Research Article

A COMPARATIVE ANALYSIS OF LANGUAGE USED IN SOCIAL MEDIA ABOUT SAUDI ARABIA BEFORE AND DURING 2023

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Abstract

The objective of the present study was to examine the evolution of language utilized on social media platforms about Saudi Arabia, both before and during 2023. By employing comparative analysis, the current research aimed to determine notable variances in narrative structures employed during these time periods. Twitter, Facebook, and Instagram were utilized and Saudi Arabia-related keywords and has htags were used to search social media sites for postings and debates on politics, the economy, culture, and social issues. Data were analyzed through sentiment analysis, topic modeling, keyword identification, linguistic feature extraction, and discourse analysis techniques. During 2023, positive sentiment increased significantly, with words like "tourism development," "economic reforms," "social progress," and "cultural initiatives" becoming more popular, indicating innovation, progress, and achievement. Social media platforms have significantly influenced global discourse on Saudi Arabia, utilizing different languages to express perspectives and news, shaping global perceptions, fostering cross-cultural understanding, and promoting global dialogue.

Keywords: Discourse Analysis, Forensic Linguistics, Language Linguistic Evidence, Linguistic Feature Extraction, Social Media.

INTRODUCTION

Social media networks with billions of users have revolutionized global communication and participation, with platforms such as Instagram, Twitter, TikTok, and Snapchat gaining immense popularity among individuals about Saudi Arabia (Lipschultz, 2020). These platforms serve as valuable tools for capturing and comprehending public opinion, making it crucial to analyze the language used in relation to Saudi Arabia, as it may reflect societal changes and perceptions. Given Saudi Arabia's ongoing economic, technological, and political transformations, understanding social media language becomes even more vital (Fandy, 2000). The present research focuses on examining language patterns on social media platforms about Saudi Arabia before and after 2023, a period marked by significant reform and transformation (Alwaely *et al.,* 2023). By investigating government initiatives, societal developments, and their impact on social media discourse, this study aims to provide valuable insights into the evolving nature of online conversations within the country (KhosraviNik, 2022). By analyzing popular platforms like Instagram, Twitter, TikTok, and Snapchat, this research sheds light on shifts in public opinion, attitudes, and thematic trends(Alkaraki *et al.,* 2024). The findings have implications across multiple disciplines, including politics, linguistics, media studies, and sociology, offering guidance to policymakers, scholars, and stakeholders navigating the changing landscape of public discourse about Saudi Arabia. The latter research project is dedicated to evaluating the patterns of social media language about Saudi Arabia both prior to and subsequent to 2023, aligning with the established research objectives. By employing linguistic characteristics, sentiment analysis, and topic modeling, the present study aims to identify shifts in sentiment, topics, and thematic trends within the discourse concerning Saudi Arabian social media.

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The resulting findings will illuminate the influence of social media language on public opinion, societal transformations, and government reforms. Addressing various research challenges and objectives, the current study will contribute to a better understanding of social media language concerning Saudi Arabia, unraveling the dynamics of discourse, public sentiment, and the influence of social media on public opinion. This research will offer valuable insights for policymakers, researchers, and stakeholders in navigating public discourse about Saudi Arabia and other countries.

THEORETICAL FRAMEWORK

Social Constructivism

Socio-constructivist theory helps to know how people use social media to make sense of Saudi Arabia and form ideas; however, the idea of social constructivism explores that people learn about and make sense of their social environments through the relationships and ideas they share. This way of thinking about theory is very helpful for social media because it shows how web-like the talks about Saudi Arabia are online (Kim, 2001). There were always arguments between users of different races and with different points of view. This shows that the social setting is made by everyone working together. There were stories about Saudi Arabia that people from all paces of life wrote, and also enhancing the cultural, political, and economic events that have shaped these stories (Karolak, 2020).

Agenda-Setting Theory

The agenda-setting theory helps the dynamics of social media debates in Saudi Arabia, highlighting how media, particularly social media platforms, influence public opinion and determine which topics receive more attention (Zain, 2014). Factors like geopolitical events, economic developments, cultural changes,

and communication strategies can influence the importance of certain topics in online discussions.

