

## The Communication of Proximity and Change Management Strategy

### التواصل عن قرب واستراتيجية إدارة التغيير

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#### Abstract:

The theories of information and communication sciences have developed considerably, This new studies examined the impact on the recipient and the public that was the main focus of most theoretical studies that attempted to understand the relationship between the media and the recipient. Especially in the question of using Media and its impact. sometimes The recipient is seen as a negative, Influenced by media. And sometimes seen as positive recipient, able to choose what he sees, and believe what he wants.this supervision motivates us to study in what extent remain that theories to monitor the media researches.

**Keywords:** NewTechnology, The impact, research trends, information and communication sciences

ملخص :

عرفت نظريات الاعلام والاتصال تحولات كبرى، غير أنها تميزت عن غيرها من النظريات ببطء هذا التحول، فقد ارتبطت بشكل كبير بالوسيلة الاعلامية التي أخذت أشواطاً طويلة لاحداث النقلة النوعية بداية من الصحافة المكتوبة إلى الراديو وصولاً للتلفزيون قبل الانترنت. هذا ما جعل النظريات تتقلب بين الرؤية السلبية للمتلقى والرؤية الايجابية لهذا الأخير. غير أن المتلقى اليوم في ظل تكنولوجيا الاعلام والاتصال لا يشبه متلقي وسائل الاعلام الكلاسيكية، ما يدفعنا إلى البحث عن مدى جدوى النظريات التي مازالت تحكم البحوث الاعلامية.

**الكلمات المفتاحية :** التكنولوجيا الحديثة، الأثر، التوجهات البحثية، علوم الاعلام والاتصال.

## 1. INTRODUCTION

Despite the relative stability that some of the media theories have known for 50 years ago, and has provided a basic platform for the modern perspective in the field of information, however, many of these theories have become invalid because of the wave of media and communication technologies. Recent debate over some of the theories that have lived for many years in the field of information and communication sciences and related concepts among classical theorists and proponents of technological theory, Especially with regard to the elements of the communication process, the global village, the role of the receiver in the digital media etc.

In this study, I am going at the beginning to try to clarify the specificities of the digital media and communication and the specificities of its audience as well, and compare its characteristics with one of traditional media. Then I will touch upon the most important theoretical pillars of information and communication sciences, which have been transformed by technology such as the elements of the communication process, the global village etc.

## 2. Characteristics of media and its audience:

We must highlight the most important characteristics of the digital media and communication, as well as its audience. That is what we have to mention through the following points:

### 2-1 : Interactive:

The term "media effectiveness" is not new, it goes back to since 1984 when "Wiener" began to study the importance of feedback returned as an essential element of the communication process. After that the book of "Wolber Shram" was published in 1954, entitled "Mass Communication and its Effects". In that book the first reference to the term interactive, He pointed to the importance of experience between the sender and the receiver, which is connected to two types of feedback: transmitted a message from the receiver to the sender and a message from the receiver to himself.

This term has been used in practice since the 1970s, as a result of the widespread and expansion of fixed telephone connections in Europe and America, and the use of this in communication through television and radio programs.

However, this term has evolved more with information and communication technology, and even the effects of this process are different from those of the 1970s.

In contrast to the classical media, the two parties to the communication process are those who make the interactive side, because of the influence of the media on the recipients. But in the era of information and communication technology, interactivity is the result of the medium itself, where the media push the parties of communication to respond to media and interact with it without a prior feeling. That's what Making thinkers reconsider Lasswell's model of communication 1984, which focused on answering the famous questions: What? By what means? Whose? And what effect? Means communication flow in one way. While real interaction resulting from modern technological developments requires a multi-directional communication model. It is also long-term and renewable, placing receiver and sender in constant interaction.

### 2.2 Multimedia:

The field of information and communication has not known this diversity in multimedia, as it has with information and communication technologies. Multimodality is the combination of various technologies leading to the role of media and communication in a single holder, capable of addition to the representation of communication roles of individual media. Creating a common communication space among different media, and a multi-generational audience and uses. (Diamas 2014)

Classical theorists were differentiating between the television audience, the public of the writing press, the radio audience etc. The difference was clear between these audiences and the media in which they belonged. Today, the media mix into one media, which can send radio waves, write press releases, and transfer images and video clips, Connecting teleconferencing in a high-quality audio and picture service. In addition to other roles of the media, such as recording, photography, storage and many other services, all this has created a new communication system that is not at all similar to that of the specialized system.

