



The role of public media in achieving social responsibility of Algerian youth

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Abstract:

Many young people in the Arab world today suffer from the marginalization and lack of attention and care that governments and countries are supposed to provide to this important group of society. In particular, 70% of the human makeup of Arab societies are young people who are exposed daily to a large number of media messages that differ in content and its objectives, but the reality indicates that this category, despite the breadth of the category is fragile and easy to influence them, which requires great attention by the local and regional media

In this paper, we have tried to understand the mechanisms or mechanisms of influence on youth segment used by the Algerian media in the public sector in an attempt to understand their social responsibilities and their own privacy and to provide them with the appropriate material to serve them.

Through this theoretical paper, we will try to highlight the importance and role of the Algerian public media in its diversity (audiovisual-visual-written) to know their interest in this category, especially in recent years, where the country has known changes on more than one level.

Keywords: Media, Public Media, Social Responsibility, Youth, Algeria.

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1. INTRODUCTION

Since the adoption of multi-party in the early nineties of the last century, which was accompanied by media pluralism and openness to freedom of expression, Algeria has witnessed a great movement in the field of media of all kinds, print, audio and visual, so many newspapers and magazines specialized in writing in Arabic and French have emerged in many political, economic, social, educational, youth and sports fields, with various titles that are currently close to eighty titles in markets and points of sale.

The impact of written media is relatively limited, given that it is directed to a certain segment of society that improves reading and writing, the bet remains pending on audio-visual media to advance the elements of the nation, spread the culture of awareness in society, and keep pace with the rapid transformations in various aspects of life, scientific, cultural, social, economic and educational, and the fact that the intertwining of the various elements that make up Arab culture, and its exposure to many forms of interaction and mutual influence, make many of these provisions in need of scrutiny and analysis. (Wolton Dominique, 1998, p.40)

Based on this, we try through this research paper to show the role of public media in achieving social responsibility among Algerian youth, and to know the extent of its development in recent years, which leads us to ask a central question:

Does the public media play a role in caring for the issues of Algerian youth?

The increasing interest of the humanities in the contemporary period in the issue of youth, especially after the aftermath of youth movements in the world, which expressed intellectual and psychological premises, were not taken into account by political authorities, such as the youth movement in France in the sixties of the last century, which represented a situation of rebellion against the cultural conditions from which these young people were suffering.

Which means that the media must have all the necessary conditions to get out of the area of influence of power to the state in order to be able to embody the realities of society with all its parties, ramifications, contradictions and interactions, in a way that enables this society to enter into the realities of the times, and absorb its characteristics and features and the conditions for dealing positively with its data, but it is necessary to note an important point, which is the great change that has beset public television today, after public televisions remained, until the early nineties of the last century. Strong thanks to the attention paid by the general public to its programs, and the variety of content it offers that responds to the needs and tastes of different social groups, one researcher describes the society we live in today: "We are witnessing an increasing world dominated by the media, as we have become more connected to the reality presented by the media than to the real reality that already exists." (At-Touwijry Mouhammed Ibn Ibrahim, 1998, p.19).



Thinking about the problems of young people and trying to find the necessary formula to guide them socially and morally is an old attempt that philosophers, writers, psychologists, educators, politicians, social reformers, and media men have addressed – each according to his reformist perspective – which reflects the serious interest in this segment of society throughout history, which has led in recent years to the emergence of growing research in education and social psychology, which has taken youth and its issues and problems as a distinct field at the theoretical and empirical levels.

Therefore, we will try through our study to document an important topic from many aspects, while trying to search for the problems that this group suffers from, as the need for studies in the field of social responsibility, especially those related to youth issues, is certain every day, and the need for scientific research in this field appears urgently... The field of scientific studies and research in the field of youth remains a raw field that has not been sufficiently addressed by researchers and scholars.

The various sectors concerned with this important and major segment of Algerian society have so far been content to take immediate care of this category of aspects of education, training, health and recreation, without following this responsibility on a larger scale with strategic studies and research, especially in the media, whether theoretical, field or even practical.

Therefore, this sponsorship remains unable to respond objectively to the aspirations and the different needs of young people, this will only be done by providing a number of studies and scientific research.

