

Media Practice and Prospects for the Rise of Modern Sudan: A Study of Opportunities and Challenges

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Abstract

Objectives: The distinctive characteristics of Sudan necessitate professional media practices. The study aimed to assess the relationship between highlighting media opportunities and challenges and its reflection on Sudan's modern renaissance.

Method: The study applied the multiple linear regression analysis method through a survey approach, where a questionnaire of 21 questions was designed, covering three independent parts: the role of media in facing challenges of change, its role in enhancing change opportunities, and potential development prospects for Sudan. Data was collected from 400 respondents representing males, females, and both private and public media institutions.

Results: The analysis highlighted the model's significance ($R^2=0.88$). The study's main findings indicated a strong positive correlation between Sudanese media coverage of available opportunities and the potential for Sudan's rise and development ($r=0.93$, $p<.001$). Similarly, there was a strong positive correlation between media coverage of Sudan's challenges and the potential for Sudan's rise and development ($r=0.94$, $p<.001$). The linear regression model was also highly indicative ($R^2=0.88$), $\{F(2,397)=1477.67$, $p<.001\}$.

Conclusion: The study concluded that implementing enhanced media strategies for opportunities and overcoming challenges is essential for their connection to Sudan's post-war development.

Keywords: Sudan, media, challenges, opportunities.

الممارسة الإعلامية و آفاق نهضة السودان الحديث: دراسة في الفرص والتحديات

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ملخص

الأهداف: إن الخصائص المميزة للسودان تحتم ممارسات إعلامية احترافية. هدفت الدراسة إلى تقييم العلاقة الارتباطية بين (إبراز وسائل الإعلام للفرص والتحديات) وانعكاس ذلك على نهضة السودان الحديث.

المنهجية: طبقت الدراسة منهج أسلوب تحليل الانحدار الخطي المتعدد من خلال تطبيق منهج مسحي، تم فيه تصميم استبانة من 21 سؤالاً شملت ثلاثة أجزاء مستقلة هي دور الإعلام في مواجهة تحديات التغيير، ودوره في تعزيز الفرص فرص التغيير، وآفاق تطور السودان المحتملة. تم جمع البيانات من 400 مستجيب يمثلون الذكور والإناث والمؤسسات الإعلامية الخاصة والعامة.

النتائج: أبرز التحليل دلالة النموذج ($R^2=0.88$). وكانت أبرز نتائج الدراسة وجود علاقة ارتباط إيجابية قوية بين تغطية الإعلام السوداني لما يتوفر من فرص وإمكانية صعود وتطور السودان، ($r=0.93$, $p<.001$). كذلك وجود ارتباط إيجابي قوي بين رصد الإعلام لما يواجهه السودان من تحديات وإمكانية صعود وتطور السودان، ($r=0.94$, $p<.001$). كذلك جاء نموذج الانحدار الخطي إرشادياً ($R^2=0.88$), $\{F(2,397)=1477.67$, $p<.001\}$.

الخلاصة: خلصت الدراسة إلى الإقرار بأن تطبيق استراتيجيات إعلامية معززة للفرص ومتغلبة على التحديات ضرورية لارتباطها بتطور سودان ما بعد الحرب.

الكلمات الدالة: السودان، وسائط الإعلام، التحديات، الفرص.



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1. Introduction

Media actors play a role in a nation's prosperity and modernity, shaping public opinion and highlighting development opportunities. (Abaji and Dango 2023). Sudan's diverse resources offer potential for economic growth but can also exacerbate conflicts. Effective media is essential for capitalizing on opportunities. (Salikhova et al. 2023). Media messages can affect societal thought, persuade people, shape opinions, and guide behavior changes. (Riek, Muthotho, and Mohamed 2022). The study examines the media's role in Sudan's transformation, focusing on challenges, opportunities, planning, and long-term development. (Elbadawi et al. 2022). The current paper examines the impact of advanced media technology on material and social actions. (Mialkovska et al. 2023). Likewise, it deals with the effect of media platforms on public opinion, social awareness, and political dialogue. (McGregor 2019). It also emphasizes the influence of the media on economic development and social justice. Therefore, the study considers the importance of political instability, internal conflicts, and the lack of effective governance that hinders Sudan's development. In addition to tackling the difficulties of inequality in education, healthcare insufficiency and a shortage of essential services contribute to poverty and hinder overall development.

