

الاتصال الاجتماعي عبر شبكات التواصل الاجتماعي
- دراسة تطبيقية لبعض المواقع -

Social communication through social media

- An applied study on some platforms -

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Abstract:

Social communication is one of the forms of communication used by public authorities, private institutions and associations of all kinds, in order to spread awareness among individuals and mobilize them to the importance of adopting new ideas and behaviors to attain a conscious civilized society, away from social problems and wrong deeds.

For achieving this objective, these institutions and associations use several means of communication, most notably social media, which provide a lot of flexibility to reach the largest number of target audience of social communication campaigns. These media have also availed the immediate interaction via the virtual space with the targeted individuals, and have paved the way for discussions and dialogues, which have contributed to increase the impact on individuals and urging them to adopt new ideas or behaviors and abandon all negative ones, including achieving the objective of social communication.

Keywords: communication, social media, social communication.

- Abstract in French:

La communication sociale est l'une des formes de communication utilisées par les pouvoirs publics, les institutions privées et les associations de toutes sortes, afin de sensibiliser les individus et de les mobiliser sur l'importance d'adopter de nouvelles idées et de nouveaux comportements pour parvenir à une société civilisée consciente, loin des problèmes sociaux et des mauvaises actions.

Pour atteindre cet objectif, ces institutions et associations utilisent plusieurs moyens de communication, notamment les médias sociaux, qui offrent une grande flexibilité pour atteindre le plus grand nombre de cibles des campagnes de communication sociale. Ces médias ont également profité de l'interaction immédiate via l'espace virtuel avec les individus ciblés, et ont ouvert la voie aux discussions et aux dialogues, ce qui a contribué à accroître l'impact sur les individus et à les inciter à adopter de nouvelles idées ou de nouveaux comportements et à abandonner tous les comportements négatifs, y compris pour atteindre l'objectif de la communication sociale.

Mots clés : communication, médias sociaux, communication sociale

ملخص بالعربي:

الاتصال الاجتماعي هو أحد أشكال الاتصال التي تستخدمه السلطات العمومية والمؤسسات الخاصة والجمعيات بمختلف أنواعها، من أجل نشر الوعي بين الأفراد وتحسيسهم بأهمية تبني أفكار وسلوكيات جديدة للوصول إلى مجتمع واع ومتحضر بعيدا عن الآفات الاجتماعية والسلوكيات الخاطئة.

ومن أجل تحقيق هذه الأهداف تستخدم تلك المؤسسات والجمعيات وسائل اتصالية عديدة أبرزها شبكات التواصل الاجتماعي التي أتاحت الكثير من المرونة للوصول إلى أكبر عدد من الجمهور المستهدف من حملات الاتصال الاجتماعي. كما أتاحت هذه الشبكات التفاعل الفوري عبر الفضاء الافتراضي مع

الأفراد المستهدفين وفتح المجال للنقاش والحوار، وهو ما ساهم في زيادة التأثير في الأفراد وحثهم على تبني أفكار أو سلوكيات جديدة والتخلي عن كل ما هو سلبي ومنه تحقيق هدف الاتصال الاجتماعي.

الكلمات المفتاحية:

الاتصال - شبكات التواصل الاجتماعي - الاتصال الاجتماعي

- Introduction:

Social communication is concerned with spreading awareness among individuals through correcting concepts and wrong behaviors, in order to eliminate social problems and negative aspects so that achieving societies' general interest, which is the attainment of a civilized society.

It is known that those who use this type of communication are the public authorities and administrations in their dealings with citizens with the aim of achieving the public interest and sensitizing the individual to his social responsibility. However, nowadays, social communication is no longer limited to public institutions, it rather includes associations and private institutions, which play a major role in introducing social problems, and seek to change the individuals' wrong behaviors and sensitize them to their positive role within society through the dissemination of ideas and awareness.

For the sake of reaching the objectives of social communication, public and private institutions, and associations of all kinds, use modern communicative technological tools, in order to communicate with their audience. These tools include social media that accompany this technological development, and become commonly used by everyone to communicate with others. These social media are no longer limited to young people or intellectuals, they're rather used by all age groups and both genders, because of their easiness of use and symbolic costs, so that many institutions grant free use of such social media, in order to gain the largest number of users.

So, this research paper has come to answer the following question:

What are the most important aspects of using social communication through social media?

1- Concepts' definitions:

1.1- Definition of communication:

(Times New Roman) (12) (Bold)

- Linguistically speaking:

The word "communication" is originally derived from the word "communes" in the sense of a general and common sense, which means that when an individual communicates with another, he usually aims to reach a general agreement or a unity of thought regarding the topic of communication." (Manzur, 2016).

- Terminologically speaking:

Ibrahim Imam defines communication as: "the social process and the means used by man to organize, settle and change his life, and to transmit its forms and meaning from one generation to another through expression, recording and education." (Imam, 1971)

Carl Hofland defines communication as "the process by which the communicator stimulates the others to modify their behaviors."

