The Influence of Strategic Media on Nation Building: The Case of Sudan

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Abstract

The study systematically investigated the hypothesis that strategic media initiatives promote and accelerate nation-building processes (NBP) in Sudan. The strategic media variables examined included three essential ones: media language perfection (MLP), qualitative media coverage (QMC), and information building plan (IBP). Using a multilinear regression model (MLRM), the study analyzed the relationships among these predicting variables and their impact on the dependent variable. The evaluation of how the three predictors impact nation-building and state stability required the distribution of a survey containing 21 questions. 200 Sudanese journalists from different parts of the country received the questionnaire. They represent diverse backgrounds across private and public media institutions, including male and female participants. The principal data collection technique adopted by the study was the online survey, supplemented by other secondary sources such as journals, books, and professional internet websites. The use of a five-point Likert scale was feasible to evaluate responses. The analysis indicated that the three predictors collectively explained 94.2% of the variation in NBP ($R^2 = 0.942$, $p < 0.001$). Among these predictors, IBP demonstrated the highest impact ($\beta = 0.624$), followed by MLP ($\beta = 0.589$) and QMC ($\beta = 0.247$). These findings underscore the significant role of professional media in Sudanese nation-building by facilitating practical initiatives and addressing internal conflicts. The study contributes robust empirical evidence and theoretical insights into the efforts of Sudanese journalists, emphasizing the critical role of strategic media in fostering nation-building and enhancing state stability.

Keywords: nation building, strategic media, state stability, professional media

1. Introduction

Nation-building encounters numerous obstacles, particularly in culturally, socially, and ethnically diverse societies such as Sudan. After independence, national leaders often failed to prioritize fostering consensus among the country's diverse societal segments. The media operate as an efficient instrument for promoting national integration, fostering societal peace, and ensuring stability. However, the dynamics of ethnic regionalism pose a significant threat to Sudan's peace and stability (Abdalla, 2015; Afriyie, 2024) This underscores the importance of utilizing strategic media to achieve national integration objectives and Such an incident underscores the importance of utilizing strategic media to achieve national integration objectives and address urgent challenges. Accordingly, strategic media planning has become a paramount priority and an essential component of national planning in Sudan. Ethnic conflict remains a significant contemporary issue. Since World War II, numerous instances have demonstrated that media can play a decisive role in the emergence of ethnic disputes (Latheef, 2018). Since gaining independence from British colonial rule in 1956, Sudan's modern history underscores the urgent need to confront internal divisions and instability. Multiple instances of societal discord led to South Sudan's secession in 2011 and the emergence of armed movements in regions like Darfur, South Kordofan, and Blue Nile. That marks ensuring equitable access to services, promoting public participation, and establishing equal rights and responsibilities for all citizens through a constitution that permanently safeguards these principles (Böckenförde, 2022; Dau, 2022).

This study investigates the impact of strategic media on nation-building in Sudan. It finds that strategic mass communication plays a role in shaping and supporting nation-building efforts by promoting national unity, fostering communication among diverse groups, and addressing ethnic conflicts (Kalenych, 2020; Schwaighofer, 2014; Wagner et al., 2022). The study incorporates three independent variables: Media Language Precision (MLP), Qualitative Media Coverage (QMC), and Information Building Plan (IBP). MLP highlights critical aspects such as content accuracy, audience targeting, purposeful messaging, media channel selection, and methods of message presentation (Kövecses, 2018; Mialkovska et al., 2023). Qualitative media coverage aims to achieve specific objectives, generate desired impacts, ensure content comprehensiveness, promote interactivity, and facilitate the creation of clear messages. The

information-building plan emphasizes aligning media messages with cognitive, emotional, ethical, and aesthetic dimensions while prioritizing accuracy (McIntyre, 2019). The intricacies and interconnected processes of nation-building, particularly within a highly diverse ethnic, cultural, and geographical context such as Sudan, necessitate a defined and specific role for strategic media to achieve intended outcomes. The dependent variable in this study is the nation-building process (NBP), encompassing the media's role in shaping national identity and unity, influencing public opinion and policy formulation, and fostering civic engagement (Musunza & Muna, 2021).

Recognizing the pivotal role of strategic media in shaping Sudan's nation-building process and fostering cohesion among its diverse components motivated this study to investigate the influence of media policies and strategies on national identity and peace promotion. It examines the media's impact on political stability, adherence to the rule of law and constitution, and societal equality. These factors enhance peace and social stability while mitigating ongoing conflicts and internal tensions. Historical analyses indicate that the British colonial era significantly exacerbated internal tensions in Sudan, leading to civil strife and discord after independence (Ibrahim, 2004). Regarding the current study, the research gap underscores the necessity of exploring the impact and relationships involved in understanding the influence of strategic media on nation-building processes in Sudan. This study aims to investigate this influence using a statistical model, specifically multiple linear regression. Strategic media comprises three independent variables: Media Language Precision (MLP), Qualitative Media Coverage (QMC), and Information Building Plan (IBP), with the dependent variable being the nation-building process (NBP). Given the scarcity of comprehensive studies that identify and examine factors influencing nation-building in a geographically and ethnically diverse multicultural society like Sudan, this research gap emphasizes the urgent need for such a study to elucidate these variables, their interactions, and their effects (Lee, 2021).