The study uses multilinear regression to understand relationships in scenarios with two independent variables and one dependent variable. (Yoon 2014). It emphasizes the pivotal role of media in Sudan's political, social, and cultural landscapes. The research investigates the media's impact on Sudan's development, marking opportunity-based possibilities and challenge-based solutions for promoting progress in rising multicultural countries like Sudan. The availability of resources determines economic development. (Saeed Elamin Mohamed 2020). The study seeks to investigate the link between the media and the development of contemporary Sudan. The use of multiple platforms improves information transmission, promotes awareness, and adds to the possibilities for the growth of modern Sudan by providing transformational opportunities and overcoming the problems of change. The study's theme question is how the media can effectively encourage change in Sudan by reporting opportunities and challenges.

There are two further sub-questions. First, how does the media highlight opportunities for advancement? Second, how does the media draw attention to challenges? The study examines how facing change challenges (FCC) and transformation-enhancing opportunities (TEO) affect the prospects for the rise of modern Sudan (PRMS). Consequently, the study attempts to test two hypotheses. Hypothesis 1: FCC and RMS are positively correlated. Hypothesis 2: TEO and RMS show a positive association. Sudan's growth is a topic of interest to planners, strategists, and researchers. Numerous techniques, including professional and influential media, can help convey opportunities, raise awareness, and contribute to the country's progress. This study follows the standard IMRAD structure, with an introduction, literature review, methods, findings, discussion, and conclusions.

2. Literature Review

The study emphasizes the significant role of functional media in fostering growth and development in postwar communities and emerging nations. It assesses the role of Sudanese media in promoting contemporary Sudan, seizing opportunities, and removing obstacles to progress. This study presents a summary of some topic-related ideas. The literature review section examines methods for revising transformation-related issues. It investigates Sudan's strategy to overcome challenges and secure modernization opportunities. There are three-fold approaches in this context. First, an efficiency-based approach. Second, a challenge-based approach; and third, an opportunity-based approach.

2.1. Background and Efficiency-Based Approach

Sudanese history is a complex tapestry of acts, actors, and the two violent and peaceful stages. The Saifawa Dynasty, a prominent Sudanese dynasty in Bilad Al-Sudan, marked a significant period in African political, economic, and social history, lasting less than eight decades. (Oladipo 2019). Similarly, Sudan, a multicultural nation with Arab culture, Islam, and an African environment, has a history of early connections with West and East African regions. (Ramadan et al. 2019). Its diverse identity has resulted from long-term acculturation and socialization processes, resulting from a complex of cultural tendencies. Likewise, peaceful coexistence and religious tolerance influence Sudan's distinctive socio-cultural landscape. (Musa 2022).

Since its independence in 1956, Sudan has faced internal strife and instability, requiring immediate action to promote peace, growth, and development. Throughout history, the Sudanese have prioritized peace and progress. The status quo attracts peacemakers to realize sustainable peace as an initial step towards progress and renaissance. In this context, African culture characterizes peacemaking techniques stemming from internal beliefs. Generally, the failure of liberal peace models in non-Western cultures has significantly influenced peacebuilding strategies. (Coning 2023). Accordingly, the Sudanese media must adapt to the unique cultural and geographic differences to address complexities and paradoxical situations. (Osman 2013). An example shows that Sudan's youth have undergone significant changes, governing the formation of radical movements that represent reactions in non-metropolitan areas. (Verjee 2021).

Diverse media institutions affect modernization and progress by facilitating communication, collaboration, community creation, active participation, and information dissemination. Hence, advanced communication technology, including internet platforms and applications, plays a role in community building and information sharing. (Abdelraheem and Ahmed 2015; Damota 2019; Saeed 2017; Tian and Chunara 2020). Media usage statistics indicate a forecast of the performance and impact of journalists and internet users. The level of participation in communication methods like posts varies. (Koutromanou, Sotirakou, and Mourlas 2023). Facebook generates 300 million daily photographs, with 46 million images posted every minute on the platform. The number of Facebook users is increasing. (Papa and Kouros 2024). Social networking sites necessitate users' ethical commitment, as ethics regulate the use of platforms and ensure credibility and persuasion. Historically, media ethics encompasses all communication technologies, from medieval printing presses to modern cell phones and social networking sites. (Hassan and Kommers 2018; Koutromanou et al. 2023; Ward 2021).

Media efficacy is crucial for success, as journalism publicizes everyday events using various tactics to meet the demands of those seeking current knowledge. (Mberia, Elseddige, and Ndavula 2021). Social interaction, societal transformation, and civic engagement in digital media practice are signs of efficiency. (Mammadov 2023; Widdatallah and Al-saify 2024). Likewise, information accessibility, freedom of expression, and ethical commitment determine the media's success. (Hamid, Mohammed, and Ahmed 2017). Researchers have identified a significant phenomenon known as digital addiction. (Ting et al. 2023). This phenomenon influences regional political and social landscapes by providing users with information and keeping them updated on current events. It also affects regional political and social reality by providing users with information and keeping them updated on current events. (Adrees et al. 2019; Kümpel, Anter, and Unkel 2022).