From here it is clear to us that the youth phenomenon is not necessarily the result of the industrial society that has known the phenomenon of mass education, "youth" as a social phenomenon can exist in a pre-industrial society, even in a limited form, society is now going through deep transformations at different levels, which makes the youth phenomenon of great importance, and the situation today calls for the use of a new means to achieve societal goals and objectives by influencing the behavior of the individual and changing it in line with these goals, so that it falls It corresponds to the democratic trend taken by modern societies, a trend that reduces or pushes to reduce coercive or coercive measures in forcing people to conform their behavior with the standards and laws of society and to seek participation in public decisions. (Zidi Mongi, 2008, p.87)

Therefore, it is no longer possible or palatable to ignore the social segment that numbers millions, whether with regard to the problems and issues it suffers and faces, or with regard to its broad aspirations and hopes for a better life, since scientific and organized identification of social reality and diagnosis of its phenomena is the indispensable prelude to understanding and interpreting it and confronting the immediate or long-term entitlements and responses it imposes. From this standpoint, it becomes a methodological necessity – and also logical – to closely examine the most important issues of concern to our youth, and to provide a multidimensional analysis of the quality and magnitude of their problems, and our way to achieve this goal is a procedural division of the various aspects of young people's lives at the level of the family and society.

In fact, youth have formed throughout the ages an important group that plays a vital role in the movement of societies, as youth represent the asset of a living and renewed society that ensures its continuity and continuity, and from this point of view are presented entitlements, problems and

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challenges that must be recognized and sought to work on them in all the programs and plans developed by countries for the present and the future.

❖ Algerian youth in statistics:

Young people represent a significant proportion of the total population, and for this reason we will address in this point the demographic structure of Algeria in numbers to highlight the energy and vital wealth that the youth group in it possesses in Algerian society according to the various censuses, as the national statistics for the years 1989, 1999 and 2009 related to the distribution of the population by age.

Their number increased from 15.3 million in 1989 to 20.6 million in 1999 and to 31.04 million in 2009. On the other hand, it should be noted that Algeria's population was estimated at 42.4 million in January 2018.

Here we review some figures with sociological significance in the components of Algerian society, which reflect the position of the youth segments in it, as follows :(Mojahedi Mostafa, 2007, p.74)

1. Percentage of births after 1962:

The percentage of the population born in the era of independence is 79.73%, which is the proportion of the population aged 39 years and under, estimated at more than 23 million people. As for those born before 1962, their percentage is 20.27%, and their number is estimated at about 6 million people only, and they are a minority, which makes its role on the social scene gradually shrink, which means that Algerian society is a young society, as 80% of its population is under the age of forty.

With regard to the distribution of the population by sex, it should be noted that the category of women remained in number superior to the category of men during the period between the sixties and the beginning of the eighties, and the situation was reversed in 1990, when the superiority of the category of men was recorded as shown by the General Census of Population and Housing in 1998, which is the first numerical superiority of men over women.

This characteristic (i.e. the youth of society) has automatically led to the renewal of youth problems and their causes, as well as the method of treatment. This has caused an imbalance in the conformity of young people with the values of society, due to the absence of sound foundations for the socialization of children and young people, whether at the level of the family, the school, or at the level of other institutions of society.

2. Age Group:

Algeria is considered a country of youth in the sense that the population of Algeria is mostly young, and they represent an energy and strength that is unmatched by another force, which is mainly marriage and procreation, but this phenomenon in turn is subject to change and transformation as a result of intellectual changes, aspirations, social policies, economic conditions, living conditions in general, urbanization and modernization.



The ratio of ages 0 to 34 years is estimated at 74.02% or 21,669,477 inhabitants out of a total population of 29,272,343 (1998). If we adopt the United Nations 29-year criterion as a ceiling for the youth stage, we find that the number of young people that the Ministry finds itself concerned with is 12,775,032 people, i.e. a total percentage estimated at 43.64%.

Therefore, we consider that the recent attention paid to young people is evidence that their situation requires a review of the policy directed at them, especially by the public media, if we consider youth as the active force in society and the main element for building the national economy. (Boudjellal Abdellah, 1993, p.36)

– Challenges facing the public media in paying attention to Algerian youth issues:

The main problems are not the technology itself, nor the infrastructure that can be imported if the financial means are available... However, it also lies in many political, organizational, educational, cultural and ethical issues, and to meet these challenges, concerted efforts and cooperation of governmental and non-governmental bodies, multiple scientific disciplines and various scientific skills are required.

Society must be built on transparency and democracy, i.e. there can be no information society in any country without real political reform, the provision of a truly democratic environment, full and genuine recognition of human rights and the right to access sources of information, exchange them with others in full freedom or without updating philosophies, systems and methods of public administration, improving relations and transactions between state agencies and citizens, and reshaping and formulating the large amount of information possessed by state agencies and community institutions in a way that affects more effective management. And creativity and more better services for citizens with more transparency and democratic participation in the public affairs of society, in addition to the growing inferior view of the scientific and cultural knowledge aspect in favor of the primacy of the variety entertainment dimension, and thus the absence of intellectual and scientific-cognitive activities for effective programs and strategies. (Sadik Rabah, 2011, pp 77-78).