Given that achieving nation-building in Sudan poses one of the utmost challenges to state stability and social peace, it is crucial to underscore the significant role of strategic media. Several studies have investigated the effectiveness and functions of media in Sudan. Furthermore, research on the political, economic, and social dimensions of Sudanese media has furnished the researcher of this study with essential background knowledge. This foundation has been pivotal in analyzing the variables of strategic media and their influence on adopting and implementing practical models that enhance nation-building processes and bolster conditions for state stability and social peace in Sudan (Fawzi, 2018; Shubh & Mukul, 2023; Thesen, 2017). Strategic planning has emerged as a hallmark of modern states, employing scientific methods in planning, policymaking, and national projects. The current study rigorously addresses a significant research gap by systematically investigating the impact of strategic media on Sudan's nation-building process. Specifically, it examines how fundamental components of strategic communication—media language perfection (MLP), qualitative media coverage (QMC), and information-building plan (IBP)—directly influence the effectiveness of the nation-building process (NBP). Employing a rigorous multiple linear regression model (MLRM), this research quantitatively evaluates the intricate relationships among these independent variables (MLP, QMC, and IBP) and the dependent variable (NBP). The findings may yield empirically grounded recommendations for optimizing media strategies in similar contexts.

The primary objective of this study is to address a significant research gap by investigating how strategic media influences the nation-building process in Sudan. It seeks to provide valuable insights into the media's role in supporting nation-building efforts and give evidence-based recommendations for enhancing media strategies in similar contexts to improve nation-building effectiveness. The study examines specific components such as media language perfection (MLP), qualitative media coverage (QMC), and information-building plans (IBP) to understand their impact on Sudan's nation-building process (NBP). In alignment with these objectives, the research tests three hypotheses concerning NBP. (Adibe, 2016; Asuelime, 2021b; Singh & Shanker, 2016). Hypothesis 1 posits that media language proficiency (MLP) positively influences NBP. Hypothesis 2 suggests that qualitative media coverage (QMC) contributes positively to NBP. Hypothesis 3 proposes that information-building plans (IBP) positively impact NBP. These hypotheses are essential for investigating how MLP, QMC, and IBP contribute to advancing Sudan's nation-building efforts. A robust awareness of the intricate cultural and ethnic heterogeneity characterizing Sudanese society is fundamental for generating empirically informed insights into the strategic optimization of media frameworks. This awareness facilitates the development of media interventions that are rigorously tailored to align with the specific sociocultural dynamics and contextual exigencies of distinct ethnic and cultural constituencies, thereby enhancing the efficacy of communication initiatives within a pluralistic societal structure. The study's central focus is to explore how strategic media influences the challenges of nation-building in Sudan, particularly in navigating the complexities of Sudanese society marked by diversity management failures. It investigates three specific variables within strategic media that impact nation-building in Sudan. However, it is crucial to note that other numerous variables also significantly influence Sudan's nation-building process, potentially on par with strategic media. Therefore, conducting further studies seems to be essential.

2. Literature Review

The research's primary objective is to investigate the impact of strategic media on nation-building in Sudan. The study aims to provide insights into the media's role and offer evidence-based recommendations for enhancing media strategies in similar contexts to improve nation-building efforts. This research analyzes the impact of Media Language Perfection (MLP), Qualitative Media Coverage (QMC), and Information Building Plans (IBP) on the Nation-Building Process (NBP). Through sustained observation, the researcher identified a range of media activities, including regular publications and the production of specialized content, all underpinned by strategic frameworks and policies implemented by media institutions to counter the threat of social fragmentation in Sudan. Consequently, the researcher's focus shifted toward a detailed investigation of the roles and contributions of both journalists and media institutions in mitigating societal division within this context. The study begins with an extensive literature review analysis, offering a concise overview of how strategic media influences nation-building efforts in Sudan. This thorough analysis enhances reader understanding by establishing an initial context and theoretical-analytical framework for subsequent studies. The literature review explores scholarly research on the effectiveness of strategic media in addressing nation-building challenges in Sudan. It examines media language perfection (MLP), qualitative media coverage (QMC), and information-building plans (IBP) to develop successful strategies for efficient nation-building processes (NBP). The literature review examines strategies for Sudan to achieve successful nation-building through effective strategic media. It adopts a thematic approach, focusing on language-based media, quality-based media, information-building approaches, and the realization of nation-building goals. Finally, it identifies and addresses a significant research gap.

2.1 Language-Based Media

Scholarly literature emphasizes the pivotal role of language in media, highlighting its influence on audience reception and the dissemination of information. Scholars investigate the intricate relationship between language and societal norms (Salawu & Chibita, 2016). Furthermore, from a theoretical standpoint, scholarly articles examine how conceptual metaphor theory shapes our understanding of the conceptual framework in media communication (Kövecses, 2018). Generally, linguistic theories in media language and mass communication serve as fundamental frameworks for application and advancement. Meanwhile, communicational tendencies represent expressive phenomena capable of evolution and enrichment, underscoring the enduring relevance of theoretical inquiries into media language. Developing and refining media language through structured pedagogical methods is crucial for efficient use, ensuring precise communication, and achieving media objectives. Contemporary media language complexity, encompassing cognitive and cultural codes, requires careful attention. Scholars explore pedagogical strategies integrating digital tools (Mialkovska et al., 2023). Current media trends educate students in crafting non-linear information structures and visually appealing interfaces, transforming linear texts into innovative new media formats (Martinec & van Leeuwen, 2020).