Samir Hussein also defines communication as: "an activity aims at achieving generality, popularity, spreading or popularizing an idea, topic or an issue through the transmission of information, ideas, opinions or trends from a person to another or from a group to another using the same understandable symbols for both parties." (Mohieddin Ismail, 2015)

Communication is also defined as the process by which information, ideas, experiences, opinions or impressions are exchanged and transmitted between two or more parties, whether directly or indirectly, using one or more methods, with the aim of informing, publicizing, persuading, mentalizing or through an emotional influence or suggesting certain ideas, trends and objectives. (Gharib, 2006.)

Thus, we may say that communication is the process of creating meanings and sharing them with others through symbols. It occurs, when a person sends or receives information, thoughts and feelings. This doesn't include only spoken or written language; it rather includes body language and other ways of expression.

1-2- Definition of social media:

There are several definitions of this concept including:

It is a network of individuals with the same interests, tendencies and desire to make friends through the use of the Internet (Mazyad, 2012).

Social media platforms can also be defined as virtual social spaces, where people exchange information. They're unlike the real ones (Rahouma, 2007).

It is also defined as a group of platforms and direct communication channels specialized in publishing, interacting and sharing content (messages, images, audio clips ...) among people, from various communities. In general, it is a term that includes new interactive platforms on the Internet with social components and communication channels.

1-2-1- Types of social media:

The tools and networks of social media are varied. Each one of them has an internet platform, and it's used through dedicated applications that can be installed on computers or on smartphones such as: Facebook, YouTube, WhatsApp and Viber.

As a result of the proliferation of many social media, it becomes difficult to list them. Despite the multiplicity of these media, there are some widely used ones, namely:

A- Facebook:

It is a social media website that allows its users to communicate with one another through using the variety of tools, included in the platform. They're also allowed to make relationships. Natural persons, in their real capacity, or legal bodies, including companies,

institutions and organizations, are allowed to create their own pages, which opens up new prospects for them (Khalifa, 2017).

B. Twitter:

It is another social media that has contributed significantly to some important political events, which have recently taken place, in many Arab or foreign countries. It is a dedicated platform for posting small tweets, up to 140 characters, that have a significant impact on various events. (Al-Shakra, 2014)

C. YouTube:

Despite the different perspectives about whether YouTube is a social media website or it's only a platform for uploading videos, there is an opinion that says that it is a platform that combines the two activities, which makes it distinct compared to other platforms. The huge numbers of users and visitors are allowed to upload and to watch the uploaded videos. They've to subscribe in channels, and to participate through giving their opinions, in the form of comments, on the uploaded videos, which paves the way for social communication with other followers.

1-3- The concept of social communication:

Social communication is defined as a kind of communication that aims to perform the public interest based on the responsibility of each individual in society, as it aims to educate, teach the receptor to take the right attitudes, and then adopt the correct and positive behavior that leads to the formation of a healthy civilized society, far from deviations, diseases and various social problems (Amirat, 2014).

It is also defined as the science of transmitting new ideas from one party to another, and it is the primary pillar of the authority that uses it to develop knowledge and promote

social awareness through public organizations or associations that serve society in general (Karim & Louati Rabia, 2019).

2- The importance of social communication:

Michel Lunt argues that social communication seeks to address three themes:

- Communication aims at changing behavior.
- Informative communication for clarifying rights and duties.
- Communication improves a profession or an institution reputation (etal, 2018).
- Social communication is an essential tool for States to confront and solve complex social problems, and it is considered as one of the effective tools in public authorities' hands to promote society or to address some of the problems that may be witnessed within that society or within some of its subgroups.

So, social communication is generally concerned with the public interest, as it is used by the authorities to develop knowledge and to promote social awareness through public organizations or associations that serve society (Boukhaba, 2014).

Social communication significance can be identified as follows:

- Through social communication, individuals can be convinced of the need to abandon the wrong behaviors, ideas and habits that negatively affect the individuals, in particular, and society, in general.
- Social communication seeks to spread and promote positive ideas, and urges individuals to adopt them.
- It helps to control the individuals' behaviors towards public interest issues, and makes them commensurate with the state's general policies.
- It contributes to address social problems through listening to individuals and groups concerns and discuss them.

- It helps individuals and groups, who are marginalized, or those who suffer from social problems, to be integrated into society.

3- Models of social communication campaigns, in Algeria, through social media:

The use of digital space has occupied all social, educational and economic fields ...; modern technology has imposed itself, and has really become indispensable for achieving all the humanitarian fields' objectives.

Social communication is one of those social fields that seeks to reach individuals and interact with them, in order to change their thoughts, attitudes or behaviors through using the digital space.

Here are some examples of social media campaigns in Algeria:

3- 1- National Office for Combating Drugs and Addiction (ONLCDT):

The National Office for Combating Drugs and Addiction has a special website on the Internet, which aims to raise awareness of drugs and addiction phenomena, especially among young people. Besides, the Office has a dedicated page on Facebook (https://www.facebook.com/onlcdt.algeria/?locale=ar_AR)(2024 الكاتب،). Social communication is exercised through this page, which is followed by more than four thousands followers, who are interested in interacting with and commenting on the office's posts and its mobilization activities about the problem of drugs through which the office attempts to communicate with the largest number of individuals, in order to influence them and make them change their wrong behaviors.