Accordingly, we believe that the role of the public media in solving the problems of young people in the short, medium and long term requires first relying on a serious media strategy that addresses the problems of young people, and thus allocates private radio and television stations addressed to them, and their management is supervised by specialists in various social sciences, to raise their awareness of religious and national values, enhance the spirit of belonging to their society, develop their sense of responsibility, and raise the level of their thinking and perceptions so that they can solve their problems in reasonable ways.

A report conducted by the International Educational, Media and Cultural Organization on the effectiveness of the Arab media revealed that most Arab media systems, including the Arab Maghreb countries (Morocco, Algeria and Tunisia), do not attach much importance to young people and programs directed to them, which are supposed to deal with their concerns and interests, and to be responsible for their scientific, cultural and educational development and advancement, by combining the quality of content, diversity and excellence of output, arousing the interest of young people,

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identifying the media needs of young people, and controlling clear media trends towards them. (Abdelsalam Khaled, 2010, p.17)

It has become scientifically and globally established that young people have a specificity that must be taken into account in making public policies, in all its dimensions, so it is important to have a public media that creates with its programs and content confidence in the choice of young people and to leave them to determine their priorities convinced that experience comes with practice, and that patience with young people is necessary in order to give them the opportunity to master experimentation and learn from mistakes.

The question that should be asked by the Algerian media, not only public but also private, is not limited to "What do we want for our Algerian youth? But what do these young people want for themselves? This entails a serious commitment on the part of the public media in Algeria to refer to young people in all possible direct ways to know their priorities, measure their abilities and develop their skills by building reliable databases based on the central question: What do we want to know about Algerian youth?

Therefore, it remains necessary to build a national media system based mainly on assuming its social responsibilities by serving and paying attention to the issues of the youth group in the country by focusing the media content of the public media on everything that would develop the capabilities of our youth and improve their scientific and cultural level.

This can only be achieved through the development of government policies that are sufficient to measure the return from them from the reality of the Algerian youth themselves, and the belief of the national political leadership and its conviction of the importance of the participation of the youth public in the making and implementation of public policies, and providing the opportunity to support this participation by ensuring freedom and allowing young people to express their hopes, aspirations and opinion on the issues and problems of their society, and providing various media methods to present opinions, ideas and suggestions with complete clarity and complete freedom while trying to communicate these ideas and ensure that they reach Participation of decision-makers and work on developing methods to arouse the interest of the masses and develop their capacity to participate, especially since youth participation is still blocking its way towards candidacy as a strategic societal choice in developing countries with varying degrees of speed and stability.

The phenomenon of youth reluctance to public affairs has become a global phenomenon, with some scholars even calling it "**civic indifference**", while the moral wisdom dictates that youth participation is a key objective in reform strategies and policies, both nationally and globally, which is based on the principle that what is done is obligatory, that is, youth empowerment requires rethinking legislation, policies, and practices from a generational perspective.

Helping young people to maintain their value and adhere to it on the ground and translate it into actions rids the path of psychological development from confusion and gives security and security, so the public media in particular can work to provide young people with a sense of the purpose required of it and direct it towards this purpose and establish a unified individual and



collective action, so the media has become a key actor that cannot be absent or abandoned, and in order to adapt to the situation, it has become necessary:

1- Establishing a new rationality: or rationalizing society and keenness to work, according to what is required by the general situation and social control institutions and setting goals in accordance with the interest of the principle of work. But we find the effects of incoming media and cultures alien to the culture of society, so we must pay attention to programs stemming from the values of this society and its conditions of any kind, provided that these programs are realistic and embody the reality of young people (hopes and pains) and attract them to them, as the media has become one of the primary elements responsible for preparing the human being, who is the main pillar in bringing about advancement and development in any society.

Consequently, it has become imperative to familiarize young people with the mechanisms of globalization in order to prepare a human being capable of building tomorrow and to form Muslim youth with information in order to deal with new phenomena in their dimensions and effects in an objective and constructive manner. (Mohamed Doubya Ahmed, 1999, p.45)

Therefore, it is important to rely on exploratory research in the field of media and the basic principles to be adopted to work with young people and to identify objectives represented mainly in contributing to the improvement and mobilization of youth with their principles and rights and activating their political participation through media and raising awareness of the principles and mechanisms of citizenship to raise their participation in public affairs and give them the opportunity to discuss their views on citizenship with political and public officials by dedicating a space for media and permanent exchange between young people through organized media networks for the purpose of documentation, consultation and exchange of experiences, and publish information and data that interest him.

