New Media ... Types, Characteristics And Areas Of Use

الوسائط الجديدة ...أنواعها ، خصائصها ومجالات استخدامها

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Abstract :

Information and communication technologies in their various branches have witnessed a great development in recent years, especially with regard to networking technologies, mainly represented in satellite technology, the Internet and smart phones. As a result of this tremendous development, a group of new media of all kinds has spread remarkably, to enter into all activities and sectors of economic, social, cultural and media . The diversity of areas of use of new media is the result of the diversity of patterns of public use of it and the goals and objectives that it wants to achieve from behind this use.

In this research paper, we will try to present a scientific presentation of the most important types of new media, their fields of use, and the advantages they provided to the audience of their users, which is the most important link in the communicative process.

keywords: new media, user audience, networking technologies, information and

communication technologies, virtual community .

الملخص :

شهدت تكنولوجيات الإعلام والاتصال بفروعها المختلفة تطوّراً كبيراً في السنوات الأخيرة ، خاصّة ما تعلّق بتكنولوجيات التشبيك و المتمثلة أساسا في تكنولوجيا الأقمار الصناعية والإنترنيت والهواتف الذكية . وكنتيجة لهذا التطور الهائل ، انتشرت مجموعة من الوسائط الجديدة على اختلاف أنواعها وبشكل لافت ، لتدخل في كل نشاطات وقطاعات الحياة الاقتصادية ، الاجتماعية ، الثقافية والإعلامية ، فتنوع

Bachouchi Kenza

مجالات استخدام الوسائط الجديدة هو نتيجة لتنوع أنماط استخدام الجمهور لها وغاياته وأهدافه التي يريد تحقيقها من وراء هذا الاستخدام .

من خلال هذه الورقة البحثية سنحاول تقديم عرض علمي لأهم أنواع الوسائط الجديدة ومجالات استخدامها والمزايا التي قدمّتها لجمهور مستخدميها الذي يعتبر الحلقة الأهم في العملية الاتصالية .

الكلمات المفتاحية : الوسائط الجديدة ، جمهور المستخدمين ، تكنولوجيات التشبيك ، تكنولوجيات الإعلام والاتصال ، المجتمع الافتراضي .

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1. INTRODUCTION

Communication and information technologies have known great developments through different historical stages, which gave them an important position in various fields of economic, social, cultural life, including the media. These technological developments have led to the spread of advanced, easy-to-use, and highly effective means and devices in achieving distinguished services in a short time and with less effort. Every day that passes, these media do not stop growing and developing. This rapid growth is reflected in the doubling of the number of users across the world, who now exceed two billion users of various forms and types of these new pillars and means, and whose usage patterns and goals and objectives they want to achieve through this use differ.

The new media and communication are distinguished by unique features and characteristics that facilitate the human being to carry out various activities in all different sectors of life, and this is what made them tools used individually, collectively and institutionally at the same time, they have become an integral part of the daily life of the public.

In our research paper, we will try to provide a scientific presentation of the most important types of new media, their areas of use, and the advantages they provided to their audience of users, which is the most important link in the communicative process, and

accordingly we will try to answer the following problem: **What are the types of new media? What are the advantages it gives to its users?**

For this purpose, we will discuss the following elements:

1/ The concept of new media (in short)

2/ New media types

3/ Characteristics of new media and its relationship to old media

4/ Areas of use of new media

I. A conceptual introduction to new media

I.1 The concept of new media:

In the English language, the origin of the term is the word Medium, which means mediator, and its plural is the word Media, which means media, while in the French language, this word has been borrowed and used to become a singular word Media and its plural is the word Medias. The concept of New Media is a multi-meaning concept. On the one hand, it refers us to new technologies, the Internet, the smartphone and other digital technologies and means.