Linguistic Anthropology

Linguistic anthropology provides a comprehensive understanding of the cultural difficulties in social media debates about Saudi Arabia (Duranti, 2009). Language choices were observed as refined manifestations of cultural values and conventions, that has influenced individuals' navigation and display of their cultural identities (Lo & Chun, 2020). Social media language serves as a channel for perpetuating, contesting, and negotiating cultural values.

Discourse Analysis

Discourse analysis is a valuable tool for understanding the organisation and substance of language in social media conversations about Saudi Arabia. It helps identify power dynamics, ideologies, and representations that influence online debate (Hjelm, 2021). Language plays a significant role in shaping narratives about Saudi Arabia, reflecting political, cultural, and social ideologies. Discourse analysis discloses the role of language in challenging power relations and enriching the complexity of online discussions about Saudi Arabia.

Research Problem

The research problem has resolved in addressing the gaps in the current social media through discourse analysis focusing on recent developments, and the language perspectives. The study aims to contribute the advancement in understanding the social media dynamics by evaluiating the insights for the future research.

LITERATURE REVIEW

Presentation of Historical Studies

Legal authorship conflicts have been increasingly studied using forensic linguistics since 1984. Digital texts, particularly on Twitter and Facebook, have been used to construct interpretive approaches. A study by Almaliki *et al.,* (2020) found that political changes impacted public sentiment during the Syrian War, with a decline in support for political factions and a shift in discourse (Gaber, 2020). Political sentiments in Saudi Arabia using forum and social media comments. Social media commentators had stronger opinions despite agreeing (Al-Hakami). Influences social media attitudes towards US foreign policy. In 2023, users were less skeptical about Vision 2030 improvements, including unemployment compensation and housing aid. The research highlights the influence of political affiliation on social media discussions surrounding foreign policy matters, providing insights into evolving public opinion dynamics (Al-Hakami).

Social Media Discourse Analysis

Social media significantly influences public discourse by altering media discourse interactions with public opinion, affecting various forms of broad and specialised public discourse (Johansson et al.). The COVID-19 immunization campaign shifted social media conversations towards interactive elements, emphasising the collective understanding of events and shifting the tone of conversations (Pavlova *et al.,* 2021). Social media discourse encompasses a range of communication tactics, which are used in different ways based on the subject matter and their influence on the audience (Klemenova & Ereshchenko, 2020). Discourse analysis contributes to the development of social identity, subject position, interpersonal connections, and knowledge and belief frameworks; however, social media shows a crucial role in shaping these results (Harahap *et al.,* 2022). The study examines health-promoting messages in British and Saudi officials' social-media discourse during the COVID-19 pandemic. It examines the crisis-response strategies used by these officials and their role in promoting healthy behaviors and compliance with health regulations. Both officials used clear communication and persuasive rhetorical tactics, with the British official emphasizing health literacy and the Saudi official emphasizing health literacy. They also used conflict-based metaphors, such as war and gaming, to convey procedures and direct behaviors. The study highlights the importance of effective communication strategies in promoting healthy behaviors and compliance with health regulations (Alhedayani & Alkhammash, 2023). The study explores the role of social media in helping international students in Saudi Arabia develop cross-cultural competency. Over 50,000 students from 159 countries have enrolled in Saudi Arabia, with 134 participants completing a survey. The study found that 113 participants gained cross-cultural competency by owning social media accounts and engaging with global content. More research is needed to understand this population (Alharthi, 2023). The study investigates the perception and attitude towards social media (SM) use among periodonttal specialists in Saudi Arabia. The research involved 121 participants, mostly aged 36-45, with a majority of consultants. Snapchat was the most common SM platform used for daily use and dental practice promotion. The study found a significant difference in proportions among Twitter, Snapchat, and TikTok between older and younger periodontists. No significant difference was found between gender and their opinions on SM usage. The study highlights the effectiveness of SM in promoting dental practices and the discipline of periodontics, as more clinicians and patients rely on this technology (Alnufaiy *et al.,* 2023).