2.2 Quality-Based Media

Media bias is a significant challenge, reflecting unprofessionalism and ineffective use of media messages for societal benefit. Practical media models and theoretical frameworks emphasize adherence to these standards and applicable training of media personnel. The model of media bias considers varying media quality levels, affecting audience information processing and bias presence. Competition among media outlets further influences bias levels in news reporting, with higher-quality media potentially reducing bias and lower-quality media feasibly exacerbating it (Yang, 2022). Influential media message adheres to specific quality standards. Therefore, there is increasing emphasis on media professionals and institutions adhering to these standards. Numerous studies have shown that the success and impact of media result from the application of quality standards in content creation, dissemination, and outcome evaluation. High-quality journalism is crucial not only for its intrinsic value but also for its profound influence on politics. However, defining and assessing the quality of news media poses challenges due to differing societal ideals. Some studies utilize a multimethod approach to evaluate news media quality, drawing on social theories such as double hermeneutics and Haber mas' deliberative democracy. The findings indicate a mutual comprehension of news quality by society and its audiences (Bachmann et al., 2022). Several indicators suggest a growing use of social media among youth, which has markedly expanded the reach and dissemination of national media content through social networking platforms. This trend plays a considerable role in raising awareness among young people about the significance of national unity and peaceful coexistence within Sudan's culturally diverse society.

2.3 Information Building Paradigm

Social media platforms have emerged as pivotal tools for information dissemination, recognized for their efficient and swift content creation and distribution capabilities. However, criticisms may arise regarding the depth of content meaning and the credibility of data sources. Therefore, investigating the quality of media language and the strategic deployment of media messages to achieve specific objectives—closely tied to media strategies or policies—is closely

associated with new media and social networking platforms. The role of social media as a significant tool for sharing and acquiring information across various life domains is paramount. A survey targeted adults revealed the widespread use of platforms like WhatsApp, Facebook, and YouTube. The results highlight that male students exhibit higher social media usage frequencies correlated to females, revealing usage disparities influenced by gender and academic discipline. Understanding these usage patterns can inform the development of more effective communication strategies and educational resources tailored to diverse student demographics (Bashir & Malik, 2021).

Analyzing the impact of individual and network factors on information-sharing behavior among multicultural individuals on social media represents a crucial investigation. Research indicates that factors such as previous sharing experiences, trust, perceived benefits, and network influences like community engagement and diverse cultures positively influence attitudes toward information sharing. These attitudes, in turn, directly affect actual sharing behavior. Therefore, researchers highlight the importance of understanding these factors in the context of multicultural information sharing on social media, providing valuable insights for practitioners and scholars (Wang et al., 2021). Several studies have extensively examined models of media content analysis, focusing on media discourse and source credibility assessment. These models are crucial for media students and content creators, providing insights into content creation, source selection, and audience feedback monitoring. Specific academic inquiries focus on social media's role in disseminating information during natural disasters, offering real-time data for governments and relief agencies to enhance disaster management by scrutinizing social media data from various disaster types (Dong et al., 2021).

2.4 Realization of Nation-Building Acts

Following South Sudan's secession in 2011, Sudan faced numerous political, social, and economic challenges. The nation-building process suffered a significant setback in 2013 due to widespread violence, severely hindering peace-building efforts (Theron, 2020). Scholarly reports have analyzed nation-building cases, emphasizing the adverse impact of colonialism on ethnically diverse societies (Hoefte & Veenendaal, 2019). In this context, it is worth noting that some academic writings identify two approaches in state-building studies: the first focuses on how divided societies can coexist and proposes institutional solutions. The second pertains to authoritarian state-building, where those in power use the state-building process to maintain control (Stewart, 2021).

Education is crucial in nation-building, emphasizing primary education's role (Alberto et al., 2021). Media strategically fosters stability, especially in violence-affected regions like Africa. Supporting just governance, free from discrimination, enhances societal cohesion via multi-ethnic associations and effective communication channels. This concept is critical for researchers exploring national identity, state legitimacy, ethnic conflicts, and advancing peace and prosperity in disadvantaged regions worldwide (Mueller, 2018). Many entities striving to form unified states and national identities face numerous challenges. For instance, varying degrees of political centralization and the emergence of identities perceiving themselves as superior to other ethnic groups contribute to conflicts and social upheavals (Díaz Arias, 2022). Sudan stands out for its ethnic, cultural, and geographical diversity, making it one of the most diverse nations in Africa. The country contends with internal divisions, civil wars, political instability, frequent military coups, and the underutilization of its economic resources. Addressing these issues requires focused efforts on nation- and state-building in Sudan to foster political and social stability and to promote economic reforms and development in agriculture, livestock, and food security.

In summary, the literature review explains the critical impact of strategic media on Sudan's nation-building efforts. It evaluates the effectiveness of strategic media in addressing nation-building challenges, with particular emphasis on the interactions of MLP, QMC, and IBP. The review underscores the pivotal role of strategic media in mitigating the state's internal challenges. Additionally, it highlights the essential function of social media platforms in rapid information dissemination and content creation. In real terms, the review identifies a significant research gap in the practical implementation of strategic media within Sudan's nation-building framework.