The media has primarily focused on the events of 1964 and 1985, during which authoritarian regimes and military tactics ruled Africa. (Berridge 2015). Moreover, its compliance with legal and constitutional standards guarantees that it will not disrupt national security or public order. (Hamid, Mohammed, and Ahmed 2018). Laws and regulations are crucial for media sustainability and professionalism, prohibiting newspaper confiscation and journalist imprisonment unless legally justified. (Hamid, Mohammed, and Ahmad 2019). Sudan's media faces numerous challenges in communicating with its populace. Nevertheless, it promotes social harmony and cultural diversity. Successive administrations have acknowledged the importance of social networking sites. Furthermore, governments use social media to address societal challenges. (Adrees et al. 2019). The Khartoum region's dominant culture significantly influences news and event coverage. The country's history is full of media abuses. (Osman 2013).

2.2. Challenge-Based Model

According to the challenge-based model, the media faces obstacles in achieving its goals of peace, stability, and progress. Sudan's media difficulties include prejudice and bans, which impede journalists' professionalism and raise worldwide concerns about media bias. (Sales et al. 2021). Some elite figures control journalistic content, reducing its efficacy. Therefore, the consequences of social networking sites stress caution and minimize dependency. (Hassan and Kommers 2018). The Sudanese situation is distinctive due to the scarcity of qualified personnel and basic infrastructure. For fear of being intimidated, most journalists avoided criticism of administrative corruption. (Mberia et al. 2021). In the same way, institutional barriers hinder Sudan's press industry growth; nevertheless, unbiased and distinctive reports are becoming more pivotal, and ordinary people's reports are becoming more significant. (Nip and Cheng 2022).

Collaboration among journalists is essential for the success of Sudan's newspaper performance, as it enhances the

influence of the media message. (Hamid et al. 2019). Social responsibility is crucial for media outlets to produce unbiased news. Moreover, journalists' vision influences the media's performance. The study provides definitions related to media coverage. Society refers to a system comprising individuals with shared sociocultural, national, or civic backgrounds. (Coning 2023). Ethnicity is the sensation of belonging to a group with shared ancestral and cultural traits. (Emoghene and Okolie 2020). Ethnicity can significantly contribute to conflicts in Africa. (Agwanda and Asal 2020). Conflicts in Africa stem from unfair resource allocation, ethnic and religious divides, and the effects of colonialism. (Chuol 2023).

Since its independence in 1956, Sudan has faced many national challenges, including civil war, political unrest, national integration, and development issues. The conflict between Northern and Southern Sudan is outdated and rooted in history, ethnicity, and economics. (Abbass Ali 2023). Tribal conflicts in Sudan arise from land disputes, water resources, and weapons smuggling from neighboring countries. (Musa 2022). War and natural disasters can hinder cultural assimilation, particularly for those severely affected, necessitating the implementation of specific media strategies. Conflict and environmental degradation have caused population shifts and a lack of services and jobs. (Abdelmoneium 2016; Osman 2013). Social media platforms have become a resort for publishers to deal with hot issues that affect people's lives. Accordingly, these platforms have developed to comprehend human behavior. (Morstatter and Liu 2017).

Media studies on social stability and resettlement often investigate the impact of crucial interacting elements. Previous studies have primarily examined the correlation between population size and development. (Elhadary, Abdelatti, and Nour 2018). Other studies reveal that weak states are vulnerable to calamities, economic disturbances, and the inability to fulfill obligations. (Bilali 2020). Institutional failure can indicate political challenges, leading to instability and hindering the formation of stable nation-states and inclusive development institutions. (M. Woldegiorgis 2020). The focus should be on the state's ability to function effectively. (Hawi 2017). Sudan's political landscape marks tyranny, tribalism, and military authority. It highlights inefficient state systems that fail to foster civil society initiatives. Sudan lacks a solid legislative framework that enables efficient government and regulation. (Saeed 2017).