Social networking sites (SNSs) have revolutionized communication, with new forms of language emerging constantly. Net-Speak, the most common form of online communication, simplifies communication and creates new features like technical terms, acronyms, and abbreviations. This simplicity allows users to create their own rules of communication and adapt to their speech communities. One such new form is Arabizi, or romanised/latinised Arabic, developed by Arab users on social media sites and the internet in the late 1990s. Despite the support of Arabic on the internet, Arabizi continues to be used widely in the Arab world, particularly among young people. However, this widespread use has created a divide among scholars, religious entities, and institutions. Campaigns have been launched against Arabizi, claiming it promotes westernization and stripping Arabs of their Arab identity. This phenomenon is particularly prevalent in Saudi Arabia, leading to the marginalization of Arabizi users on the internet. Limited empirical research has examined users' views on this phenomenon (Alghamdi & Petraki, 2018). This study explores how digital users in Saudi Arabia responded to the COVID-19 pandemic by subtitling COVID-19-related videos on social media. It reveals that social media encouraged the production and circulation of subtitled content, and how

these clips were distributed and received. The study analyzes tweets from the Saudi Ministry of Health and 17 fansubbers, revealing that social media increased the visibility of subtitled COVID-19 clips, leading to competition for social media capital and the rise of social media fansubbing (Altalidi, 2022).

Geopolitical and Cultural Influences on Social Media Discourse

Popular geopolitics explores the link between popular culture and geopolitics, focusing on visual and auditory elements, particularly the growing importance of new media platforms like the internet and social media (Dodds, 2021). ICYMI, a young news product, uses geopolitical cultural jamming to shape perspectives on foreign policy discussions, focusing on popular culture and the influence of visual and auditory elements, especially internet and social media (Saunders *et al.,* 2022). Online coverage of the Arab revolt reflects a partiality in global news dissemination and arrangement, affecting global response and political discussion (Basu, 2015). Cultural constraints in Saudi Arabia influence people's motives, attitudes, intentions, actions, and social media use, affecting global news dissemination and political discussion during the Arab revolt (Alshabeb, 2020). Social media influences about one-fifth of Saudi Arabians' diets, with females and obese individuals being more affected (Alwafi *et al.,* 2022). International firms in Saudi Arabia are utilising culturally appropriate tactics on their Facebook pages to boost customer engagement, emphasising the importance of considering cultural norms in global social media marketing strategies (Abuljadail & Badghish, 2021). This study examines the impact of social media on geopolitics and economic growth, focusing on the development of artificial intelligence and cognitive computing tools. Social media platforms like Facebook, Instagram, LinkedIn, and Snapchat use advanced machine learning to recognize images, offer job recommendations, and track features in real-time. The research also explores micro blogging and other social media platforms (Kamruzzaman, 2022). The study explores the anthropological foundations of media and communication technologies, focusing on the interdisciplinary approach used to study the relationship between these technologies and personality, social practices, political processes, and geopolitical processes, particularly in the context of social networking sites and messengers (Kutsyk, 2023). China's Arctic policy and actions have gained international attention, but its discourse is not consistent. Despite strong government support, Chinese businesses have not embraced the Polar Silk Road, and China's claim to be a 'near Arctic state' is rejected by the US and others. These discrepancies suggest a lack of a consistent internal habitus and an elusive common international field for Arctic engagement (Su & Huntington, 2023). Digital communication has been praised for its potential to bring about change in society, but its impact on the world order is more nuanced. The United States remains the unipolar hegemonic power, but its foreign policy actions are influenced by values and norms. Digital communication defends and challenges the current world order, making geopolitics irrelevant and enabling global networks and relationships (Simons, 2019).