3. Method

This study utilized a quantitative approach, employing multiple linear regression analysis to investigate the relationships among four variables: A (Media Language Perfection), B (Qualitative Media Coverage), C (Information Building Plan), and D (Nation-Building Process). The primary objective was to assess the contributions of variables A, B, and C to variable D. Statistical software was employed to evaluate the strength and significance of these relationships. The study employed quantitative methods as a preliminary approach to analyzing the research phenomenon, followed by contextual analyses in a series of related studies examining the motivations, contributions, and challenges associated with nation-building processes in Sudan. This methodology is critical as it examines the connection between strategic media and the efficacy of nation-building efforts in Sudan. Despite the inherent complexity and prolonged nature of nation-building processes, ancient and modern Sudanese history demonstrates the significant contributions of media institutions and opinion leaders in advancing nation-building efforts during these periods. The study involves Sudanese

journalists officially registered and employed full-time in news journalism and political analysis. Sample selection was based on their interest and writings about Sudanese state challenges, political analyses affecting societal peace, and state stability, enabling an investigation into strategic media's impact on nation-building. The study sample consisted of journalists who are both founders and contributors to partisan journalism, as well as those engaged in political analysis and public mobilization. Future research could further explore the roles of politicians and academics in nation-building efforts. The researcher conducted an exploratory study in six Sudanese states (Khartoum, Blue Nile, North Kordofan, Sennar, Al-gazira, and Northern State) to explore journalists' perspectives on Sudanese nation-building challenges and strategic media's potential to promote national integration amidst issues like war, displacement, and internal tensions. The sample includes media professionals from private and public institutions, ensuring representation across newspapers, radio, television, and digital platforms, with experienced journalists actively engaged in writing, analysis, and publishing to ensure data accuracy and relevance. It highlights the substantial contributions of media professionals and explores how strategic media can effectively tackle societal and state challenges.

The data's primary source was the demographically diverse sample survey of Sudanese media professionals (aged 22 to 72 years). This Sample size encompasses male and female participants from all 18 administrative divisions of Sudan, representing a spectrum of private and governmental media enterprises. Various methodological approaches were employed to incentivize participant engagement and ensure meticulous data acquisition. The researcher utilized widely adopted social media platforms such as Facebook and WhatsApp within the Sudanese journalistic community, complemented by electronic mail for direct communication with survey respondents. The robust response rate facilitated the accumulation of dependable and substantively significant field data. Survey participants were provided in advance with comprehensive details regarding the research objectives, supporting ease in their responses. The researcher observed satisfaction among respondents concerning the clarity and completeness of the questions and study themes. Social media platforms and email channels facilitated the transmission of respondents' feedback to the researcher. The study employed a rigorous probability sampling methodology to ensure a precise and comprehensive representation of the research population. Probability sampling methodologies inherently enable the quantitative selection of individuals that adequately represent the entire research population, mitigating subjective biases in sample selection (Volz & Heckathorn, 2008). Consequently, the findings of this study, adhering to stringent sample representation criteria, hold applicability for generalization to analogous cases and phenomena. The random sample size for this research encompassed 200 participants.

The investigation of the impact of strategic media on the formation and restoration of the Sudanese nation is grounded in principles of fairness and equality among culturally and ethnically diverse societies. This investigation sought to extract insightful viewpoints from journalists deeply engaged in Sudan's discourse on nation-building, whose significant contributions are pivotal. Through rigorous examination of these perspectives, the researcher aims to clarify the role of strategic media in Sudan's nation-building process, emphasizing the critical contributions of journalists across visual, auditory, and print media domains. This exploratory inquiry employed a comprehensive methodology for data collection, utilizing an extensive online survey to gather primary data. This methodological rigor ensured a thorough representation of the research population, encompassing male and female media professionals from various private and public media institutions. The study integrated secondary data from reputable sources such as scholarly literature, academic journals, and interviews, thereby bolstering the scientific integrity and reliability of findings (Jackson, 2022). Ethical approvals were unnecessary for the study, thereby preempting impediments in this domain throughout the research process. IBM SPSS Version 26 software was employed to analyze the data, facilitating the discernment of relationships among study variables and contributing to quantifying the strategic media's impact on nation-building processes in Sudan. Multiple Linear Regression served as the statistical methodology to explore relationships among three independent variables (QMC, MLP, IBP) and one dependent variable (PEN BM), enabling the study to elucidate the effects of these variables with empirical rigor and reliability (Sahay, 2016). The study selected the five-point Likert scale because of its flexibility and ability to capture and interpret responses at multiple levels, aligning with the research objective to reflect respondents' perspectives. It included response options ranging from "strongly agree" to "strongly disagree," with additional intermediate levels such as neutral, agree, and disagree.

The five-point Likert scale is a systematic quantitative methodology proficient in assessing respondents' opinions and attitudes toward the investigated phenomenon. Additionally, it categorizes responses systematically based on research inquiries and thematic dimensions. It assists in facilitating the seamless analysis and interpretation of outcomes. This study adopts a survey-based approach, administering its questionnaire to journalists involved in diverse media production related to the challenges of nation-building and state stability in Sudan. These surveyed journalists are notable for their reliance on planned and consistent media strategy. This strategic framework helps coordinate analytical and documentary media activities. The target is to identify and address the complexities of nation-building and promote genuine internal stability. Before distributing the questionnaire, the survey items were translated into clear and

accessible Arabic to ensure comprehension among respondents with limited proficiency in English (Barry et al., 2021). The validation process is crucial when applying the multiple linear regression model, as it directly impacts the model's credibility and accuracy in elucidating relationships and effects between independent variables and the dependent variable. The conduction of validation indicates the model's applicability to real-world scenarios (O. Ruz & G. Domanais, 2023). The questionnaire design considered flexible response options for the respondents, enabling the researcher to accurately capture the opinions, perspectives, and attitudes of the surveyed media professionals. The researcher formulated the questionnaire questions clearly to avoid any confusion or bias in language.