Governance involves establishing norms, institutions, and processes to regulate and limit authoritarian practices and outlining individual rights and duties to empower natives. Efficient resource utilization and the promotion of acceptable governance experience require coordination. (Awolich 2018). Institutional failures and inadequate law enforcement can lead to civil conflicts. (Saeed 2023). Democratization and efficient decision-making procedures are crucial in tackling political issues. Global democracy reveals diverse representation levels, with only 45% of the population in complete democracies, 43% in lawful democracies, and others in hybrid governments. In a relevant context, the foundation of e-government in Sudan faces numerous challenges. Sudan's e-government faces challenges due to inadequate communication infrastructure, concerns about personal information security, and political obstacles in implementing technical methods, making it hard to provide equal coverage across geographic locations.

Sudan faces significant challenges in achieving economic growth and prosperity. Economic growth necessitates resource security, equitable employment opportunities, education, and healthcare for future generations. (Toto Faisal Mohammed 2021). Internal conflicts, economic sanctions, the South's independence, and corruption have contributed to Sudan's financial instability. (Abbass Ali 2023; Ibrahim and M.SI 2020). Corruption significantly affects economic growth and development, necessitating the adoption of effective measures to mitigate its effects. (Mberia et al. 2021; Yassin Bashir Hamid, Mohammed, and Ahmed 2018). Economic resource extraction and population age averages significantly impact development and overall progress. Sudan's age structure is shifting towards the working-age population, offering more development opportunities. (Elhadary et al. 2018; Verjee 2021).

As shown earlier, the governing elite's control over information sources renders the media impotent. (Hamid et al. 2018). Nevertheless, the media can effectively highlight the importance of natural resources and economic opportunities. (Yahia, Tayseer Mohammed 2022). The media has the potential to make significant contributions to reform. (Mberia et al. 2021). Corruption in Sudan requires examination. The communication can generate news stories to prompt investigations. Studies can also examine the effect of press freedom on corruption awareness campaigns. (Hamid et al. 2019). In this context, studies and publications can explore the Sudanese press's potential to highlight corruption issues.

2.3. Opportunity-Based Perspective.

The media provides a platform for society to explore and take advantage of its opportunities. The potential for a modern state to emerge presents a significant opportunity. Political instability frequently affects modern governments. It leads to a lack of collaboration among stakeholders and poor administration. (Khunga 2023). The assessment of a modern state depends on three parameters: institutionalization, bureaucratization, and democratization. (Bereketeab 2017). The state's instability and political system's susceptibility to crises arise when its institutions lack efficiency and its monopolistic power weakens. (Ottoh and Akinboye 2016). The state's efficiency and institutionalism in assisting communities present a great opportunity. The efficient utilization of media offers the state a convenient prospect for growth and success. Visual messages affect public perceptions, but previous studies on social media have ignored the importance of qualitative message presentation. (Koutromanou et al. 2023).

Factors like platform accessibility, target audience, and content type affect the popularity of an image or text document. Media impact encompasses knowledge dissemination, information access, awareness campaigns, and public opinion. Postwar African countries can employ the media to regulate their actions, restore state and national identity, and emphasize the importance of national unity. (Bereketeab 2017). The media was critical in encouraging national unity and stressing the prospect of improvement during Sudan's split and transition period. States are responsible for ensuring internal and external security, promoting social welfare, and ensuring people's representation. (Agwanda and Asal 2020). Generally, the media planning rules emphasize the media's crucial role in fostering national integration. The media's focus on representation and decision-making is a great way to promote representative governance and decision-making excellence. (Baker and Scott 2018).

The study emphasizes the significance of enhancing the national media's capabilities for achieving peace, representative government, and effective governance. The media contributes to the achievement of representative rule by providing legislators with data, analysis, and resources for regulation and lawmaking. The media help establish representative rule by presenting resources for regulatory and legislative purposes. Likewise, literacy is crucial for 21st-century representative governance regimes. (Ikram and Hameedur Rahman 2023). Social media usage among Sudanese users has significantly altered their perception and belief in the necessity of change. (Mohammed 2021). People who have access to information can make quick judgments. (Hamid et al. 2017).

The literature review examined the relationship between abundant natural resources and excessive internal unrest. The study emphasizes the significance of resource diversity and the media's role in highlighting challenges and opportunities. Despite political conflict, Sudan has considerable growth potential due to its abundant natural resources and substantial economic capacities. The current study focuses on the media's role in highlighting opportunities and challenges as a crucial step towards a prosperous Sudan. Studies indicate that the media significantly influences public opinion and socio-political and economic aspects. The understanding of media's role in sustaining and realizing modern society is incomplete and warrants further investigation.