Public Perception and Social Media Representations

Tool-based social media management solutions enhance user loyalty and word-of-mouth, thereby enhancing public perception (Benthaus *et al.,* 2016). Saudi Arabian customers perceive social media usage positively, believing it positively influences their views and buying habits (Alam, 2017). Young Saudi Arabian female consumers' purchase choices are favorably impacted by Instagram, which creates virtual word-of-mouth (Alghamdi & Bogari, 2020). Instagram offers Saudi women entrepreneurs significant potential to tackle high unemployment rates by facilitating the launch and management of small online companies (Alkhowaiter, 2016; Hashim, 2017). Instagram content strategy is influenced by followers' emotional commitment and engagement intents, which are positively influenced by perceived inventiveness and positive emotions (Casaló *et al.,* 2021). This article explores self-representations in a social media campaign against disability discrimination. It examines how these representations relate to narratives and discourses, and how they challenge normative discourses. The campaign, conducted on Instagram in Sweden, combines discourse analysis and visual analysis to analyze how individuals present themselves, disability is mentioned, and challenges models of understanding disability. The campaign aims to acknowledge discrimination, increase visibility, and politicize disability, with bloggers providing support and requesting audience listening (Cocq & Ljuslinder, 2020). The study uses social representations theory to investigate common sense conceptualizations of global warming risk. A British public was asked to draw or write their first thoughts about global warming. The analysis revealed that first thoughts often mirrored images used by the press, reflecting the complex and often contradictory nature of common sense thinking (Smith & Joffe, 2013).

Political Communication on Social Media

Social media significantly influences public ideals, civic involvement, civic identity, and political debate through various communication channels (Parker & Bozeman, 2018). Social Network Analysis (SNA) offers insights into Saudi Arabia's political concerns among young residents, revealing variations in connectivity patterns among political subjects (Al-Khalifa, 2011). Social media is revolutionising public discourse and opinion in traditional Arab civilisations by fostering open communication and promoting diversity in public debate (Al-Jenaibi, 2016). Instagram's political content during the 2019 Valencian regional election exhibited varying popularity, with pro-government parties valuing successful administration and opposition supporters valuing critical statements (García *et al.,* 2020). Digital-era politicians' use of hate speech and false news has led to increased divisiveness in their political communication, reducing their focus on ideology and persuasion (Oparaugo, 2021). The impact of social media on disaster experiences, discussing citizen reporting, community-oriented computing, distributed problem solving, and digital volunteerism. It also discusses situational awareness and challenges arising from social media data. The authors caution against collapsing all "crisis" experiences without distinction, and emphasize the importance of considering non-technological factors in social media use (Palen & Hughes, 2018). This study investigates factors influencing users' willingness to share viral content on social media. Using partial least squares structural equation modeling, it found that meaningful content affects users' attitudes towards sharing communications. The study also revealed significant differences between user groups regarding the emotional tone and arousal level of content's impact on sharing behaviors (Borges-Tiago *et al.,* 2019). Global

scholarship on crisis communication strategies (CCS) by incorporating social media strategies. It identifies 73 articles on social-mediated crisis management (SMCM), adds new organizational strategies, analyzes stakeholders' strategies, and proposes an asymmetrical CCS pattern. It also highlights weaknesses in current literature and proposes an interactive crisis communication model for future research (Cheng, 2018). The study explores cross-cultural differences in electronic word-of-mouth intentions and consumer engagement with corporate social responsibility (CSR) communication through social media. Results show that attitudes towards CSR, peer communication about CSR activities, and opinion leadership characteristics significantly impact engagement. Chinese consumers showed stronger influence on CSR communication, while American participants showed weaker effects (Chu *et al.,* 2020).

Literature Gap

Social media discourse analysis has involved subjects such as perceptions of the public, political messaging, socio-cultural impacts, and influence of social media on public perceptions. However, a formal gap analysis is still an unsaid component to deal with this, further researches conducted in some understudied area within covered, also on potential methodological gaps, time considerations for recent developments, effect on demography other than those mentioned, cross cultural comparisons, and ethics. Scientists then perform a systematic evaluation of these parameters, thus indicating areas that need more research to fill in the gaps or broaden the scope of existing studies.

METHODS

Participants

The study has gathered the data from social media platforms on Saudia Arabia debates from 2022 and during 2023 that has involved users on Facebook, Instagram and other online forums without requiring individual consent for data collection.

