 2030            | 0.792               |
| 11 | project         | 0.688               |

The shortage of appraisal terms (categorically called adjectives) is again indicative of the fact that Vision 2030 holds no prominent place in the selected media. Table three below presents the list and frequency of adjectives used to describe the Vision 2030/ Vision in the selected American media discourse. The list has been compiled manually using data from the list of all collocates collected through the Voyant tool (the lists attached in Appendix B). However, this list is different from the overall terms list, where there is an increased number of adjective terms. The reason is that the purpose of the current study is to focus on features associated with Vision, and not the appraisal terms used for different other purposes. The data indicates how scarcely attributive words have been used (in a corpus of around 150,000 words) by media to highlight the significance of Vision, which Mohammad and Alshahrani (2019) portray as the most significant documented strategy. The highest frequency adjective-term is *Saudi* mentioning the vicinity of the Vision. As the Vision’s primary purpose is to reform the economy, so “economic” is second high quoted collocate. Few protruding words are also used like ambitious, grand, and modernized but with very low frequency.

Table 3 *List of attributes for Vision/ Vision 2030*

| #  | Collocate (Adjectives) | Frequency |
|----|------------------------|-----------|
| 1  | Saudi                  | 63        |
Interestingly, the results of thematic concentration (achieved through a secondary tool) also suggest the results similar to collocation results (see figure four below and compare with figure three).

The majority of key items are similar to previous results, mentioning the head, oil, economy, society, government, country, etc. It is important to mention here that Vision is not included in the top listed themes of the corpus, which is considered as a blueprint of success by the Kingdom. The results from thematic analysis also signify a few more items that can be considered undesirable to
the Kingdom’s image. Such terms include Yemen, Iran, power, etc. The Yemen crisis and struggle with Iran are highlighted in several contexts to pursue the American audience for an undesirable image of Saudi Arabia. Such themes present an adverse image of the Saudi country to west world newspapers’ readers.

Discussion:

The findings reveal that American media has not given appropriate representation to Vision 2030 and its related activities and policies. Firstly, the low-frequency rate of the keyword in the media designates the American media’s strategic avoidance of mentioning a significant renovation plan in Saudi Arabia as a contradictory policy to what is said by Cohen-Alamagor (2018) that Riyadh is in the middle of US Foreign policy. According to Mohammad and Alshahrani (2019), this Vision is one of the important doctrines set by Saudi Arabia, and it should be considered important by World media; whereas, the findings here are just opposite to their findings. If we compare the findings of the keywords section (as presented in figures two and three above) with findings of the corpus-based study on Arab media by Mohammad and Alshahrani (2019), it is noticeable that Arab news-press highlighted a variety of positive features of this Vision. The distribution and frequency of key issues in Arab media mainly focus on reformation planned through Vision 2030, such as upgrading the economy, moving away from oil dependency, reforming the society, managing the security, improving tourism, etc. On the other hand, key issues as found in the present study are limited and, more importantly, not diverse in nature. The results again strengthen the idea that American media is not much concerned with Vision 2030, which has been announced and claimed by the Saudi government as a new phase of economically, administratively, industrially, and socially strong Kingdom.

Moreover, the findings in collocations and attributive terms (tables two and three above) for the keyword also represent the limited use. The data indicates how scarcely attributive words have been used by media to highlight the significance of Vision, which Mohammad and Alshahrani (2019) portray as the most significant documented strategy. This also negates the idea that Cohen-Alamagor (2018) highlights. According to him, there is a strong alliance between Saudi Arabia and America on almost all the platforms (ibid, 2018). Besides, the results of thematic concentration (as shown in figure four) also verify the findings revealed through the other tools. This also negates what Cohen-Alamagor (2018) refers to as a strong alliance between Saudi Arabia and America, on almost all the platforms. This is contrary to American foreign policy with Arab countries as well where they struggle to build good relationships, as mentioned by Bzostek and Robison (2008), that the relation between these two countries is always strategic. Thus, one can predict that this relationship is not effectually presented by American media, by evading Vision 2030 (a key reformation plan of the Kingdom as reported by Arab media; see Mohammad & Alshahrani, 2019).

Finally, it can be said that the overall results indicate that Vision 2030 that has been presented and implemented by the Saudi government to bring a dramatic change in its image to the world, is not effectively presented and highlighted by American Media.

