

Digital writing limits interactivity and role's Similarity

الكتابة الرقمية حدود التفاعل وتماهي الأدوار

Dr. Ezzine Abdelhak * د. الزين عبدالحق * ezzine.abdelhak@univ-oran2.dz	Philosophy of Art	University of Oran 2 Mohamed ben Ahmed/ Algeria
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Abstract (English):

With the development of information and communication technologies in the present era, particularly the internet and subsequent emergence of new technologies, the disciplines of science, literature and knowledge haven't remained unaffected. This is especially the advent after the introduction, which enabled active participation of internet users in the creation and spreading of content, thus it played a significant role in this transformation. Alternative mediums of communication vary from traditional paper carriers; they encourage active engagement from the recipient, prompting a shift in roles between the author and the recipient in the digital interactions. Consequently, we find ourselves questioning "who is writing to whom in this context". Our aim is to explore the boundaries of interaction between the author and the recipient during the writing process.

Keywords: Interactive; Digital writing; User; Web.

ملخص باللغة العربية

مع تطور تكنولوجيا الاعلام والاتصال في العصر الحالي وظهور تكنولوجيا جديدة وبالأخص الإنترنت، وبعد ظهور الويب 2 ، الذي سمح لمستخدم الإنترنت بالمشاركة في هذه المحتويات والمضامين ، لم تسلم العلوم والآداب والتخصصات المعرفية من تأثيراتها ، أين وفرت هذه التقنيات دعائم بديلة تختلف عن تلك التي ألفها كالحامل الورقي مثلا بحيث أصبح المتلقي مشاركا وفاعلا هو الآخر . إن تغير الأدوار بين المؤلف والمتلقي في خضم التفاعلية الرقمية جعلنا نتساءل من يكتب لمن ؟ في هذا السياق ، نحاول إيجاد حدود التفاعل بين المؤلف والمتلقي في عملية الكتابة. والكشف عن التماهي بينهما .

كلمات مفتاحية: التفاعلية؛ الكتابة الرقمية؛ المستخدم؛ الويب.

* - Corresponding author: ezzine.abdelhak@univ-oran2.dz.

1- Introduction

The digital text has imposed a reality, as it has become necessary to use it in various organizations, institutions and even in various fields of knowledge. So, today the recipient has several options. After the transition from paper to electronic carrier and after the emergence of the so-called Web 2.0, This recipient has also become an actor in the process in terms of allowing him to put different contents on electronic props and also enables him to share his opinion, comment on others, vote on opinions and other options. In the midst of all this, we are wondering here about digital writing and blogging about who writes to whom in light of the changing roles between the sender and the recipient, regardless of the message being interacted about; whether literary, informational, or otherwise.

2- The concept of digital writing and blogging:

Before talking about the two concepts in the world of digitization, the difference between them and why they are used together should be clarified in this article. The reader may be confused that the concept of writing and blogging are the same, but there are two differences between them. In that, we consider the act of writing to be creativity in terms of writing something new, whereas blogging depends on the oral reproduction in written form or the collection of what was previously written. Since it comes to the so-called digitization, the two phenomena are manifested together in terms of authentic original writing which is produced on the same carrier through the bifurcation of hypertext and other links.

Said yaktin defines numbering "Numérisation" as "the process of transferring any type of document from analog mode to digital mode, thus becoming text, still or moving image, audio or a file encoded into numbers. Because this conversion is what allows the document of any type to become receptive and usable by information devices" (Yaktin, 2005, p. 259).

It can be said that digital writing "is writing in a digital medium based on digital tools and technologies distinct from encryption-based computer writing." (Bouchardon, 2011, p. 141) And since multimedia interferes in the digital environment, digital writing and blogging is a form of writing aimed at providing powers to the recipient and sharing with him by mixing what is oral and written on the internet in addition to using audio, image and text so that the user is allowed to participate in the creation or construction of those texts.

Digital writing styles:

Serge Bouchardon offers multiple digital writing models that respond to both writing and reading.

* Multimedia writing: is on various semantic forms of linguistic texts, images, audio and video.

* Interactive Writing: hypertext writing in the sense of reading and writing interactively by certain programs.

* Simultaneous typing: multiple typing of the same text at the same time.

* Writing according to a form: usually according to the requirements of certain programs. (Bouchardon, 2011, p. 152).

3- Characteristics of digital writing and blogging:

1-hypertext: it is the most important feature of the web because it is related to multimedia, i.e. the topic is linked to hyperlinks leading to related topics.