Instruments

The study has used Saudia Arabia related keywords and hashtags to search social media for political, economic, and societal language used by non-Arabs. Data was analysed in using sentiment analysis, topic modelling, and keyword recognition and discourse analysis. The study has analysed language use trends and changes in Saudia Arabia related language. The study has used discourse analysis in linguistic analysis to analyse the social media discourse related to Saudia Arabia.

Procedures

The research has used keywords based searches on social media platforms to gather data on Saudia-Arabia related topics. Though the data was filtered based on the relevance and collected from "before" January 1, 2018, to December 31, 2022, and "after" January 1, 2023, to present.

Ethical Considerations

The study adhered to ethical principles protecting privacy and identity of social media users by anonymizing personal data adhering to data protection standards, and compiled with networks terms and regulations.

Discourse Analysis

2023 Year

🌐 *Just toured the new tech hub in Riyadh!* 🚀 *Saudia Arabia is seriously stepping up its game in technology #TechinKSA #InnovationHub*

The user has expressed the enthusiasm for Saudia Arabia technological progress and highlighted the nations ambitious approach to innovation. The language used is expressive and encouraging aiming to capture attention, generate interest and foster a positive perception of Saudia Arabia growing role in the global technology landscape.

"🏟 *Wow, Ronaldo in Saudia Arabia! This event is a game changer for football enthusiasts here. The energy is palpable, and it's fantastic to see such global icons bringing people together, Count me in for the excitement!* 😃

The language used in the comment is expressive and inclusive as it reflects only = individual excitement about Ronaldo presence but also emphasize the broader impact on the local community of football enthusiasts in Saudia Arabia. The use of language and expressive emoji contributes to a positive and engaging discourse around the event.

2022 Year

Just got wind of the Riyadh Spring Festival happening from October 15 to December 15! 😊 *Can't wait to experience the magic and festivities. Who else is counting down the days?*

The language used in the Instagram post has been characterised by emotive expressions, temporal specificity, inclusivity and positive framing. It effectively communicates the excitement about the Riyadh Spring festival and also encourages others to join in the anticipation surrounding the upcoming event.

🎆 *Riyadh Spring festival is a celebration like no other! The blend of cultural richness and modern festivities during these months is what makes Saudia Arabia truly special. Ready to immerse myself in the joy!* 🎇

The language is used is characterised from a combination of cultural references, descriptive language, national pride and personal engagement and celebratory elements. It effectively communicates the comments with positive outlook on the Riyadh Spring festival and invites others to appreciate the cultural richness and joy of the event.

🌐 *Its eye-opening to learn about the Saudia Arabia political landscape from a non-Arab perspective. The diversity of opinion and experiences adds so much depth to the conversation.*

The emoji expressed the appreciation for a broader international outlook on Saudia Arabia political landscape. The language used is open-minded approach where recognition

of diversity, and an emphasis on the depth that different opinions bring to the conversation. The overall tone is reflective and appreciative, contributing to a positive and inclusive discourse on Saudia Arabia political landscape.

"🗨️✦⁺ The geopolitical influence in Saudia Arabia is a complex dance of power, economics, and diplomacy. The region's significance in the world stage adds layers to the conversation ⊕🎭.

A thoughtful and professional tone to delve in to the intricate web of Saudia Arabia's geopolitical influence. Through the use of emoji's where a sense of seriousness and importance is conveyed. The complex dance of power, economics, and diplomacy demonstrates an awareness of the multifaceted factors at play. The inclusion of the globe emoji perspective exploring the region significance on the world stage. The thinking face emoji suggest that a contemplative mood, showcasing reflection on the complexities of Saudia Arabia geopolitical dynamics. Moreover, the statement about the region significance adding the layer to the conversation not only recognize the global importance of the region but also extends an invitation for others to engage in a nuanced discussion.

RESULTS

The topic modeling analysis revealed significant shifts in the themes and topics discussed in social media discourse about Saudi Arabia before and now. Before 2023, the dominant topics centered on political controversies, human rights concerns, and economic challenges. However, currently in 2023, there was a noticeable shift toward discussions on sustainable development, cultural heritage, and the vision for 2030. The latter topic transition suggests a changing landscape of public discourse, emphasizing long-term plans, cultural preservation, and future aspirations. These findings provide insights into the evolving priorities and interests in social media conversations about Saudi Arabia.