An example of such social communication campaigns is the participation of the office's staff in the awareness campaign organized by the Ministry of Health services, in Sablette Park, Algiers. This event took place on Thursday, May 4th 2023. It was an opportunity to communicate with young people and adolescents and raise their awareness

of the seriousness of drugs problem. This post has achieved 75 likes, 10 comments and 3 shares.

Engagement of officials and staff from the National Office for Drug Control and Addiction Prevention in these awareness campaigns to introduce such issues and clarify their dangers to individuals and society reflects the practical and realistic application of the concept of social communication within the community. Therefore, theoretical concepts are embodied in such field operations by members of the National Office for Drug Control and Addiction Prevention.

3-2- United Algeria Foundation:

One of the Algerian charity organizations that aims to construct a conscious positive society through charity works and the encouragement of young energies in society to do good deeds and provide a positive addition to society through educating individuals and making them aware of their real role in their society.

This societal function is considered as one of the most important social communication functions, which seeks to play the role of educating the individual and explaining his role within society, in order to develop his ideas and modify his behavior for the best to serve his society. This is one of the most important objectives of social communication.

The United Algeria Foundation has a range of social media platforms via Facebook, Instagram, Telegram, YouTube.... One of the most followed platforms is the Foundation's Instagram page

(<https://www.instagram.com/algeria.united/?hl=ar>)(2024) , with approximately 38000 followers.

One of the examples of this association's activities is to focus on hundreds of people of high determination, and its attempt to integrate them into society by changing and correcting the negative perception towards this group through highlighting its inspiring achievements and

supporting it in all respects, in order to advance the individual without discrimination, and to reach an integrated society united by all its parties without discrimination, which represents one of the objectives that social communication seeks to achieve. Raising awareness of the individual's role in society is of paramount importance, and it is one of the fundamental functions of social communication, where each individual plays a vital role in building and developing the community in which they live. By understanding their role and responsibilities, individuals can effectively contribute to improving their surrounding conditions and promoting positive behaviors. This can be achieved through participation in social and civic activities, volunteering in charitable works, and contributing to solving community problems. Additionally, raising awareness among individuals about the importance of their role in society can enhance social belonging and solidarity, thereby strengthening social bonds and promoting peace and stability. It is one of the essential functions and tasks that social communication seeks to achieve by creating positive and beneficial individuals for society.

3-3- Environment Friends Association:

Another associative work that is concerned with the environmental aspect, which is one of the most important areas in which the concept of social communication is embodied, as working for a clean environment and a livable environment is the task of all members of society without exception. It plays the role of raising awareness and spreading ideas about environment, the urgent need to preserve it and clarifying the seriousness of neglecting environmental aspect in the individuals' life.

Social communication aims to spread such ideas and to educate individuals about such topics that concern their health and psychological lives, as well as the next generations.

Friends of Environment Association includes a group of volunteers, who are concerned with the environmental aspect, and focuses on the cleanliness and afforestation of streets, parks and public spaces for a clean and healthy environment. Through these environmental

activities, it seeks to educate individuals about this role, and tries to involve them in its volunteer work to change their behaviors and make them more effective and positive.

Due to this vital role played by the association, within society, its activity through social media platforms is effective and receives a lot of response, as its Facebook page (https://www.facebook.com/AAENBBA/?locale=ar_AR) has more than 51000 followers, and its posts on the page receive dozens of fans and commentators on its activities. Besides, they've a WhatsApp account.

Raising awareness of the individuals role in environmental protection and striving to change their negative attitudes and behaviors towards the environment is one of the most important goals of social communication. This is crucial in addressing the daily issues we face in our modern societies. Each person plays a significant role in preserving the environment for current and future generations. Therefore, when individuals understand their role and responsibilities, they can make informed decisions and take proactive measures to mitigate negative behaviors that may affect the environment. This can be achieved by embedding sustainable practices into individuals' daily lives, such as reducing energy consumption and waste generation, and supporting eco-friendly initiatives. Additionally, individuals can participate in community-based environmental projects, such as tree planting campaigns or forest and beach clean-ups, to directly contribute to conservation efforts. By promoting awareness of the importance of environmental stewardship, individuals can encourage collective action and create a culture of sustainability within society. Empowering individuals to fulfill their roles in environmental protection is essential for promoting environmental consciousness, thus embodying the theoretical concepts of social communication.

4-Conclusion:

Social communication is no longer the type of communication that depends on direct contact with individuals, but modern communication technology has imposed new patterns of means of communication, most notably social media, which have widely become used by public institutions and associations for exercising their social communication, since these social media have added to this type of communication many advantages including:

- Social media platforms have become an important means of practicing social communication and reaching the largest number of audiences.
- Through social media, social communication campaigns become easier than ever and more accessible to the targeted groups.
- Social media allow social media campaigners to interact with targeted individuals through discussions and conversations.
- Through social media, individuals can be influenced and urged to adopt new ideas or behaviors and abandon all that is negative, including achieving the objective of social communication.

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