3. Method

This study investigated the associations between three variables using multiple linear regression analysis. This approach investigated the link between one dependent variable and two independent factors, specifically the influence of the independent variables on the dependent variable. These factors include transformation-enhancing opportunities (TEO), facing change challenges (FCC), and prospects for the rise of modern Sudan (PRMS). The study looks at the influence of media coverage on Sudan's growth, particularly the strength of connections between problems, opportunities, and progress.

The study's sample was random; it included registered Sudanese professional journalists who work for public and private media, aged 22 to 75, and comprised females and males. The sample excluded journalists not directly involved in media production, such as administrative and supportive staff. This meticulous selection assures a comprehensive representation of the journalism community. The study utilized a statistical sample calculator to determine the sample size. The sample size was 400 participants. (Sample size calculator). The study was done in Khartoum, Sudan, to investigate the impact of media coverage of challenges and opportunities on Sudan's progress.

The questionnaire was translated from its initial English into Arabic to ensure cultural consistency. As a result, it proved to be an effective tool for eliciting significant responses from Arabic-speaking participants. It was structured to investigate the impact of the media's portrayal of challenges and opportunities on Sudan's modernization. Its content was easily understandable, allowing participants to respond smoothly. The study-involved participants were chosen based on predetermined inclusion criteria. It explained its aims and questions to the participants in advance. It also utilized a consent procedure to ensure that participants provided their consent objectively. The data was comprehensive and insightful, and the journalists' recruitment for the survey was straightforward.

The study utilized social media platforms like WhatsApp and Facebook to circulate the questionnaire. It also used a comprehensive data collection approach and an online survey technique to select a diverse and broad-selected group of respondents. Other data sources were books and journals. The probability sampling method was employed to ensure the selection of participants accurately and representatively. The study utilized IBM SPSS version 26 as the primary analytical tool. The study did not require institutional approval, and there were no obstacles to its completion. The survey utilized the widely accepted instrument, the five-point Likert scale, to gauge opinion and personal judgment. The scale contains five response options, ranging from (strongly agree) to (strongly disagree) allowing participants to express their degree of agreement or disagreement with a statement. This scale aids in systematically rating personally based attitudes and enables the analysis and interpretation of responses. The questionnaire was carefully structured to ensure validity and reliability. The validation step is crucial for assessing the model's accuracy and reliability in predicting the influence of media coverage on Sudan's growth.

The data collection method followed enhanced precision. Such a way provided a comprehensive understanding of the influence of independent variables FCC and TEO on the dependent variable RMS. The questionnaire consists of 21 questions. The first nine questions are about how the media highlights opportunities for public opinion, fosters national identity, and promotes positive change in Sudan. The second nine questions address challenges in media practice related to resource exploitation and public service delivery awareness. The final three questions concern the future and identity of modern Sudan. As a result, the study used survey data to quantify factors such as FCC, TEO, and RMS. Using a five-point Likert is feasible to scale to measure respondents' attitudes and perceptions. This scale provides a comprehensive comprehension of the opinions and thoughts of the respondents. The questionnaire's structure was efficient in supplying consistent and quantifiable results. The clarity of the process was crucial for survey validity and reliability, in addition to the pilot study conducted to assess responses. The pilot study performed assisted in identifying issues and refining the questionnaire for more in-depth analysis. The initial testing phase did not involve any modifications to the original questionnaire.

The Cronbach's alpha test for the entire sample showed good to excellent reliability. Transformation – enhancing opportunities=0.983, facing change's challenges = 0.984, and prospects for the rise of modern Sudan = 0.939. (See Table 1).

Table 1. Reliability Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TEO	46.8350	197.767	.983	.709
FCC	47.9050	183.730	.984	.726
PRMS	68.9700	436.982	.939	.991

4. Results

The study examined the impact of media coverage on the realization and growth of modern Sudan by investigating the opportunities and challenges of change. The study found that 57.5% of participants were female, 72.5% worked in private media institutions, and 87.8% had undergraduate degrees. (See Table 2). These demographic characteristics have nothing to do with the analysis of the current study, as indicated by the questions and hypotheses. The study included them to meet the reader's informational curiosity.