The questionnaire comprised 18 questions distributed across four sections, each dedicated to a distinct research variable. Specifically, there were five questions for the MLP section, five for the QMC section, five for the IBP section, and three for the NBP section. The design of questions within each section aimed to comprehensively capture information aligned with the research objectives, questions, hypotheses, and problem statement. Additionally, the questionnaire incorporated three questions to gather demographic data from respondents, including gender, academic qualifications, and the type of media institution—whether private or public—with which they are associated. The research questions used a five-point Likert scale, then converted the response data into numerical discrete variables. The study administered the questionnaire by allowing sufficient time for responses. Some respondents with expertise in media analysis and political analysis of Sudanese state challenges were interviewed, including editors-in-chief of certain newspapers, program producers, and regular analytical writers. These individuals also served as liaisons to other journalists. This approach facilitated the collection of precise data required for the study. The questionnaire was disseminated online via WhatsApp, Facebook, and email. There was a significant response from the participants. The researcher conducted a pilot study to pre-test the questionnaire. This procedure facilitated the adjustments and reordering of questions and refinement of specific questions and statements before distributing the questionnaire to the target sample. There was a pilot test questionnaire distributed to 50 individuals. It aided in testing reliability, with Cranach's alpha values surpassing 0.70, signifying satisfactory reliability (Aschbrenner et al., 2022).

4. Results

The study investigates the impact of strategic media on Sudan's nation-building process, focusing on components like Media Language Proficiency (MLP), Qualitative Media Coverage (QMC), and Information Building Plans (IBP). It aims to find how much strategic media affects Sudan's nation-building process (NBP). In the results chapter, extensive analysis explores how strategic media contributes to Sudan's nation and state-building efforts. This investigation employs multiple linear regression models (MLRM), statistical analyses, and visual representations to illuminate the relationships and trends among the predictors (MLP, GMC, IBP) and the outcome, NBP. Additionally, it assesses the significance of these findings, recognizes the limitations inherent in the study, and proposes avenues for future research, thereby advancing scholarly knowledge in the field. The distinctive demographic characteristics of the study sample, comprising professional Sudanese journalists, necessitate specific attention to their academic qualifications, gender (male or female), and the media institutions where they are employed, whether private or public. Most participants (56.5%) were female. About 71.5% worked in public media institutions, and 89.5% had undergraduate degrees. (See Table 1). See also Pie Chart 1.

Table 1. Demographic Characteristics

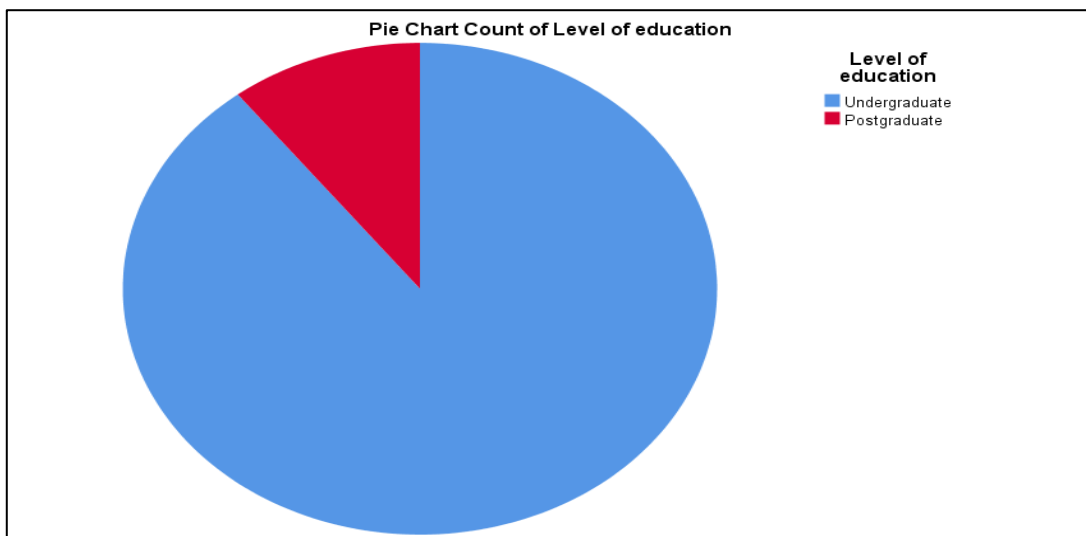| Sex	No	%
Male	87	56.5
Female	113	43.5
Total	200	100
Media Sector	No	%
Private Sector	57	28.5
Public Sector	143	71.5
Total	200	100
Academic Qualifications	No	%
Undergraduate	179	89.5
Postgraduate	21	10.5
Total	200	100

Figure 1. Pie Chart Count of Level of Education

The study employed a 5-point Likert scale to assess the items, allowing respondents to indicate their ideas of agreement or disagreement with the statements. Responses ranged along the scales. In the statistical modeling, "Agree" and "Strongly Agree" indicated moderate agreement and excessive support, respectively. This scale facilitated a clear understanding of respondents' perspectives and opinions. The statistical analysis included calculating Cronbach's alpha for the entire sample, demonstrating excellent quality and reliability across all measures. Specifically, media language proficiency scored 94.3, qualitative media coverage scored 96.1, information building plan scored 95.0, and nation-building process scored 97.6. (See Table 2).