2-multimedia or what is called multimedia combines print, audio, image and even video and various graphics.

3-abundance of information: through bifurcation and links, we are now facing a huge number of complex and similar topics in content.

4-Interactive: the roles in the communicative process have changed. So now the sender is called a participant and the recipient is a user, and they are in the process of exchanging information.

5-immediacy: The main advantage is the time for this mechanism, as it shortened the problems of censorship, printing, publishing and distribution. And this leads to the individual's freedom or ability to publish whenever they want.

6-update: this is another feature that allows you to revise the topic, act on it and make amendments to it at any time you want, this process is done immediately and does not take a longer period of time.

7-A dispersed audience before digital communication: the audience had a well-known structure and trends. Communication technology has generated different audiences according to the applications. (lakeb, 2003, p. 21)

All these variables are the result of the development of web services starting from Web 1.0 which was static and reverent, so that it allowed the user only to view the content without acting on it, whereas Web 2.0 enabled users to participate in the content and provide it with interactive features up to the Smart Web through the semantic web, and below is a table showing the development of the web.

Web 1.0	Static
Web 2.0	Interactive
Web 3.0	Semantic
Web 4.0	Smart

A table showing the evolution of the web (Romain, 2011, p. 48)

4- Roles and limits of interaction in writing and digital blogging:

Blogging and digital writing are based on electronic stands (props); and thus creating a new space in the light of a communicative process. Albeit a traditional sender - message - channel – receiver, this process has turned into a dynamic that allowed the receiver to participate in content and comment on it, no matter whether that product is artistic or literary. In the midst of this mobility, interactivity emerges as one of the features of writing and digital blogging.

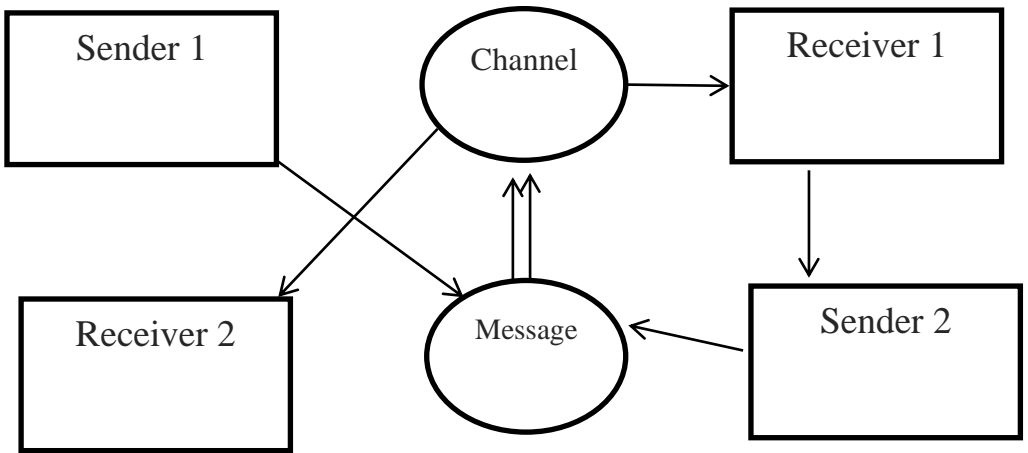


Diagram showing the interactive process in electronic publishing

Source : prepared by the researcher

This diagram aims to clarify the interactive process and its limitations in electronic stands, where it starts from the sender 1 who is often the author by preparing the digital text in its various forms. And in this case, the digital text is a message sent through a channel represented by electronic stands on different supports to be received by the user of these stands. Hence, interactivity is formed so that interactive tools allow the recipient to control the form and content of the message, and even express an opinion about the message. The recipient turns into the sender of the message again or an intermediary through the process of sharing the message in the same way as the first process, and this process is repeated at a certain time. Hence a change in roles is produced using these media and the questions that arise how to understand this interaction in the midst of the exchange of roles. Are we losing the source on electronic swatches? How do we know the original texts? And is it like looking at the copier and copiers

from here, the process of the boundaries of interaction between them is determined according to a set of mechanisms provided by the medium, and here are a number of them:

- * The e-mail of the blogger or the author.
- * Discussion groups.
- * The user provides his e-mail address to the editorial board of the topic.
- * Instant opinion poll.
- * Exchange messages with people who have the same interest in the subject.
- * Navigation to other sites with the same subject information.
- * Subscription to the publications of the author of the topic.
- * Opinion platforms. (Belkheiri, 2014, p. 209)