Table 2. Demographic Characteristics

		Frequency	Percent	Valid Percent	Cumulative Percent
Sex type	Male	170	42.5	42.5	42.5
	Female	230	57.5	57.5	100
Institution Type	Public Media Institution	110	27.5	27.5	27.5
	Private Media Institution	290	72.5	72.5	100
Level of Education	Undergraduate	351	87.8	87.8	87.8
	Post graduate	49	12.2	12.2	100

Data analysis is required to understand the shape of the data, including an assessment of distribution symmetry. Symmetry analysis provides researchers with valuable insights into central tendency and variability. The study analyzed the responses of 400 Sudanese journalists aged 22–75, who significantly endeavor to contribute to the realization of modern Sudan by presenting both opportunities and challenges of relevance. The descriptive statistics of the study include the mean (M) and standard deviation (SD). The values for facing the change challenge (FCC) are M = 33.95 and SD = 10.75. The values for transformation-enhancing opportunities (TEO) are M = 35.02 and SD = 10.24, while the prospects for the rise of modern Sudan (PRMS) are M = 12.89 and SD = 3.48. (See Table 3).

Table 3. Descriptive Statistics

	Mean	Std. Deviation	N
PRMS	12.8850	3.48456	400
TEO	35.0200	10.24265	400
FCC	33.9500	10.74808	400

The researcher employed multiple linear regression analysis at 95% confidence intervals to test the hypotheses. The examination showed a good model fit: $F(2,397) = 1477.67$, $p < .001$, Adj R² = .88, and R² = .88. (See Table 4).

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.939a	.882	.881	1.20215	.882	1477.668	2	397	.000

a. Predictors: (Constant), CFC, TEO

The hypothesized relationship between the two independent variables (FCC and TEO) and the dependent variable (RMS) can be tested statistically. To ensure that there was no multicollinearity, a Pearson correlation was calculated to examine the relationship between the predictors. The coefficient ($r = 0.984$) suggests that the assumption of multicollinearity was not violated. (See Table 5). Moreover, tolerance (0.33) and variance inflation factor (30.585) values did not indicate a violation of this assumption. (See Table 7).

Table 5. Correlations

		PRMS	TEO	FCC
Pearson Correlation	PRMS	1.000	.934	.936
	TEO	.934	1.000	.984
	FCC	.936	.984	1.000
Sig. (1-tailed)	PRMS	.	.000	.000
	TEO	.000	.	.000
	FCC	.000	.000	.
N	PRMS	400	400	400
	TEO	400	400	400
	FCC	400	400	400

Durbin-Watson statistics were calculated to assess the assumption that the values of the residuals are independent, which suggested that this assumption was not violated (0.028). (See Table 6).

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.939 ^a	.882	.881	1.20215	.028
a. Predictors: (Constant), FCC, TEO					
b. Dependent Variable: PRMS					

The analysis shows that transformation-enhancing opportunities (TEO) had a positive effect on prospects for the rise of modern Sudan (PRMS). ($\beta = 0.42$, $t = 4.35$, $p < .001$). Hence, the first hypothesis was accepted. The analysis shows that facing change challenges (FCC) had a positive impact on prospects for the rise of modern Sudan (PRMS). ($\beta = 0.53$, $t = 5.52$, $p < .001$), indicating that the second hypothesis is accepted. The results of the value inflation factor (VIF) show no evidence of multicollinearity in the data set. FCC and TEO are statistically significant (Sig. = 0.00). (See Table 7). Regarding collinearity statistics, the values of tolerance and VIF show that this data does not have any issue with multicollinearity, because some schools of thought said that if the value of VIF is not up to 3.0, we could confirm that we do not have any multiple collinearity signs. (See Table 6). Both transformation-enhancing opportunities ($B = 0.141$, $t = 4.353$, $p < .001$) and facing change challenges ($B = 0.171$, $t = 5.517$, $p < .020$) contributed significantly to the model. (See Table 7).

Table 7. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.131	.225		9.478	.000		
	TEO	.141	.032	.416	4.353	.000	.033	30.585
	FCC	.171	.031	.527	5.517	.000	.033	30.585
a. Dependent Variable: PRMS								

A scatterplot was created to assess the assumption that the variance of the residuals was constant (homoscedasticity). The plot did not indicate a violation of this assumption (see Fig. 1).