Table 2. Reliability Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MLP	51.4400	225.564	.977	.943
QMC	52.9650	214.195	.930	.961
IBP	51.0550	216.092	.959	.950
NBP	58.3950	291.697	.949	.976

In data analysis, assessing the symmetry of distributions is critical for understanding the shape of the data. This evaluation is crucial for discerning between normal distributions and skewness, as it significantly impacts statistical analysis and interpretation. Analyzing symmetry offers researchers valuable insights into measures of central tendency and variability. These insights guide the selection of appropriate statistical methods and aid in drawing robust and meaningful conclusions from the data. Descriptive statistics offer essential insights into each variable, including measures such as mean, standard deviation, and the count of cases. These metrics are pivotal in comprehending the dataset comprehensively. Each variable comprises 200 cases. The study examined the demographic profile of 200 professional journalists in Sudan, predominantly aged between 29 and 71 years. These journalists contribute actively to Sudan's nation-building efforts through their thorough analyses, insightful writings, and focused media coverage. Descriptive statistics in the study encompassed measures of central tendency and variability. Specifically, the information building plan had a mean (M) of 20.23 and a standard deviation (SD) = 5.9. Qualitative media coverage had a mean of 18.32 with an SD of 6.08, while media language perfection exhibited a mean of 19.85 and an SD of 5.5. The nation-building process variable had a mean of 12.89 and an SD of 3.48 (See Table 3).

Table 3. Descriptive Statistics

	Mean	Std. Deviation	N
NBP	12.8900	3.48405	200
MLP	19.8450	5.48831	200
QMC	18.3200	6.08298	200
IBP	20.2300	5.88987	200

There are five items measuring media language proficiency (MLP), five items measuring qualitative media coverage (QMC), five items measuring the information building plan (IBP), and three items measuring the nation-building process (NBP). This study utilized inferential statistics, specifically multiple linear regression, to investigate the contributions of media activists within and outside Sudan who bolster the nation-building process and political stability in Sudan. It aimed to explore the influence of strategic media in this context. Data collection took place from August 2022 to May 2023, involving 200 respondents of various genders. In the study, descriptive statistics calculated means, standard deviations, and frequency distributions. A correlation matrix was employed to analyze relationships among variables. Regression analysis assessed the impact of independent variables (IBP, QMC, and MLP) on the dependent variable (NBP). In the study, the researcher rigorously verified assumptions regarding normality, linearity, homoscedasticity, and independence of errors. The findings revealed significant relationships among the variables, contributing valuable insights to the field.

Eight assumptions must be satisfied to use the multiple linear regression model (MLRM). The first assumption required measuring the dependent variable on a continuous scale. The second assumption requires that the data include two or more independent variables. The study used direct data inspection to verify these two assumptions. It addressed the third assumption by ensuring the data exhibited independence of observations. The Durbin-Watson statistic was 0.281. Generally, to ensure independence of observations, the Durbin-Watson value should not exceed 3. Since 0.281 is less than 3, the assumption of independence of observations was satisfied. (see Table 6). The fourth assumption requires a linear relationship between variables. The partial regression plots graphically show a linear relationship between the dependent variable and each independent variable. (Fox & Weisberg, 2018; Saleem et al., 2022). (see Figure 2).
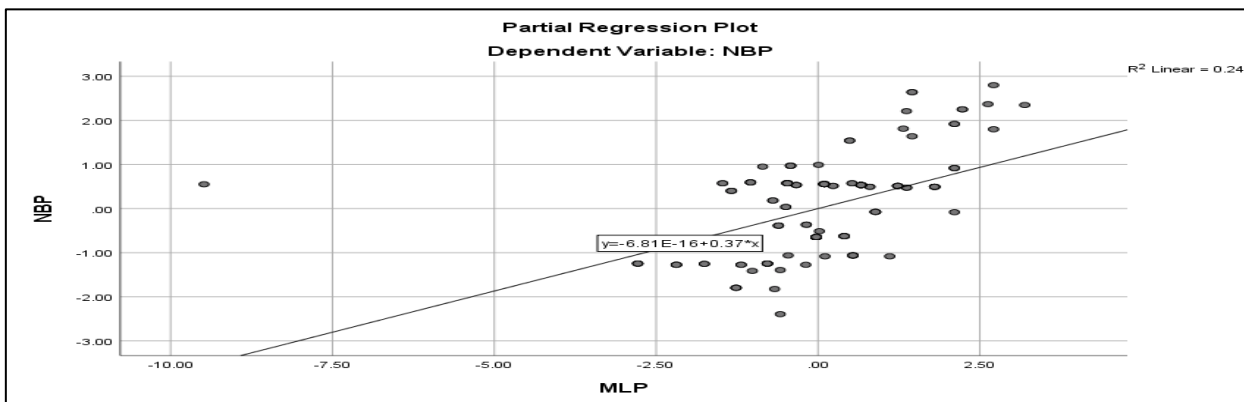

Figure 2. Partial Regression Plot

The fifth assumption requires the data to exhibit homoscedasticity. Analyzing the regression standardized residuals plotted against the regression standardized predicted values indicated uniform and consistent variances in the dataset. The sixth assumption requires the absence of multicollinearity among the independent variables. It enables precise identification of which independent variables contribute to the explained variance in the dependent variable. Tolerance and the variance inflation factor (VIF) are feasible for assessment. Table 6 shows no multicollinearity issues among the predictors. The seventh assumption asserts the absence of significant outliers to safeguard the residuals and ensure the validity of predictions. Casewise diagnostics did not generate a table in the SPSS output window, suggesting the absence of outliers in this dataset. The final assumption requires that the residuals (errors) of the regression line exhibit approximate normal distribution. The histogram and the Normal P-P plot confirm that this assumption has been satisfied. Table 4 examines the impact of the three independent variables—IBP, QMC, and MLP—on the regression model.