These technologies have produced a dispersed audience, so to speak, we find a virtual audience, a web audience, an internet user, an on-line audience, an off-line audience , a clip audience , an electronic audience , a multimedia audience, and all this is the result of various applications created by information and communication technology. And there-fore options are available to the sender, i.e. the original author. Options for creating his text. Include:

- * Paper version to electronic version: it is usually in the form of a pdf or Doc document so that it is easy to download from websites.
- * Image method: a method in which the author is photographed in the form of images, they can be easily previewed on the website.
- * Digital text version: it is written by hypertext and has many features such as the possibility of sending it by e-mail or adding it to links to other sites.

After the selection, it is the responsibility of the sender to understand and raise the awareness of the receiving audience of the message (i.e., the artistic or literary work) , the audience in this case is considered as an active audience through its interaction with the message. Hence the interactivity is achieved according to many levels which we enumerate as follows:

- * Potential interactivity: refers to the means provided by the author to communicate with him, such as his e-mail, for example.
- * Factual interactivity is the author's response to this means.
- * Interactive guidance guides the user to the relevant topics of the network.
- * Functional interactivity it is carried out by direct links or dialogue groups.
- * Adaptive interactivity allows the site to adapt itself to the needs and desires of users. (Belkheiri, 2014, p. 210)

These levels meet in the Echo feedback process although there is a difference between the concepts of Echo feedback and interactivity.

Receiver interference characteristics:

The interaction between the parties can be measured according to these indicators:

- The number of available operations (walkthrough, browse, download, share).
- Number of available options (text links).
 - Multiple tools available.
 - Ease and speed of interaction.
 - Easy to respond to the recipient's participation.
 - The number of visitors, participants and posts. (Belkheiri, 2014, p. 211)

The interaction between the author and the recipient in the process of digital writing and blogging is determined by the achievement of dimensions that can be summarized as follows:

1-the social dimension:

It is through social interaction between individuals through exchanges and interactions which was the subject of research on the theory of symbolic interactivity presented by George Herbert Mead and his colleague Herbert Blumer at the Chicago School. It was considered that the interaction process is not limited to individuals only, but extends to the interaction between individuals, institutions, organizations, communities and classes, and the social dimension is manifested in interaction with:

- A person surrounded by material and legal objects.
 - By language and the self, these things are tested and experimented.
 - Turning stuff into codes after testing.
- The code given to any object is what determines the image of the interaction.

In addition to all this, the self-awareness through human expectations of others in the sense of knowing the assessments by others, and this applies to the study of the public. Some researchers are writing about what others want and not about what he wants.

2-the cognitive dimension:

This dimension focuses on studying how multimedia affects various manifestations of human communication. And attention focused on the process of receiving through these media, and these media are the various tools that are used to display audio, image, texts and films. Today the author can give a video lecture instead of print or via audio or via the internet ether or audio recording and this gives :

- Give freedom to the recipient to choose the path of receiving and reading.
- Display diverse content, image and motion sound.
- Linking the topic with other topics in the sense of networking (through links).

3-the psychological dimension:

This research is based on the research of the individual's needs, desires and motives that can determine how to use the means of communication, and we find the theoretical explanation in the theory of uses and gratifications which looks at the use and satisfaction that the public is looking for users. In this case the user chooses his desires and this theory expressed:

- The use expresses the needs of the audience that the audience of users wants according to the criterion of individual differences.
- To consider the user's audience as effective and involved in the communication process through the use of social media.
- The audience selects the content that satisfies its need.
- The influence of cultural and social factors in the process of use. (Mcquail, 2010, p. 6)

4. Technological dimension:

Promotion of a new communication technology industry which is the interaction between users (sender and receiver = author and reader) or a group of receivers with themselves (readers with themselves) using the same means of communication or dealing with the same material (written text, multimedia) (Toumi, 2003, p. 504) .

5- Conclusion

The accelerated development of communication technology has made the interaction between the author and the recipient in facets, so that the recipient selects what he wants from the writings that satisfy his desire and even participates in the construction of content. And from here, he becomes a participant and author again .This interactive exchange practice where an Individual " A "takes the position of an individual or a person" B" made us question the limits of this interaction within the framework of contextualizing the communicative process of sender and receiver .The means and applications also played the most prominent role in the emergence of this new type of writing which produced a new type of reception where the classical linear division of author-reader is absent into author-user active participant in the digital writing and blogging process is absent.

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