Presentation of Findings

The study's findings are presented objectively, providing numerical data, tables, and figures to support the analysis. The discussion section restates the hypotheses and research questions, guiding the reader through the analysis without providing excessive details about tables and figures. The sentiment analysis results showed a shift in public sentiment towards Saudi Arabia (*Figure 1*). Before 2023, the sentiment was predominantly slightly negative, reflecting concerns about human rights issues, political controversies, and societal norms. However, in 2023, there was a noticeable increase in positive sentiment attributed to policy reforms, socio-policy changes, and successful public relations campaigns. Social media users expressed positive opinions about economic development initiatives, progressive reforms, and cultural advancements concerning Saudi Arabia.

The keyword identification analysis revealed significant shifts in the topics discussed before and in 2023 (*Figure 2*). Before 2023, the dominant keywords included "oil industry," "human rights," "foreign relations," and "political landscape." In 2023, keywords such as "tourism development," "economic reforms," "social progress," and "cultural initiatives" gained

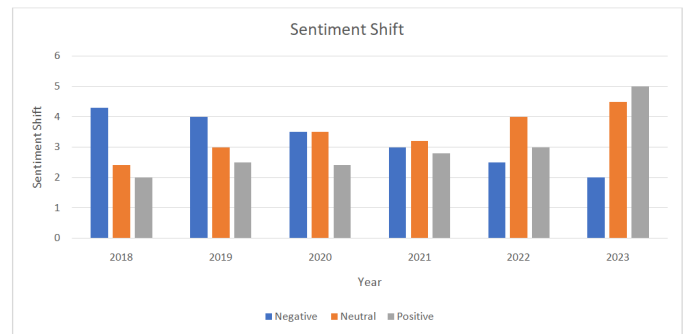popularity, indicating a change in the narrative and focus of social media discussions about Saudi Arabia.

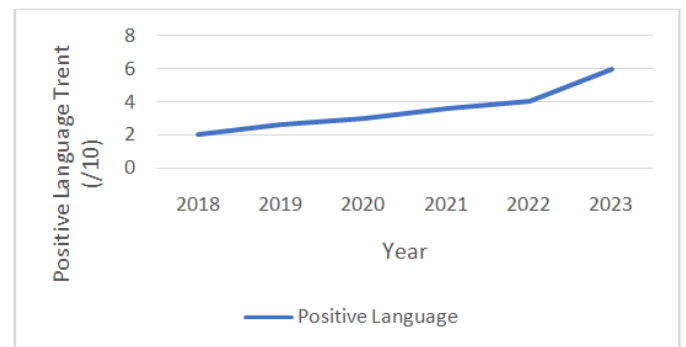
Figure 1. Sentiment distribution before and during 2023

Figure 2. Positive language usage trend

Modeling analysis identified the prominent themes within the social media discourse about Saudi Arabia (*Figure 3*). Before 2023, the main topics were "political controversies," "economic challenges," and "human rights concerns." However, in 2023, themes such as "sustainable development," "cultural heritage," and "vision 2030" emerged, reflecting a shift towards discussions centered on development plans, cultural preservation, and future aspirations.

Figure 3. Topics distribution before and during 2023

Linguistic feature extraction analysis highlighted specific language patterns in social media discourse (Mendu *et al.,* 2020). In 2023, the positive language associated with innovation, progress, and achievement became more dominant. The analysis also revealed an increased mention of specific entities related to tourism destinations, cultural landmarks, and economic sectors, indicating a growing interest in tourism, cultural preservation, and economic aspects. The discourse analysis findings demonstrated a shift in language use and thematic patterns before and in 2023. Before 2023, discussions

primarily revolved around economic developments, political events, and regional dynamics. In 2023, the discourse diversified to include cultural aspects, social issues, and human rights, reflecting a broader engagement with various aspects of Saudi Arabian society.