Table 4. Variables Entered Removed

Model	Variables Entered	Variables Removed	Method
1	IBP, QMC, MLP[b]	.	Enter

a. Dependent Variable: NBP

b. All requested variables entered.

The correlation matrix demonstrates that the variables are relatively correlated with one another. It enhances the understanding of the linear relationships among the variables. (See Table 5)

Table 5. Corre;ation Matrix

		NBP	MLP	QMC	IBP
Pearson	NBP	1.000	.949	.878	.961
Correlation	MLP	.949	1.000	.948	.952
	QMC	.878	.948	1.000	.908
	IBP	.961	.952	.908	1.000
Sig. (1-tailed)	NBP	.	.000	.000	.000
	MLP	.000	.	.000	.000
	QMC	.000	.000	.	.000
	IBP	.000	.000	.000	.
N	NBP	200	200	200	200
	MLP	200	200	200	200
	QMC	200	200	200	200
	IBP	200	200	200	200

This table provides essential information. Key columns include R, adjusted R-squared, and the significance change (p-value). The Pearson correlation coefficient (R) is reported as 0.971, indicating a highly significant correlation among the predictors (IBP, QMC, and MLP). However, it does not specify the individual contributions of each predictor. The inferential statistical calculations showed that the R-squared (R^2) was 0.942. Hence, independent variables explained 94.2% of the variance in the impact of Sudan's nation-building process. The p-value (0.000) indicates a significant impact from the predictors. (See Table 6).

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.971[a]	.942	.941	.84547	.942	1061.1	3	196	.000	.281

a. Predictors: (Constant), IBP, QMC, MLP

b. Dependent Variable: NBP

The ANOVA table assesses the model's efficiency by determining if the predictors collectively contribute significantly. It indicates whether the model with three predictors performs effectively better than using their mean values. The significance level (p-value) of 0.000 < 0.05 indicates statistical significance, confirming that the predictors are influential and affirming the model's effectiveness. (See Table 7)

Table 7. The ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2275.476	3	758.492	1061.102	.000[b]
	Residual	140.104	196	.715		
	Total	2415.580	199			

a. Dependent Variable: NBP

b. Predictors: (Constant), IBP, QMC, MLP

The coefficients table assesses the overall model's performance, represented by the equation $Y = b_0 + m_1X_1 + m_2X_2 + m_3X_3 + e$. The p-values demonstrate the significance of each predictor: MLP (0.014 < .005), QMC (0.000 < .005), and IBP (0.000 < .005), confirming that all three predictors significantly contribute to supporting Sudanese nation-building process in the model. The standardized coefficients indicate the magnitude of each predictor's contribution: IBP has the highest contribution (0.624), followed by MLP (0.589), and then QMC (0.247). (See Table 8).

Table 8. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.589	.238		2.473	.014		
	MLP	.374	.047	.589	7.985	.000	.054	18.372
	QMC	-.141	.031	-.247	-4.555	.000	.101	9.902
	IBP	.369	.033	.624	11.139	.000	.094	10.618
a. Dependent Variable: NBP								

The results indicate that the independent variables (MLP, QMC, and IBP) significantly explain the variance in the dependent variable (NBP), demonstrating a significant correlation. MLP, QMC, and IBP each have a substantial positive impact on NBP. The derived equation representing this relationship is as follows:

$$\text{Impact} = b + 0.589 * (MLP) + 0.247 * (QMC) + 0.624 * (IBP).$$

5. Discussion

This study explores the relationship between strategic media and nation-building in Sudan. It aims to evaluate the impact of media language proficiency, qualitative media coverage, and information-building plans on the nation-building process in Sudan. The primary focus of the study is to understand how well-formulated media strategies and the efforts of professional media activists can effectively address and overcome the challenges faced in Sudan's nation-building initiatives (Asuelime, 2021a; Patton, 2023). The statistical approach of multiple linear regression modeling (MLRM) reveals that media language proficiency (MLP), qualitative media coverage (QMC), and information-building plans (IBP) exert significant and positive influences on Sudan's nation-building process (NBP). Enhancements in MLP, QMC, and IBP correlate with increased NBP outcomes, highlighting substantial interrelationships among these variables and providing insightful perspectives into this intricate research domain. Thus, MLP, QMC, and IBP emerge as pivotal factors in Sudan's initiatives to mitigate risks associated with socio-political instability and internal tensions, indicative of its fragile and vulnerable state.