Thus, it is imperative to:

- Helping young people to open up to media institutions to know their opinions, discuss them and record their observations in order to deepen the content and distribute it to all those interested in youth affairs and all government institutions.
- Rehabilitation of local and national channels and bringing them to a level capable of competing with Western satellite channels, and the development of the functions carried out by Algerian television in order to integrate with other traditional and modern means of communication in carrying out its educational role in the information age, as well as the definition of individual needs and motives that influence, in addition to social characteristics and characteristics, the planning of editorial policies and the formulation of communication messages.
- Identify the levels of ambition, social status and degree of obedience to the local community, and reveal the degree of dependence on local primary groups, as well as the ability of the media (in particular radio and television) to use innovations and the evaluation of these innovations by young people, given that the socio-cultural framework is an effective tool in detecting and excavating these complementary factors.

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- Reading and understanding the real cultural and recreational needs of young people by developing a programmatic plan for the public media, and trying to meet them in line with their cultural and civilizational values, through programming that meets the lofty tastes and sharpens the intellectual and cultural faculty of the recipient.
- Exerting efforts to develop an organized plan inspired by a strategy with clear objectives.
- Providing programs that are consistent with the cultural, religious and moral reference of the viewer, listener and reader, which can have a commendable impact on the souls, especially for the younger generations of society, especially since satellite channels have become a stubborn competitor to traditional educational institutions such as the family and school.
- Encouraging the youth movement in various regions of the country, which creates a sense of belonging among young people to major issues and enables them to develop their leadership qualities, and to create and develop youth cadres in order to integrate them into the decision-making and implementation of public policies for young people.
- Training in democratic practices through the creation of spaces for consultation, dialogue and permanent youth representation (creation of regional youth councils).
- Creating special youth committees in communal councils, working to achieve adequate political representation of young people in the short term, working to create a national debate with the participation of all stakeholders in youth public policies to develop a "national youth plan" that will serve as a frame of reference for the coming years, and searching the media on how the recommendations can be implemented and also the means to ensure that the image of political officials among young people is improved. The media searched for effective ways to follow up and keep abreast of sociological changes in young people through studies and research, and made these data available to all actors.
- Dealing with young people based on basic pillars of openness to this group, and working according to the policy of proximity with it in order to ensure a deep understanding of the requirements of this group, by measuring the representations of this group and waiting for accusations from political officials and political institutions and linking them to a set of variables related to age, gender, educational level and social level, all of which was necessary to understand the interest of young people in an attempt by the media to understand how they view their participation in public affairs.

In order to make generalizations about this process, it is necessary to use broad sectors so that it is possible to explain the various phenomena associated with change, opinion and trend, so that it is possible to predict what might happen, and it is important that the media be exposed to youth attitudes as dynamic processes linked to the social environment and mental life of the young person, and not those that address trends as independent units.

It has therefore become important to identify some points that we consider important in the context of the proposed approach to work:



- Identify the media for the youth group to which the activity is directed.
- Clearly define the goals and objectives.
- Determine the content of the programs accurately and clearly.
- Selection and provision of appropriate necessary means.

It is therefore important to:

- Study and identify the social characteristics and features of society and the categories of recipients and communicators in their relationship to the announced and ongoing policies, as well as the trends of the content of the medium and its characteristics, and study the relationship between editorial policies and content trends and social needs within the framework of the general idea, doctrine or philosophy that prevails in society and building institutions and determining their functions and trends.
- Study the role of these media institutions in supporting the social centers and roles of institutions and individuals in society.
- This is related to the extent to which social needs are achieved and the role of the media in supporting centers and roles in society in line with the overall social goals that depend on social consensus, regardless of the different orientations of society, whether with regard to collective activity or individual activity.
- Accordingly, the political determinants of social systems are the basis for achieving the objectives and principles achieved by the media process, through which performance or the success of the "**informational**" process can be evaluated in achieving social needs.

The role of the public media in serving Algerian youth issues:

Raising the issue of the role of the media in caring for the situation of young people in Algeria has become a priority issue today, and the situation of Algerian youth has been further complicated by the changing global, regional and national conditions, whether in the economic, political, social or cultural fields.

Whatever the strategies adopted by the State, the sure trend is to continue to attach importance to the role of the media in communicating the problems of Algerian youth in order to alleviate the crisis, which has reached a point where the matter cannot be overlooked. Hence, the need to reconsider this group in order to reintegrate it "fully" so that the youth file becomes a focal point for the active authorities in society.