On the other hand, and at the level of practice, we are talking about electronic press, social networks, and blogging sites. There are also other levels of the concept of new media, including cultural, symbolic and others(Al-Sadiq, 2012 , p 10)

The concept of new media has enjoyed a rich epistemological discussion, taking on both linguistic and theoretical dimensions. Returning to the linguistic roots, we find that the term has evolved from journalism to media, and here Professor Ali Kasasiya points to a defect in the translation into Arabic of the term new media, which is a wrong translation of the term New Media or Nouveaux Media (Qassiya ,2018) a translation that does not suffice linguistically, cognitively or epistemologically, adds Professor Radwan Boudjemaa in the same context(Boudjemaa , 2018) .

The term Media is of Latin origin, Medium, which means the medium, and by translation into Arabic, it refers us to mediation, al-wasl in the sense of linking, and al-wasat in the sense of l'environnement (Boudjemaa , 2018). In order to translate the term New Media, we have two options: Preserving the term "media" with

its previous concepts, or adopting another translation, which is "al-media", and the mediator in the Arabic language is everything through which a situation is achieved, such as: a media page on Facebook made up of a virtual group that exchanges news stories and cannot meet and exchange these stories without the presence of Facebook page mode.

The French theorist Regis debray, in his book entitled Introduction a la mediologie, was interested in the concept of new media, where he says that the mediator is of a dual nature, twofold, consisting of two parts(Al-Sadiq, 2012 , p 11)

• The first part: It is the physical physical layer that has undergone a process of installation and organization, it is called debray the organizing matter, and on this basis he sees that digital technology is not just wires and electronic materials, but rather materials that are subject to a specific regulation.

• The second part: It is a non-material layer of an institutional nature that debray calls the organization without which technology cannot exist, because technology according to him is intertwined with institutional systems that can be rules, ethics, controls and others. This immaterial layer is linked to the social organization, i.e. to the group, and to the system of relations that is established through the mediator.

Accordingly, the medium has a technical nature related to the world of things such as the smartphone, and at the same time it has a deliberative nature related to the world of human and social relations such as blogging and the production of news stories on Facebook pages.

Translating New Media as the media has a kind of fallacy because it suggests that the new media are nothing but tools for transmission and communication, that is, they become a path or a path through which messages flow, and thus the new media lose their symbolic and institutional dimension. (Al-Sadiq, 2012 , p 11)

Talking about new media also leads us to talk about "media communication and its relationship to personal communication, the latter is linked to the world of selves and is based on the mediations of language and signs, while media communication is achieved in the

social space through technical means, allowing the creation of a virtual collective space that transcends temporal boundaries." and spatial(Serbanescu , 2012 , p19) .

And researchers Sonia Levingston and Leah Lievrouw, in a book published for them entitled The Hand Book of New Media in 2006, believe that New Media cannot be reduced to the process of integrating technology into the communication or media process, but rather it integrates three basic elements:(Lievrouw ,2006 , p 14)

• The first element: system technique: such as smart phones, laptops, receivers and satellites...

• The second element: practices: such as producing news stories and publishing them on facebook pages

• Social arrangements: such as families, unions, work institutions, etc

These three components are what make up the new media.

Therefore, it is necessary to avoid using the term new media to describe the new field that we are going to research in. We are facing a phenomenon related to New Media. Either we use the term new media, that is, we keep the translation as it is literally, or we move to the origin of the term Media, which is the media, and we say the new media for media.

The concept of new media can be defined in several meanings. Al-Sadiq Hamami focused on four basic meanings in detail as follows:

• The first meaning: New media is a multi-dimensional field formed by new technologies (Al-Sadiq, 2012 , p 27) or, according to the British researcher Jones Steve, "it is the broad field formed from new experiences in different fields and this is in his book encyclopedia of new media. These experiences can be identified in five levels(Jones ,2002 , p 19) :

• First: New experiences in writing: (blogging, commenting, sharing, etc.), meaning that the form and structure of the text written in the new media is different from the structure and form of the text written in the old media.

- Second: New experiences in the formation or representation of the world: the virtual and real world exists in the depth of the sociology of representations.

- Third: New experiences in interpersonal relations: represented in virtual relationships and friendships that arise in the networked society and social networks.

- Fourth: New experiences at the level of identity, group and self

- Fifth: New experiences in organization, production and the cultural industry in the media.