Conclusion:

Every country has a desire to build and endorse an affirmative image towards the world community, in economic, social, political, and national interests. Thus, Saudi Arabia with its
transformative blueprint of Vision 2030, has struggled to reconstruct its society from a traditional conservative to a modern progressive one. It is anticipated that world media would promote and welcome this new image of the Kingdom. The main concern of the present research is to understand how policies, actions, and events related to the Vision 2030 program in Saudi Arabia are presented to the Western world by American media. For the said purpose, a corpus-driven study is designed using a variety of tools to analyze American newspapers’ reports published from April 2016 to April 2020. A specialized corpus of 150,000 words from top-rated newspapers (according to circulation) was compiled and run through various needed corpus software (details mentioned in methodology). The results depict that Saudi Vision 2030 is not given much recognition in the selected media discourse. Contrary to American foreign policy towards Saudi Arabia, their media has portrayed a very constricted and limited image of the Kingdom to their people. Moreover, Vision 2030 is not promoted as a celebration of the new Kingdom; rather their focus remains on the already prevailing aspects of the Saudi economy like oil, Aramco, and country, etc. This is clearly visible in the findings as per thematic concentration and concordance graph. There are very sporadic mentions of some fresh facets like the renovation of the economy, modification of the society, up-gradation of the tourism, etc. The results overall signify the need to improve the pronouncement of Saudi image to the Western world, in the selected media. The study suggests that the American media can be more briefed on Saudi’s remodeling Vision 2030 to pronounce a better public image to the West world. It is recommended that Saudi authorities can frame an improved strategy for the promotion of its contemporary image, particularly in a phase where international tourism, worldwide business ventures, and global communiqué are given a prioritized privilege.

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Appendices

Appendix A
Corpora Link
A full description of the corpora is available in data\tsv\corpora.

Appendix B
Collocation list for Vision/ Vision 2030/ Saudi Vision 2030

| Term        | Collocate | Count (context) |
|-------------|-----------|-----------------|
| vision      | 2030      | 187             |
| vision      | plan      | 78              |
| "vision 2030" | plan     | 77              |
| vision      | reform    | 32              |
| "vision 2030" | reform    | 27              |
| vision      | economic  | 18              |
| "vision 2030" | economic | 18              |
| vision      | fund      | 16              |
| "vision 2030" | reform | 15              |
| vision      | bin       | 14              |
| "vision 2030" | program | 13              |
| vision      | mohammed  | 13              |

| Term        | Collocate | Count (context) |
|-------------|-----------|-----------------|
| "vision 2030" | crown | 12              |
| "vision 2030" | ecnomy | 11              |
| "vision 2030" | ambitious | 16             |
| vision      | future   | 10              |
| vision      | bin      | 10              |
| vision      | arbia    | 10              |
| "saudi vision 2030" | plan | 16              |
| vision      | diversity | 9              |
| vision      | blueprint | 9              |
| vision      | aims     | 9               |
| "vision 2030" | development | 9             |
| "vision 2030" | country  | 9               |
| "vision 2030" | blueprint | 9              |
| "vision 2030" | bin      | 8               |
| "vision 2030" | aims     | 8               |
| vision      | development | 8            |

| Term        | Collocate | Count (context) |
|-------------|-----------|-----------------|
| vision      | country   | 5               |
| vision      | vision    | 7               |
| vision      | diversification | 7           |
| "vision 2030" | development | 7           |
| "vision 2030" | arabia | 7               |
| vision      | western's | 6               |
| vision      | kingdom's | 6               |
| vision      | kingdom   | 6               |
| vision      | economy   | 6               |
| vision      | billion   | 6               |
| "vision 2030" | yr | 6               |
| "vision 2030" | modernize | 6               |
| "vision 2030" | kingdom | 6               |
| vision      | year      | 5               |
| vision      | unseen    | 5               |
Representing Kingdom’s Makeover after Vision 2030

| Term               | Collocate     | Count (context) |
|--------------------|---------------|-----------------|
| vision             | modernize     | 5               |
| vision             | major         | 6               |
| vision             | investment    | 5               |
| vision             | effort        | 5               |
| vision             | called        | 6               |
| "vision 2030"      | vision        | 5               |
| "vision 2030"      | seeks         | 5               |
| "vision 2030"      | saudi         | 5               |
| "vision 2030"      | saudi’s       | 5               |
| "vision 2030"      | project       | 5               |
| "vision 2030"      | ev            | 5               |
| "vision 2030"      | major         | 5               |
| "vision 2030"      | kingdom's     | 6               |
| "vision 2030"      | effort        | 5               |
| "vision 2030"      | called        | 5               |
| vision             | technology    | 4               |
| vision             | crown         | 12              |
| vision             | ambitoss      | 12              |
| "vision 2030"      | mohammad      | 12              |
| "vision 2030"      | 2030          | 12              |
| "vision 2030"      | economy       | 11              |
| "vision 2030"      | ambitoss      | 11              |
| vision             | future        | 10              |
| vision             | bin           | 10              |
| vision             | arabia        | 10              |
| "saudi vision 2030"| plan          | 10              |
| vision             | diversity     | 9               |
| vision             | blueprint     | 9               |
| vision             | aims          | 5               |
| "vision 2030"      | diversity     | 9               |
| "vision 2030"      | country       | 9               |
| "vision 2030"      | blueprint     | 9               |