In view of the important role played by the media today in reintegrating and activating the role of youth by making their voices heard and thus contributing to the reconciliation of young people with their culture and history, and in accordance with this premise, it is necessary to find an effective way in dealing with issues related to youth, and to adopt a work policy that certainly indicates the

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improvement of work and high performance and the arrival of work to a level of analysis and evaluation and a degree of organization and theorizing on the media, especially the radio station in which I work, which seeks Striving to translate the official objectives of the program of the President of the Republic by achieving harmony between the various bodies in order to bring together the youth of the municipalities to establish a real human relationship. This is done by encouraging the role of youth institutions to disseminate scientific, cultural and sports activities and practices. (Youssef Ben Ramadan,1991, p.13)

- The diversity of the content provided by these media and the greater the diversity, the greater the possibilities of attracting the attention of the masses, and the greater the possibilities of linking Arab audiences to the media that can satisfy their diverse media and knowledge needs.
- To increase the hourly rate of programs that concern young people and in targeted recreational classes so that the young person finds himself a hotbed and an outlet to resort to whenever he wants by adopting modern scientific technology production methods.
- Taking care of immunizing young people from destructive currents and confirming their pride in their authenticity by intensifying targeted media programs and caring for them.
- Training young people in media production and empowering them with its basic techniques through the activities of youth clubs and staying away from topics contrary to our principles and beliefs.
- The need for the media to highlight the facts contrary to them for young people and members of society and not to marginalize the basic issues of concern to young people.
- The need to balance media programming and avoid exaggeration in reporting facts, and for the media to adopt systematic educational plans of interest to young people in all social, economic and scientific fields, to cover all youth events and events, to focus on issues of creativity and to highlight talents, and to explode energies in the fields of culture, literature, theatre, music, singing, acting, painting, exhibitions, cinema, sports, antiquities, tourism, etc.;
- Selecting media topics of interest to young people, focusing on topics that emphasize respect for the family and value the efforts of parents, and educating young people on how to benefit from useful programmes. Spreading national awareness among young people and pushing them to participate in voluntary services and social campaigns by holding seminars in which young people participate.

Conclusion:

Today, our country is undergoing profound and radical transformations aimed at the economic and social structure, which requires us to pay special attention to young people in order to integrate and mobilize them in this field.



This requires the definition of a media policy capable of attracting young people and the establishment of a coherent and coordinated strategy based on broad democratic frameworks for dialogue and consultation that are as inclusive as possible for the various youth groups.

This vision requires strengthening it by defining a media policy around which young people are brought together with the preparation of a strategy based on a coherent multisectoral and coordinated approach, supported by the emergence of democratic frameworks for consultation as broad as possible for different youth groups, as young people should be considered social actors through the mediating role played by the state media, especially with regard to providing information, explaining the importance and significance of events and thus building social harmony and reducing stress and anxiety. The mechanism and subject matter, periodicity, flexibility and diversity of information make it the most qualified effectiveness to deal with various problems from their very early stages.

In light of the weakness of public media production directed at Algerian youth today and the absence of features of a youth media vision. The only way to deal with national and incoming content is to enable young people to form a penetrating and conscious vision of those contents.

We must point out that working to raise media awareness requires the intervention and interaction of the environment surrounding young people, with the adoption of a holistic approach that translates the relationship between the parties to the communication process, i.e. youth, and the content of the message, while promoting media awareness for young people. The media must therefore provide young audiences with the elements of understanding and analysis to enable them to exercise their right to opinion and evaluation, and produce programmes for young people that respond to their cultural, social and political interests.

This is done by pushing for the advancement of content directed at young people, with media organizations committing to devote reasonable hours of programming to youth issues. He urged media organizations to dedicate a day to celebrating young people at the programming level.

- Promote the exchange of programmes aimed at young people between the various Algerian public radio stations and television stations.

- Paying attention to training in the field of youth media, and working on an annual joint broadcast between the various national public radio and television channels in which young people participate.

The aforementioned axes aim through their presentation to urge thinking about youth issues from an integrated perspective whose ground is a media plan adopted by the state and those responsible for the sector that is clearly defined with the issuance of a decision to support youth media at the level of the Ministry of Information and Communication It is also important that the public media be exposed to youth trends as dynamic processes linked to the social environment and mental life of young people, and not those that address trends as independent units, the main objective of our study is to pay attention to the relationship Which connects young people with the media in an attempt to enrich the curiosity of knowledge in this field to understand the paths and responsibilities of the interaction of large categories of young people with the national media product.



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