The new media as a procedural concept is all the means that depend on new information and communication technology for the purpose of communicating between individuals or informing them of various news and information such as the Internet with its various services (e-mail, social networking sites ...), smart phones ... etc. In other words, the new media is a set of props such as computers, tablets and smart phones that can be combined into one device that includes the use of the Internet, the telephone network, and any other type of network that allows the networking of a part of this world.

"Users of new media are the group of individuals who can follow the old media in addition to using technological applications through these media from anywhere depending on their screens, and at any time depending on networks. In order for the mass media to become users, they must have devices Advanced communication such as computer connected to the Internet, mobile phone and electronic tablet, but to achieve this assumption requires excluding individuals who suffer from traditional illiteracy, as well as individuals who suffer from electronic illiteracy in addition to individuals who suffer from technophobia "anti-tech"(Qassiya , 2016) .

I.2 Types of New media:

The researcher, Ali kessaisia, divided the new media on the basis of three aspects: the historical aspect, the technical aspect, and the audience aspect , These sections are as follows: "(Qassiya , 2017)

- <u>Electronic media (E-Media)</u>: It is the means of communication that uses the electron in organizing, processing,

storing and transmitting information in text, sound and image (Onighoroboh , 2016 , p 13) such as smart phone, e-mail, electronic newspaper, remote lectures ... etc., and this term Through its concept, it may be broad and comprehensive to include a group of devices and associated services . And due to the development of these devices and the development of their services, and even their overlapping among them, new classifications can be reached for them despite the difficulty of the matter (Definition , 2018) . Services such as e-mail are no longer limited to sending asynchronous e-mails, but chatting services have merged with it, making it possible to use e-mail for instant communication between people at the same time.

• Online Media: It means the old media that create their own websites on the Internet to display their contents and messages directly on the line at any time and place,(Ismail,2016) and the establishment of media institutions for websites is evidence of their knowledge of the importance of the Internet in our time. and its role in granting institutions a virtual extension that enhances their preservation of the sustainability of their activities and the provision of their products.

That is why it has become obligatory for the traditional media to keep pace with this technological development so as not to lose the raison d'être. In this regard, the nineties witnessed more transformation of newspapers (newspapers and magazines) into a complete mechanism in the production process, even in documentation methods. Press information centers were also linked to local and international information banks and their networks, and newspaper printing methods were developed in more than one location at the same time. During the improvement and acceleration of the transmission method.(Mahmoud , 2005 , p 158)

• Citizen Media: This type of new media refers to citizen journalism, which is media made or co-created by a citizen who is not required to be a media person, but rather employs new media from social networks and social media, and transfers various events and exchanges them in the field of news and opinion. and among other citizens over the Internet . .It is also known as Public Participatory

Bachouchi Kenza

Journalism, meaning participatory journalism, as it is a role played by the citizen who plays an active role in the process of collecting, classifying, analyzing and formulating information and news (Abel , 2016) . According to We Media's semi-annual report issued by the Media Center of the American Press Institute, the concept of citizen journalism is explained as how the public shapes the future of the circulation of news and information. (Bowman , 2003 , p7) Citizen journalism is a specific part of the concept of citizen media like it is in that. Like the term citizen-created content.

- <u>Web Sites:</u> A group of web pages linked to each other and stored on a common server, and each site has its own domain. It also has several different types according to the purpose of its establishment, according to the entity prepared for it, and the degree of its complexity. Each website is considered a set of electronic web files linked to each other and including an opening file called the home page, through which the rest of the documents included in the site can be accessed, and the site is accessed by writing its name in the browser (Qassiya , 2017) . The type of division that determines their types, including static sites and dynamic sites, including Web 1.0, Web 2.0 and Web 3.0, and also classified according to the popular classification into news sites, entertainment sites, educational sites ... etc.

- <u>Social networks on the Internet</u>: or what is known as social networks, which are websites that provide Internet pioneers with the ability to open a personal page in order to exchange information, photos and videos with their group of friends and their network of relationships (Danah , 2007 , p 25) , and these websites are established and programmed by major companies for all Users and friends to share activities and interests, to search and make friends, and to find interests and activities of other people Where it offers a range of services to users such as instant chat, private messages, e-mail, video, blogging, file sharing and other services.