Consequently, the strategic role of media in nurturing a stable and prosperous Sudan in the forthcoming decades assumes critical importance and impact. The findings of the study highlight the crucial role played by integrated strategic media elements—media language proficiency (MLP), qualitative media coverage (QMC), and information-building plans (IBP)—in advancing efforts towards effective and enduring nation-building in Sudan. These components also play an essential role in mitigating the risk of state failure, both presently and in the future. Consequently, the results provide a robust and pragmatic answer to the central inquiry of the study, which examines the influence of strategic media on Sudan's nation-building process. (Adibe, 2016; Hyokyung, 2021). Furthermore, the research conclusions underscored the crucial role played by media activists in augmenting public awareness and comprehension of the challenges stemming from instability and upheaval in Sudan's political environment, findings substantiated by related research (Abu-Ghunmi et al., 2020). Numerous studies in the field highlighted the consistency in findings on similar topics, emphasizing an objective and indicative approach to these complex subjects. Consequently, these insights significantly contributed to advancing our understanding and knowledge of the dynamics involved in nation-building efforts.

The findings of this study are distinctive and significant as they delineate the crucial role of strategic media in promoting peaceful coexistence among Sudan's diverse multicultural and multiethnic groups. The research underscores the pivotal contribution of Sudanese journalists in enhancing national integration through a well-structured media approach. Statistical analysis employing multiple linear regression modeling (MLRM) revealed a robust association between strategic media and the potential for effective nation-building in Sudan. The study's extensive sampling, comprehensive questionnaire, and compelling findings bolster the generalizability of these results (Al Talib & Hamza, 2024; Hamid et al., 2019). This study investigates how various independent variables, which reflect the adoption and implementation of strategic media, impact Sudan's nation-building—an essential strategic objective for state stability. The research chose multiple linear regression modeling (MLRM) as the suitable statistical approach for this analysis. The results from MLRM offer comprehensive insights into the challenges concerning peace and stability in Sudan, providing practical and theoretical frameworks for addressing Sudan's stability issues through effective problem-solving techniques.

The study initially proposed that strategic media would play a significant role in addressing the challenges of peace and stability in Sudan. The findings supported this hypothesis. However, the complexities involved in nation-building in Sudan require further detailed analysis and comparative studies with similar cases across Africa to broaden our understanding and address such challenges (Angui, 2024). Multiple linear regression analysis yielded significant findings concerning the relationship between strategic media components and Sudan's nation-building process (NBP). Specifically, the multiple linear regression model (MLRM) found that higher media language proficiency (MLP) positively correlated with increased NBP. Additionally, qualitative media coverage (QMC) demonstrated a positive association with NBP, highlighting its role in enhancing national development efforts. Moreover, Alterations in information-building plans (IBP) led to a notable influence on NBP. These findings enhance our understanding of the interactions among these variables and lay the groundwork for future research in this field. Comparison with prior research underscores the importance of employing professional media practices to address Sudan's socio-political challenges (Lateef, 2023; Vogler, D., Udris & Eisenegger, 2020).

6. Conclusion

The multiple linear regression model indicated that strategic media variables collectively predict the resolution of nation-building challenges in Sudan, emphasizing the importance of research and media applications for peace and stability. This approach facilitated precise data collection on Sudan's nation-building activation from political and analytical media professionals. The strong correlation between independent and dependent variables underscores the data's quality and objectivity, offering significant explanatory and predictive insights. The study examined how strategic media components contribute significantly to addressing societal and state challenges during Sudan's nation-building process. This research is crucial for understanding how strategic media enhances the effectiveness of nation-building and promotes stability in the Sudanese state amid ongoing challenges. The study highlights the significant impact of professional and organized media practices on Sudanese society and the state, especially amidst internal tensions among ethnic, cultural, and geographic groups. Prioritizing and implementing strategic media plans are deemed essential. The findings contribute substantially to scholarly discourse by presenting empirical evidence and theoretical frameworks that clarify the interaction among diverse factors. These concluding research remarks, encompassing articles and academic publications, serve as crucial resources for stakeholders and practitioners endeavoring to enhance their apprehension and experience to counter nation-building and state instability challenges.

The study investigates the utilization of strategic media, focusing on language proficiency, quality of coverage, and information building, to address political and social challenges in Sudan. Specifically, it examines how these strategic media practices can help resolve internal contradictions and foster stability within the Sudanese state. The literature review underscores the importance of investigating strategic media's role in bolstering nation-building efforts in Sudan, building upon prior research in the field. This study extends existing scholarship by providing a focused examination of strategic media's impacts. It incorporates perspectives from seasoned media professionals and specialists, enriching the discourse on media's role in societal and political contexts. The theoretical and practical literature regarding the application of strategic media constitutes a fundamental basis for the present study. These writings have been extensively reviewed and synthesized in the literature review section.

Essentially, several key findings of this study correspond with outcomes reported in prior theoretical and practical research (Bazzi et al., 2019; Paris et al., 2021). This study does not propose an alternative theoretical framework or practical vision. Instead, it aims to present an applied theoretical perspective that aligns with the capabilities of strategic media, its institutions, and human resources based on its variables and methodological structure. Simultaneously, it seeks to utilize strategic media through an applied theoretical approach to address the challenges of nation-building and state-building in Sudan amid persistent wars and conflicts. The study examined how strategic media influences Sudan's nation-building process, gathering data from a research community including journalists and media practitioners across public and private media institutions. A limitation of this research is its narrow focus on media professionals, omitting other influential groups like media scholars, political leaders, and intellectuals. Insights from these groups could offer valuable perspectives on the role of strategic media in addressing Sudan's crisis of national consensus. Future research within the context of nation-building challenges in Sudan could investigate other factors and causes using quantitative and qualitative approaches to diagnose the reasons behind the impediments and slow progress in nation-building.

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