Determining the orientation of the mass media and its audience is not easy. It is a mixture of classical audience, It is also irregular, not fixed within specific trends, Sometimes it tends to press writing, and sometimes tends to the audiovisual media, and sometimes swings between these and that. So we have to revisit the theoretical basis which tries to understand the relationship between the digital media and the audience, And not to impose the old theories on new data.

### 2-3. Diversity of communication process elements:

The diversity of the components of the communication process, which provided the recipient with greater choices to employ the communication process in accordance with his needs and motivation for communication, this diversity led to the emergence of the smart media agency, On this basis, the communication process has tended towards pluralism and identification. On the one hand, it is very diverse, giving the recipient many chances to choose and adopt. On the other hand, these options are renewed. The recipient is not lost in the search, but restricts the options in the field he wants, making him more specialized in the areas he wants. It seems that the digital recipient is aware of a wide range of media content, because the Internet provides great information, But in fact, the choice of options made him confined to a certain area where he would be lost without limits, Renewing the content and its multiplicity makes it related to the field that he wants. But Classical media are less diverse in terms of content, but it does not give much specialization, making the recipient exposed to different content, gaining diverse but not specialized experiences. (Havens 2016)

#### **2-4. Lower level of control "Gatekeeper:**

The gatekeeper in the traditional media was a filter for media content in its transmission from the sender to the receiver. The gatekeeper played an important role in determining the recipient's media choices, as well as the effects of these contents could have on the recipient.

It was necessary when we try to understand the communication process and the expectations generated by it, as well as the public's relationship with the media, to take the role of gate keeper as a key player in this process.

Today, with the modern media, the gatekeeper has not retained the role and position he previously held, The recipient is largely free from external surveillance in receiving media content, after he has all the conditions of privacy in the digital media and communication. Media is no longer used collectively, and the contents of the media are no longer transparent. But confidentiality and privacy have become the main features of the use of electronic media, Which makes it difficult to detect the contents of the recipient, or the habits and purposes of the use of these media by him. The confidence of this recipient is increased by the media, which he finds his desires, and breaks some social and cultural taboos through it.

It is not strange, that the recipient trusts himself in dealing with media content, which makes him abandon the gatekeeper. The information explosion, which is possible for all people, and increase their thinking and gained them experience and accumulated knowledge. The receiver Thanks to digital media has become able to engage in various discussions on various subjects, and increased their confidence in themselves and their abilities.

The role of the gatekeeper decreases whenever the receiver is connected to the contents of the technology, and the high level of interaction in the communication process, which is reflected in the personal abilities of the recipients. And their ability to participate in various cultural topics, without feeling the need to return to parties that were previously the only reference in determining positions and views on various issues.

#### **2-5. Turning the media into "citizen journalism":**

The media and press profession is no longer a specific category of individuals, but in the era of information and communication technologies is available to everyone. The development of the media, the documentation information which become available to all people, qualify them to play the role of journalist and compensated the complex media to just a camera and the Internet (Birnard 2015)

The phenomenon of citizen journalism as a new form of non-professional press practice is one of the most important transformations produced by modern technology, As these practices develop, citizen journalism has begun to take its share of debates and research in developed countries at the media level. This media phenomenon is still called in a variety of terms such as "participatory journalism, open media, democratic media," street journalism, alternative media etc. And other terms that had been developed by researchers in this phenomenon and the media, such as: "Clementia

Rodriguez" 2001 first used the term "citizen media" and "Bauman Willis" 2003 first used the term "participatory journalism".

This new form of media and its public has many characteristics:

--- Every citizen is a searcher for information, and everyone can become a source of news and information.

--- Transformation from the mass media to the media of public : The mass media disseminate information from the individual to the group, and the citizen's press turns the equation and relies on the dissemination of information from all to all, depending on the citizens of journalists.

--- Personal participation: Mobile democracy is a voluntary individual act not subject to the directions of certain organizations but to the political convictions of the individual, which is not found in traditional means of communication.

--- Increased interactivity, which is also longer lasting thanks to the renewal of information or the addition of new data on it.

### **3. Transformations made by modern technology on the theoretical pillars of information and communication sciences:**

It was not possible to talk about a critical view of the theoretical pillars of information and communication sciences, especially those related to the theories of the foundation, especially the theories of influence, elements of communication process and the foundations set by McLuhan and others researchers. Opponents of any view appear to be modernizing the theoretical foundations of information and communication sciences, due to their excessive attachment to classical theories, Are still opposed to innovative ideas in this area, although the field practice proves the distinction of the media and communication and its modern audience about the classical audience, Which necessitates a reconsideration of the theoretical foundations without excluding that in building the system of the new theory of information and communication sciences.