It is clear that these social networks have brought about a great change in the way of communication and participation between people and societies and the exchange of information and have been able to

gather millions of users at the present time, knowing that these networks are divided according to the purpose of their establishment, there are networks that bring together study friends such as Facebook when it appeared in its infancy, and others gather work friends such as LinkedIn, and there is Twitter for tweets, and there are many other sites similar to the sites we mentioned.

• Wikis: These are websites that exist on the Internet that allow their visitors to modify their content and add new content without any restrictions. The word wiki means speed, and this word was used as a description for this type of site to denote the speed and ease in modifying the contents of the site (Mawared , 2011). And adding content on a wiki is a participatory work and in many cases it allows anyone to modify its content without registration or a password. Leaked information about secret facts or documents in order to disclose it as Wikileaks.

II .Adventages and areas of use of new media

II.1 Characteristics of new media and their relationship with old media:

In contrast to the relatively stable old media, new media and communication are constantly evolving, so Levingston and Lievrouw propose the following:

The old media are subject to what the two researchers call media reformation, which refers this concept to the formation of new media and the reconfiguration of old media ((Lievrouw ,2006 , p 47). Reshaping the old made the two researchers talk that technology bears multiple repercussions and results. However, the researchers focused on two important levels that constitute a peculiarity of new media:

• Ubiquity: It is a comprehensive and permanent presence, because new media have leaked into all social spaces (the car, the ship, the plane, etc.)

• Interactivity: This feature constitutes a fundamental difference in the old media, because the new media provides individuals with wide possibilities to choose sources of information and interact with others, and at the same time enables immediate and instant communication, which is absent in the old media.

After all of the above, we now raise the problem of old and new media: is it a rupture, continuity, or renewal?

This thread that connects the new media to what preceded it, makes it a recombination of the old media, so it is a continuity of the prevailing cultural materials, that is, they broadcast the same content.

In this sense, we can talk about their interrelationship with the principle of containing each other, and this leads us to the media reconfiguration referred to by the researchers Levingston and Lievrouw.

The two researchers who doubt the radical difference of the new, because they actually believe that the new can only be a recombination and organization of the previous elements The new at that time becomes familiar and loses its temptation, because the originality of the new is that it is in fact unrelated to what preceded it, or in other words, without a past, and this seems impossible.(bolter , 2000 , p 48)

Dr. Jamal Zarn believes that "what the new media and communication brought about is finding new angles in the citizen's life that the old media did not provide or were not able to address and treat due to the weakness of technology or contexts, which makes them really old when we compare them with the new media that It occupies margins that the old media can no longer access. (Zarn , 2017) ''

We should not stop too much at the term old and new media, because simply because the old media, in a certain historical period and within a specific context, were new, and the new media that we are looking into, with its characteristics and features, will one day become old.'' (Abbas , 2008 , p 472)

Sociologist and French Professor Francis Balle believes that we must, on a theoretical level, show that our approach to the topic of new media and linking it to old media from the perspective of social media and its communicative networks is originally due to the fact that new media is not only new at the level of technology, but rather its novelty It also lies at the level of content and content, especially the thought it carries and the new formats that it is supposed to produce

within society, especially from within the traditional pattern of people's eternal need for news and journalism.(Francis , 2011 , p 59)

II.2 New media use areas:

The uses of new media are numerous according to several criteria related primarily to the type of medium or medium used and its characteristics, which we learned about in the previous axis, in addition to the type of user, his scientific and academic level and his career orientation. The use of new media is carried out at several levels as follows:

II.2.1 Personal communication uses:(Abdel Azim , 2015 , p 73)

With the development of technology and the invention of the telephone that linked remote sites and people together, this facilitated communication and the ability for people to easily know each other's news, but this method of communication has gradually become replacing visits and personal presence, and this is considered a negative matter.

And the series of tremendous technological developments continued until they reached the use of the Internet in communication, and this method became widespread, so communication is no longer via voice only, but the ability to view photos and videos and follow the details of life in its natural form, a person in Australia, for example, can share his family living in Algeria all A moment in their life in audio and video.