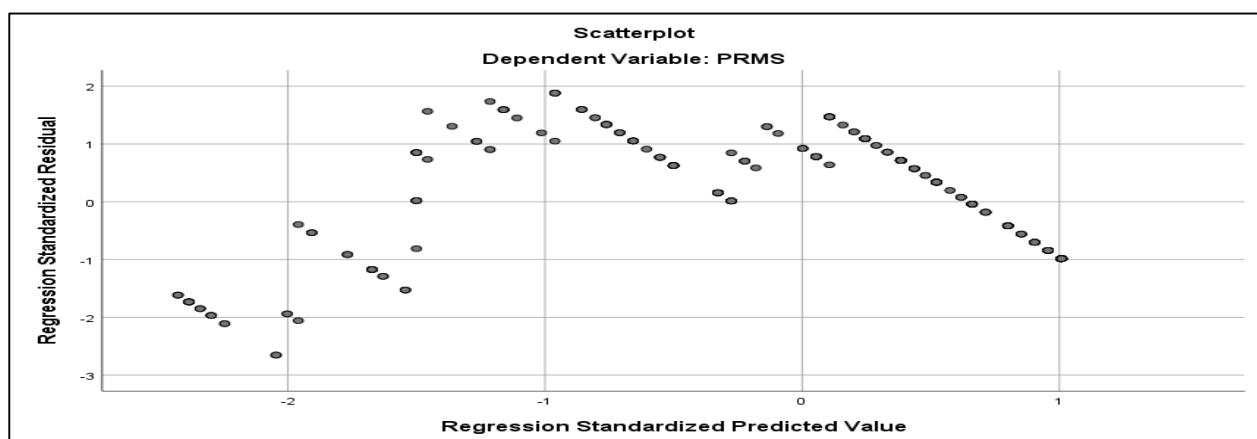


Fig.1. scatterplot

A P-P plot was created to assess the assumption that the values of the residuals are normally distributed. The plot did not indicate a violation of this assumption. (See Fig. 2).

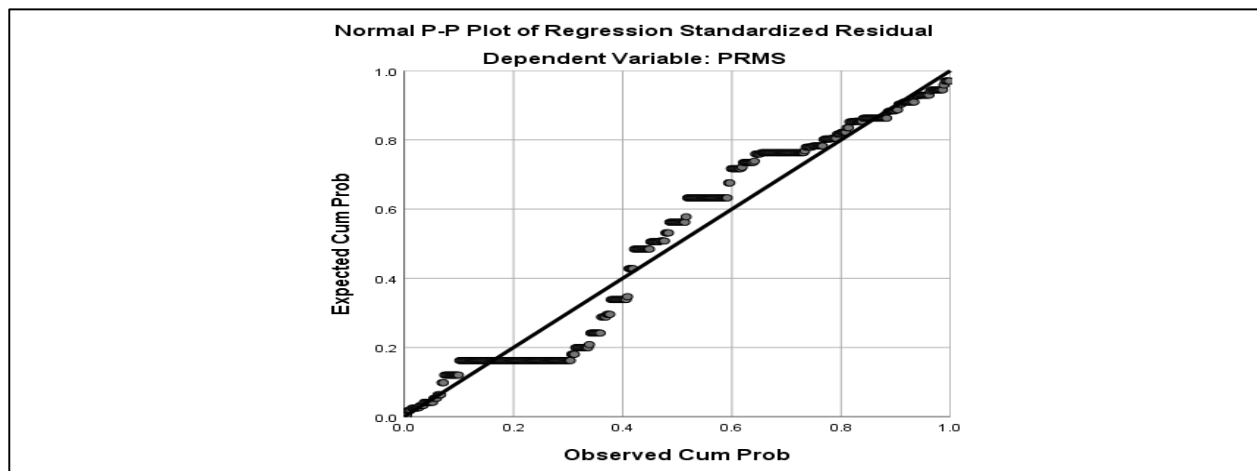


Fig.2. P-P plot

Cook's distance values were calculated to ensure that no influential cases were biasing the model. All values were below one, suggesting that no cases were biasing the model (see Table 8).

Table 8. Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.9418	16.1845	12.8850	3.27173	400
Std. Predicted Value	-2.428	1.008	.000	1.000	400
Standard Error of Predicted Value	.060	.195	.099	.033	400
Adjusted Predicted Value	4.9836	16.1908	12.8862	3.26910	400
Residual	-3.19101	2.26165	.00000	1.19914	400
Std. Residual	-2.654	1.881	.000	.997	400
Stud. Residual	-2.676	1.887	.000	1.002	400
Deleted Residual	-3.24348	2.27583	-.00116	1.21043	400
Stud. Deleted Residual	-2.697	1.893	-.001	1.003	400
Mahal. Distance	.001	9.517	1.995	2.208	400
Cook's Distance	.000	.039	.003	.005	400
Centered Leverage Value	.000	.024	.005	.006	400

a. Dependent Variable: PRMS

A multiple linear regression analysis using the enter method was conducted to examine whether prospects for the rise of modern Sudan (PRMS) can be predicted by transformation-enhancing opportunities (TEO) and by facing change challenges (FCC). The model was significant, $F(2,397) = 1477.668$, $p < .001$, explaining 88.1% ($R^2 = 0.881$) of the variance in the outcome variable (see Table 9). Accordingly, there was a strong positive relationship.