The most important changes made by modern technology on the theoretical pillars of information and communication sciences, we mention the following points :

--- The impact of the external environment on the receiver decreased in favor of the medium :

The gatekeeper and opinion leaders were of the most important pillars explaining the influence of the media on the public. These theories came as an alternative to the strong and direct influence of the media on the public. The Gatekeeper study is a study of the behavior of those individuals who control different points in the storytelling process of information. It was more realized under the classical media, but it has declined significantly under the information and communication technology.

The distance between the source of the information and the recipient is no longer or complex, as it used to be, and at other times, there is no intermediary between the source of the information and the receiver that would screen or reconstruct the media message. Which makes the process of impact exclusive compared to the process that resulted from a series of transformations in the media message.

Opinion leaders also represented a fundamental starting point in determining the course of media influence, and represented a major development in impact studies. Lazarsfeld and Berlusconi and Judy conducted a study in 1940 during the US presidential campaign, in which President Roosevelt was a candidate for the election but he was ill and unable to assume the responsibilities of the

presidency, especially his country was In a period of world war, so most of the media appealed to voters not to re-election Roosevelt.

Lazarsfeld decided to do this study to see how strong the impact of mass media on the public. If it is, so American voters would not vote for Roosevelt and if it is not, they will not do. The election results were contrary to all expectations, so Roosevelt was re-elected contrary to media directives, Personal communication has been instrumental in influencing voters (dialogues and debates) and not mass media.

Although this theory has a real impact on the reality of the impact and the context surrounding it, it is no longer as strong in our time, where both of the media and the public are changed.

Opinion leaders have declined, because of the decline in the knowledge gap among the public. The knowledge gap was the direct cause of opinion leaders' ability, to confuse the public with their perspective and opinion. However, the modern technology has enabled the public, despite their different scientific, cognitive and cultural levels, to have equal chances in shaping and defending views, Knowledge can be developed in a personal way and an independent knowledge system that built without the public relying on other parties to take the role of guidance and make their opinion. Social networking sites for example, are a real space where the individual acquires experience and information and develops their analytical abilities to become able to dialogue and debate, even criticism and analysis.

All of this has changed the nature of the digital audience, compared to the classical audience, so it is necessary to reconsider the impact studies in their new nature.

--- Change the elements of the communication process: It was agreed that the communication process could not take place without the essential elements of its performance. Especially the sender and receiver and the content transmitted through the media, Despite the development of the media from written journalism to radio to television, elements of the communication process still the same.

Source or sender: means the originator of the message, the source may be an individual or a group of individuals and may be an enterprise or company, The source is often used under certain conditions. It is essential that the source be known normally the recipient will not accept the content or message if the sender or source is not known.

The message is the idea, or content that the source send it to the recipient, includes the meanings, ideas and opinions that relate to certain subjects, expressed symbolically in writing, pronunciation or image etc. The effectiveness of communication depends on a common understanding of the subject and language in which the message is presented. It is stipulated in this message to be built according to the nature of the public and their characteristics.

The channel is also an important element of transmission the message from sender to receiver. The channel varies depending on the level of communication :in mass communication it is the newspaper or magazine or radio or television, In a collective communication such as a religious speeches or conferences may be a microphone, In some collective communication, the tool or channel may also be print or video etc. In the medium, it is necessary to be suitable for the recipient. It is wrong to send content to an uneducated audience through the written press or a radio program for children so on.

The recipient is an audience that receives message and interacts with it, There is no doubt that the understanding of the public and its characteristics and circumstances plays an important role in understanding the meaning of the message and its impact on the mentality of that audience.

In fact, the public does not believe the media message automatically, it may reject or respond to it. The public may ignore the message and not interact with it. The content for children is based on their psychological characteristics, and the same thing for young people or women<sup>(kanaan 2014)</sup>

These elements are no longer necessary in the digital media, where modern technology has been able to change the elements of the communication process by dispensing the transmitter and the receiver, and keeping the message only by a new digital means. No longer important, who sent the message, the audience receives daily thousands of information messages over the Internet, without searching for the sender or the source of these messages, Messages are received spontaneously. And sometimes the digital robot sends the media content automatically, so the message moves sequentially among the recipients, without asking about its source.

The recipient is no longer important in determining the destination of the message. The message is published or broadcast in a random virtual space, base more on the number of recipients rather than on their personality and nature. The characteristics of the recipient have become unclear, and standards of discrimination at the level or orientation have become difficult because of the volume of knowledge provided by the digital media and communication.

A message or content that uses modern means is the most important element in the information and communication process, What makes the understanding of this process in its new context is related to a context different from that which prevailed under the media and classical communication, so the impact process will be different as well.