DISCUSSION

The 2022 social media postings used inclusive and uplifting language to highlight cultural events and cultivate a respect for the diverse range of opinions in Saudi Arabia (Abuljadail & Badghish, 2021). Conversely, the postings made in 2023 used a more sophisticated and contemplative style to foster in-depth conversations on the political and geopolitical realities of the nation. In 2022, posts expressed emotions, provided details about time, and invited others to join in the excitement by celebrating specific festivals and icons(Wong *et al.*, 2023). However, in 2023, the discourse became more aware of complexity and acknowledged the importance of various factors on a global scale. This was done through the use of vocabulary such as "intricate," "layers," and "nuanced." The language used in 2022 was designed to inspire widespread interest and involvement. In contrast, the discourse in 2023 encouraged more thoughtful contemplation of Saudi Arabia's development by acknowledging complex difficulties and inviting critical assessment of its effect from many perspectives (Uskul *et al.*, 2023). The findings of the current research provide valuable insights into the language use, thematic patterns, and sentiment in social media discourse about Saudi Arabia before and now. These findings have important implications and contribute to our understanding of the research problem, shedding light on the evolving dynamics of social media discourse and its influence on public perception and narratives. Social media discourse in Saudi Arabia has seen a significant increase in positive sentiment in 2023, attributed to factors such as progressive policy changes, human rights, economic development, cultural advancements, and successful international relations efforts (Albalawi *et al.*, 2019). This shift reflects Saudi Arabia's commitment to social and cultural development, transforming its domestic and international perception. Keyword identification analysis shows a shift from political landscape to tourism development, economic reforms, social progress, and cultural initiatives. Topic modeling analysis shows a shift towards sustainable development, cultural heritage, and the 2030 vision. Linguistic feature extraction analysis reveals a positive outlook towards tourism destinations and cultural landmarks. The discourse analysis findings revealed a shift in the language and thematic patterns in social media discussions about Saudi Arabia(Khan & MacEachen, 2021). Before 2023, the discourse primarily focused on economic developments and political events, with a prevalence of formal language and discussions on geopolitical dynamics. In 2023, the focus shifted to social issues, cultural heritage, and women's rights, highlighting the importance of social development alongside economic and political advancements (Maleku *et al.*, 2024). The implications of these findings are significant in several aspects. Firstly, they highlight the dynamic nature of public discourse and the need to analyze language within its sociocultural context. Understanding how language develops and reflects societal transformations is crucial for accurately interpreting and analyzing online discourse. The shift in sentiment from negative to positive has important implications for public relations strategies and reputation management. It underscores the need for effective storytelling and strategic communication

to highlight Saudi Arabia's progress, achievements, and cultural and social development commitment. By recognizing the factors contributing to this shift, governments and organizations can refine their messaging and policies to improve their public image and cultivate a positive perception among social media users.

The diversification of themes in social media discourse indicates the power of these platforms in influencing public opinion and shaping narratives. It demonstrates the potential for social media to drive conversations on social issues and promote positive change. Recognizing the role of social media in amplifying voices and mobilizing support for various causes can inform advocacy efforts and policy-making processes. The study analyzed 6678 tweets from nonprofit and for-profit organizations on Twitter to understand their dialogic principles and public engagement. Nonprofits focused on usefulness of information and visitor conservation, while for-profits emphasized the dialogic loop principle. The findings expanded dialogic theory and provided theoretical and practical implications (Wang & Yang, 2020). The findings also emphasize the pivotal role of social media in projecting soft power, shaping public views, and influencing decision-making processes. Strategic communication efforts and narrative construction in the digital sphere can significantly impact Saudi Arabia's international standing, attractiveness for tourism, and collaborations. Understanding the dynamics of digital influence and its implications can promote the effective utilization of social media platforms and online spaces in nation branding, diplomacy, and public engagement. The research on social media discourse in Saudi Arabia offers insights into changing narratives, public sentiment shifts, and emerging themes. It suggests future research should consider comparative studies, longitudinal analyses, qualitative approaches, user segmentation, cross-platform analyses, and ethical considerations. The findings have implications for forensic linguistics, social media discourse analysis, and understanding language's role in shaping opinions and narratives.