Social networking pages such as Facebook, Twitter and Instagram were created that linked the world together, and enabled individuals to communicate with each other, know each other's news, establish new relationships and consolidate previous relationships. These sites can introduce people to each other and remind people of the occasions that friends have

Social networking sites bring points of view closer, and are considered a means of exchanging ideas, information and knowledge, developing skills and creative ideas, in addition to learning about the culture of other peoples, which leads to the development and development of societies. (Abdel Azim , 2015 , p 74)

II.2.2 - Educational and pedagogical uses:

Many scholars, researchers, and specialists in various educational, psychological and social sciences had many questions about new media and their educational role, and the focus of these questions: What is the educational and psychological impact that these media can have?

This central question and many other questions are still the subject of dialogue and discussion among specialists in educational and psychological sciences, and they are looking for the positive or negative role that these media offer, taking as their infiltration into our educational reality without limits or restrictions, and without waiting for our approval, for it is an impossible reality. In addition to our awareness of the various ways of adapting these sites to serve our educational and psychological mission in this field.

The new media of communication is one of the interactive contributions to the development of education, and the transformation of the school from an educational environment confined to its walls to the departure outside its walls, in order for education to transcend the limits of time and place, in addition to involving all parties of the educational process with the community with its parents and various institutions, and to give the social aspect to the education process. (Alan , 2011 , p 49)

The new media has become one of the important social and educational electronic institutions that play an important educational role in raising students and providing them with sound scientific knowledge, customs and traditions if they are well managed. It also contributes to the development of various aspects of the student's personality, whether academic, social and psychological. The educational process is not just an indoctrination or a study book, but rather an interactive and participatory process that aims to build the integrated personality of this student. (Al-Najjar , 2019)

The role that new media play in the development of e-learning, as it works to add the social aspect to it, and the participation of all parties in the education system, starting with the school principal,

teacher and parents, and not only focus on providing the course to students. .(Ghassan , 2015 , p 58)

II.2.3- Governmental uses: In recent years, e-government or e-management has become a vital necessity, to keep pace with changes, and administrative, service and civil needs, at the internal and external levels, specifically in the field of using new media of all kinds, in the service of administration, society and government objectives. The digital age is an administration that is unable to keep pace with development and keep pace with its society, and this is reflected in the effectiveness of its production and the level of its services.

Many government departments have tended to communicate with the public through social networks as an example of the new media of communication and information, with the aim of measuring and developing their government services, and keeping pace with modern technology. Rather, technical communication with the public has become one of the evaluation points of government departments and their services provided, and this service is characterized by low cost and access. Direct to the first beneficiary, and direct feedback, which helps to avoid errors and access the service provided to perfection and excellence.

Social networks can be used to book and confirm appointments, publish instructions and procedures, communicate with the president directly, and make comments and suggestions.

If we take into account the objectives of electronic management, it is well-known that the most prominent objectives of electronic management focus on the following axes: (Abdul-Razzaq , 2009 , p 31)

- Public administration development: reducing paperwork, reusing solutions...etc.

- Improving services: reduced mobility, anytime and anywhere connectivity, easy access to information...

- Increasing interaction between management and the citizen (customer).

Facilitating procedures.

- Reducing expenses .

II.2.4 news uses: With the information revolution and the boom in new media and communication technologies in recent years, new media, especially those related to online social networks such as Twitter, Facebook, YouTube and other sites, have brought about a new revolution of another kind.