--- Increase the virtual communication and decline the realistic communication:

Modern technology has produced a paradox in the concept of communication, It has opened many doors for virtual communication that is based on approximation the distant people, While reducing the level of real-time communication and dispersed the close people.<sup>(Karabi 2015)</sup>

More than forty years ago, Marshall McLuhan said that electronic media helped shrink the universe and reduce it in time and space, Until it became known as the Global Village and increased human knowledge of its responsibility. This new situation has led to what can be called an "era of anxiety" because the new online revolution which forces the individual to commit and engage deeply, without paying attention to his own perspective.

McClauhan's approach was aimed at referring to two important things. The first concerns the rapid spread of information, until the world turns into a small village, where is the person in the extreme east of world can heard what happens in the extreme west at the same time.<sup>(Kiven 2017)</sup>

The second thing is the mass imposed by television on society and the family, w Where the TV managed and collected Different people under the TV screen.

The media and electronic communication in its modern concept have retained the first part of McLuhan's vision of the evolution of information technology, which transforming the world into a single communication space in which information is transmitted sequentially. but the second part of the theory is no longer valid, since electronic communication has fragment the real communication, and Keep people in the same community far away from each other. so People no longer gather on one screen, and do not share common interests, Every individual in a family has his screen or his own electronic means, busy in his own digital world. Some live in the world of cars, and the other in the world of movies, while others hardly recover themselves from the world of electronic games

The street no longer gathers friends, but they meet in the virtual world, so the social and family relations are largely dispersed. Communication technology has provided solutions of the the obstacles of virtual communication, Such as the problem of language, shame, fear ..it is The paradox which created by the media and digital communication to the public. (Kinde 2016)

--- Interactive Explosion: Researchers see That the interaction is a complex process between the sender and receiver of the media message. End with a set of reactions about the impact of the message on the receiver; Interactive communication extends beyond the limits of human communication to communication and interaction with the medium itself, not between the individual and the parties of the communication process only.

The term of interactive in the media and communication appeared before the invention of media technology. The interest in the interactive study began since 1948 when "wiener" emphasized on the importance of feedback as an essential element of the communication process. After that "Wilbur Shramm" published his book in 1954, entitled The process of mass communication and its effects, Where the first reference to the term interactive. "shramm" pointed to the need for a field of experience between the sender and the receiver, which will be connected to two types of feedback : a message from the recipient to the sender and a message from the recipient to himself.

The various traditional communication studies began with the theory of the magic shot through a model of "shanon and weaver" And model of flow of communication through two phases, into the model of "Westley and maclean" And their perceptions of gatekeepers, ostly emphasized the importance of feedback in the traditional media that were in one-way without care to feedback. (salama 2010 )

but the new technology of information and communication sciences has exploded this interaction in a new way, different from the interactive that was under the traditional media and communication.

#### 4. RESULTS AND DISCUSSION

The most important features of the new interactive are:

A. Power of Interaction: Interactive in the era of information and communication technology has been characterized by high grades. relying on the network system in the process of interaction, So that the feedback starts from one point, reaching hundreds of target points, And return feedback from these points target, to turn to another feedback targeting thousands of other points, In this manner

The interaction with each element multiplies contributes to the enrichment of the subject or the media message. The ability to share media content, comment on it, introduce it ... all this increases the power of interaction,

B. Audience's ability to generate interactive content: No longer interactive in the era of modern technology born of the source of the message as it was in the era of the classical media, But the public who creates this interaction, Some contents have no value or great interaction, and vice versa.

The interactive process is also automatically renewed, so that the audience returns the information to discussion and excitement without the source of the information being renewed, so the audience who reproduces the information, and produces the power of interaction, he is also capable to ending it gradually or definitively.

C. 0. Automatic renewal of the interactive process: The interactive process is transmitted smoothly thanks to the information technology, so the source does not need to recall the message every time, or waving it at every occasion. Modern information and communication technologies prolong and renew the life of media content, So any member of the public can refer to this content to be renewed automatically, and becomes a prominent list of media content for all his friends. the information is renewed when adding any amendments, even without interference from the original source, Which makes it develop like a snowball, and develops with it the interaction that the audience has.

D. Create Audience for Power Interaction: It is no longer the media message that controls the power of interaction around it as it was in the classical media and communication, But modern technology has given this role to the public itself, it determines the extent and strength of interaction. A simple event may be transmitted to a large audience of digital media, and intense interaction around it. While the public ignores an important event, does not interact with it, it turns into an unimportant content.

On the contrary, the public may revive the media content, although this content is old and not distinctive, so the audience determines the value and direction of the media message and the impact it can have.

**Source:**

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