Table 9. ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4270.976	2	2135.488	1477.668	.000 ^b
	Residual	573.734	397	1.445		
	Total	4844.710	399			

a. Dependent Variable: PRMS

b. Predictors: (Constant), FCC, TEO

Results suggest independent variables (FCC, TEO) significantly explain variance in the dependent variable (RMS),

indicating a strong relationship. FCC and TEO have a positive impact. The analysis highlighted the significance of variable selection. Inapplicable variables can negatively influence model fit and lead to inaccurate conclusions. The results indicate the following equation: Predicted (RMS) = $0.416 * (\text{FCC}) + 0.527 * (\text{TEO}) + \text{error term}$.

5. Discussion

The study implements multiple linear regression analyses to investigate the media's impact on the prospects for the rise of modern Sudan, implying that the findings could improve the understanding of media functional usage and multicultural society integration. The study explores the correlation between media coverage of change's opportunities and challenges and the prospects for the rise of modern Sudan. It explores the media's role in Sudanese modernization, societal transformation, economic and political transformation, and its contribution to the country's development. The study's questions revolve around the extent to which the media's coverage of change's opportunities and challenges can influence the realization of modern Sudan.

As a result, the study investigates the potential impact of FCC and TEO on RMS. The analysis shows that FCC and TEO have a significant effect on RMS. It indicates that any increase in FCC corresponds to an increase in RMS. The results also pointed to a positive and statistically significant relationship between TEO and RMS, signifying that higher levels of TEO can effectively correlate with RMS. Comparisons may help us understand the consistency and validity of the findings. The current study can evaluate the validity and applicability of its findings by comparing and contrasting various studies.

Concerning the study's theme question, Sudanese media outcomes and journalistic activities become valuable and significant. Media actors considerably influence societal transformation, assist in facing challenges, and capitalize on opportunities. There is a tangible positive impact on modern Sudan. The study confirms expected results, highlighting the importance of considering anticipated outcomes when evaluating a multiple linear regression study, as they support hypothesized relationships and validate theoretical frameworks. (Lee 2021).

Concerning the existing literature, this study offers valuable insights into the factors and relationships influencing Sudan's progress and modernization. Hence, it adds to the existing knowledge. The study demonstrates the media's positive influence in advancing the realization of contemporary Sudan, which is consistent with previous research and established as valid and reliable. (Stiglitz 2021). The convergence of findings enhances scientific evidence and comprehension of how media coverage influenced Sudan's progress despite the ongoing war. The study's findings are more applicable due to their alignment with prior research. The study's findings are operational in multiple contexts, indicating strong links and patterns. These results add to the field's knowledge, strengthen its validity, and increase its credibility and generalizability, consequently furthering apprehension of the topic.

The implemented correlational approach makes it more straightforward to identify potential factors influencing the observed relationships. This study increases the credibility and significance of the researchers' findings by adding to existing knowledge on the subject. The findings provide a comprehensive understanding of the complex interactions between these variables, laying the groundwork for future research in this field.

6. Conclusion

Functional media studies contribute to academic discussions on media influence. It provides empirical data and practical frameworks for understanding media coverage and Sudan's ascent. Multiple linear regression (MLR) allows for examining the impact of facing change challenges (FCC) and transformation-enhancing opportunities (TEO) on the prospects for the rise of modern Sudan (PRMS). The study gives significant insights for Sudanese journalists on how to create influential media content and construct modernization awareness initiatives in Sudan. This approach offers valuable insights into the factors influencing outcomes across various academic fields. The media portrays and interacts with the FCC and TEO to determine the extent to which postwar Sudan may modernize and progress. The study recommends the Ministry of Information update its policies and plans to cope with the challenges of post-war Sudan and adopt capacity-building strategies for the journalists and content producers involved. Consequently, the Ministry of Information can collaborate with the institutions of human development

and trainers of trainees to execute and develop these capacity-building programs.

This study investigates variable interaction to cover current literature gaps, improve knowledge of underlying mechanisms, and lay the groundwork for future research using thorough data collection and analytical statistical approaches. The study's findings improve Sudanese journalists' practices in development-oriented media by aiding in planning and enhancing skills to tackle specific issues. The study identifies FCC and TEO as pivotal predictors of RMS, explaining a portion of the variation and displaying acceptable reliability, underscoring the need for more research. The findings may have limitations, such as selecting more relevant variables, which might alter the model's performance and validity. Further studies are required to understand Sudan's performance and development, including tests of other aspects not covered in the current study.

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