Conclusion

The findings show that public discourse is dynamic and social media shapes ideas and narratives. The current research found that Saudi Arabia-related social media comments become more positive in 2023. This shift in feeling shows that the country's efforts to promote good change and inclusiveness are being recognized. It supports domestic and international initiatives. The survey also shows a shift concerning Saudi Arabia-related social media topics. Keyword analysis shows a transition from political controversies, human rights, and economic issues to sustainable development, cultural heritage, and 2030. This trend indicates a greater focus on future goals, cultural preservation, and national ambitions. The study also examines Saudi Arabia-related social media language. Positive language and a focus on economic sectors, tourism attractions, and cultural sites suggest a growing interest. This language study supports a changing narrative and a broadening of public discourse. The study highlights Saudi Arabia's social media discourse and its impact on public opinion. It emphasizes the need for sociocultural language analysis and aligning programs with sustainable development, cultural heritage, and human rights. The findings provide a roadmap for future research and practical advice for policymakers and practitioners to improve communication tactics and promote Saudi Arabia.

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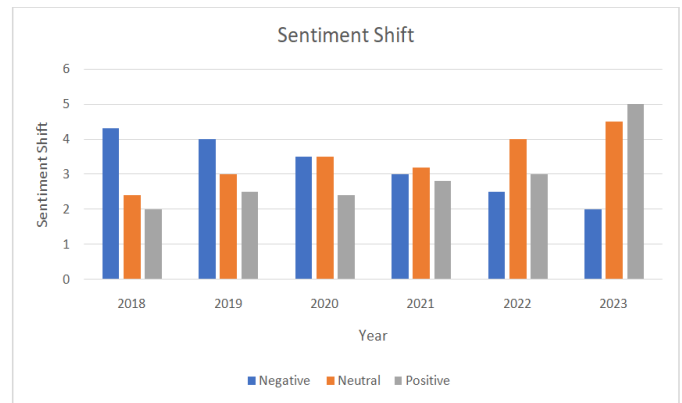
APPENDIX

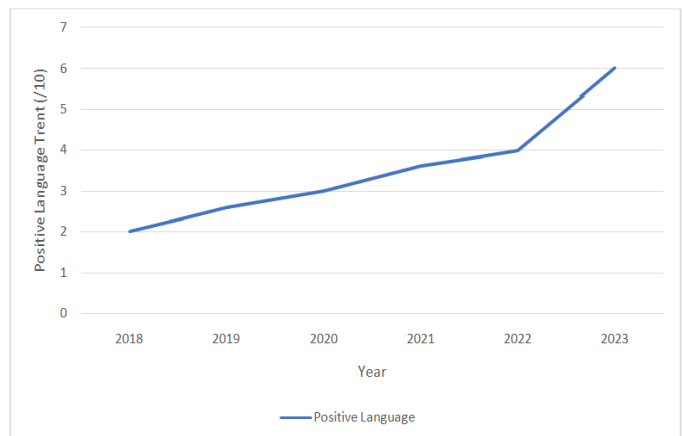**Figure 1. Sentiment Distribution Before and During 2023**
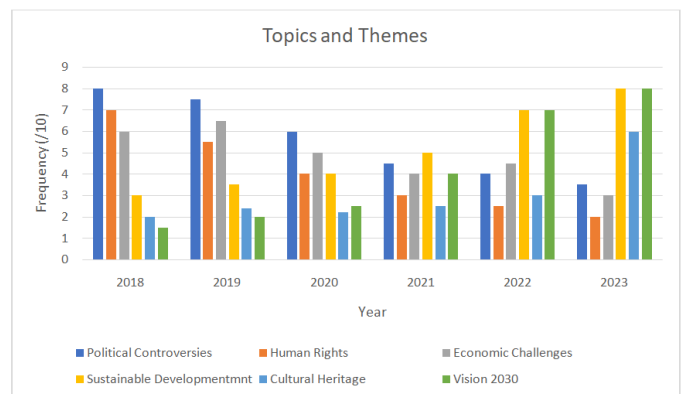

Figure 2. Positive Language Usage Trend

Figure 3. Topics Distribution Before and After 2023

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