Where these sites have turned into media that many rely on to elicit news and see what is happening in the world. These social networks have brought about a real revolution in the media field and have imposed themselves as a serious competitor to traditional media, especially since it requires nothing more than a smartphone, an Internet connection and a camera. It has also created a new type of journalism known as "citizen journalists." Which played a major role in covering events that the traditional media could not reach, especially the events of the "Arab revolutions," but the growing role of the new media has raised more than one question about its future, and whether it will be a serious competitor to the traditional media and threaten its throne, especially that media institutions In its coverage of some important events in the world, it relies on these sites, while the biggest question revolves around credibility, as most of those working in these media lack professionalism, in addition to the absence of impartiality. (Shuwail , 2015 , p 51)

II.2.5 - Advocacy uses: The new media opened the door for communication and advocacy with others, Muslims or non-Muslims, in their different languages, races, and countries. Many preachers have their own pages and rich websites, which is a positive transition for global communication in light of the official media closure in many countries, and in light of systems that impede direct communication and mold the preacher. And the world is on rigid templates. Calling through new media such as social networks is characterized by universality, instantaneousness, and continuous updating, while breaking the barrier of time and time, ease of use and communication, and saving effort and costs.(Warda , 2019 , p73)

II.2.6 Marketing uses:

Most of the successful companies and institutions rely on many administrative tools to make their activities successful, and one of the

most important of these tools is the marketing tool, and in light of the intrusion of new media and communication into our lives in most fields, many companies resorted to using these means to develop their marketing tool, and with the increasing popularity of these Means between companies and institutions, we began to see unusually large competition before using these means. (Al-Sabaa , 2015)

And the more marketing competition intensifies in the corridors of social media, for example, the more we see a wider spread of the product whose name or image breaks into the pages of social networks such as Facebook, Twitter and Instagram, either by the user's search for the best product to satisfy his purpose, or by imposing promotional ads on the users of these sites This is what greatly affected the world of marketing before the social media revolution, and in many cases these sites produced great results on the marketing process and gave higher numbers in sales.

II.2. 7- Medicinal uses: The world unanimously agreed on the importance and necessity of new media of all kinds in our daily lives. Recent studies and statistics have shown that there is a rapid and multiplying increase in the number of users in short periods of time, and the world has become not only a small village, but we are almost certain that it has become much less than that. The virtual world generated by these media in many cases has become the real world for some, because a person spends more than half of his day wandering between its pages.

Employing social media in our personal and professional lives, especially in the field of medicine and health care, is of great importance due to its role in health awareness, education and promotion of medical centers and pharmaceutical companies, and conducting remote medical examinations and surgeries, and this is what is known as E. sergent. .

II.2.8 New media, communication and public relations:

There have been many conversations, articles and analyzes about the importance of new media and the role they play in changing concepts, fluctuations, and even revolutions, and among the aspects of

the effects brought about by these media, we will focus on the field of public relations.

It has become dependent on two parties: in the past, companies and institutions were planning to influence the recipient, which is mostly the customer and the target audience. Until now, many companies continue to follow this approach, and it is good, but not the same as before, as it has many defects. . (Mahmoud , 2011 , p 42)

III. Conclusion :

Since its emergence, the new media and communication have revolutionized the lives of the public who use them, which has acquired a number of interactive features and characteristics that facilitated the various communication processes at many levels, enabling it to achieve effective and important results in a short time and with much less effort than what it was doing in the past before the advent of These media, with their modern technologies, advanced devices and social networks, have formed virtual communities that exchange information and services among themselves in all vital sectors of life, whether economic, social, cultural, political, sports, scientific, religious and others.

Thanks to the ease of use that always prints new media and the flexibility of its functions in line with the culture and tendencies of the audience, it has gained an important place in the daily life of its users, who are always waiting for everything that is new and useful for them and their society. It is true that this would advance the development wheel in all sectors of life and improve the conditions of societies that go along with these media in their daily developments.

New Media ... Types, Characteristics And Areas Of Use

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Bachouchi Kenza

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New Media ... Types, Characteristics And Areas Of Use

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-Boudjemaa Radwan, Lectures on the New Media Approach Scale, first year Ph.D.: Mass Communication and New Media, University of Algiers 3, academic year 2017/2018.

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-Qassiya Ali, Lectures on the Media Audience and New Media Users Scale, for first-year Ph.D. students, specializing in mass communication and new media, first semester, University of Algiers 3, 2017/2018

3. Internet websites:

- Abdel Razzaq Merabet, journalist in the New Media Department of Al Jazeera, www.aljazeera.net

- Muhammad Al-Kayyali, Internet Analyst at Al-Jazeera, www.aljazeera.net

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