Does the Facebook account "EnnaharTv" really practice the role of awareness on the Algerian public?
A field critical study of crowd control strategies by Noam Chomsky

Ahmed BOUDADA⁎

University, Constantine 3 , ahamad.boudada@univ-constantine3.dz

Abstract:

This study aims to question the reality of the role of awareness exercised by the private media in Algeria in particular Ennahar Media Group through Facebook account "EnnaharTv النهار الجديد ”. It is a critical and a practical study on that account -chosen as a field of study- using it as a media space for a total number of affiliates of 30 million "likes" and "followers". This paper is divided into two sections: a theoretical section on the use of Facebook by the group, through the previews question in the light of the manipulation strategies by the media developed by Noam Chomsky, and a practical section that responds to the problem, through an intentional inspection of 345 individuals in an e-questionnaire of 17 questions over 03 axes. A set of results has been obtained which we invite you to explore after reviewing the methodological and practical procedure that led to it.

Keywords: awareness, Facebook, Social Media, Noam Chomsky, ennahar tv

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⁎ **Corresponding author**

1. INTRODUCTION

We all agree that communication technology is one of the most important developments that have occurred in the technological fields and the most used among individuals. The importance and role of communication technology in terms of the use or in the satisfaction of needs is no longer a secret to anyone, and that is what networks individuals and achieved the vision of McLuhan (the global village).

Modern societies are increasingly dependent on information and communication technology, and communication plays a fundamental and pivotal role in deepening and networking human and social relations thanks to the advanced processing of information, which allows more dynamic and comprehensive physiological roles to strengthen the social fabric

The specialist in communication or the person in charge of it, is an effective and influential element in the management of the media institution as one of the most important and most organized cells of the social fabric, through the organization, control, coordination and then evaluation of the communicative act in the institution, including society, this act that exceeded the traditional communication linear pattern of transferring information and ideas down to the public; From a one-way process in which the sender transmits a message encrypted by a transmitter that is received and then decrypted by a passive recipient, to other modes of communication that focused on the concept of influence; to a positive recipient with an interactive feature, giving the media organization a greater authority in organizing, controlling and evaluating content directed to the public and fostering awareness in line with the policy and directions of the institution.

There is a number of subjective and objective factors that affect the quality of the communicator, in addition to professional factors that affect his/her performance in the institution, and all of these factors -combined- are what frame the levels of message reading and the way it is understood in society. In light of the digital space that characterizes this era and its impact on the speed and timeliness of communication through a package of platforms that allow society to interact by cultures, exchange opinions and trends, with the multiplicity and diversity of uses depending on the objective. This regards the mode of communication that unseals corners and aspects of truth and reveals dimensions and illicit boundaries (Badoui, 2016), all of which was practiced by the communicator in media institutions through effective mechanisms that aim at highlighting and omitting aspects by through which the news is organized. These mechanisms have proven its ability to manipulate the "truth" that the news - and the communicator - wants to communicate to the public. Noam Chomsky says about the fact that the media manipulates the news: "You can take a look at the structure and then put some hypotheses based on the structure regarding the possible form of the media product, and then investigate the media product and find out how compatible it is with hypotheses about the nature and structure Media." (Chomsky, 2002, p48) Chomsky evokes the scientific scrutiny of the morphology (the structure of the

medium) and the extent of its harmony with its physiology (the communicator) and what this harmony decides about the form of the news, then paralleling this formation and the institution's media line to find out what is behind the meaning or intention of this media product or news, especially as it is directed to a wide and heterogeneous audience, divergent in trends and levels. This comes especially in the light of the digital transformation and what it produced as waste or effects that touched the various pillars of the communication process. This transformation imposed by the digital era on communication in society or: "witnessed by virtually formed societies into classes aware of their position in the communicative production and marginalization within the movement of information" (Chahat, 2009, p62), made modern technology accessible to everyone due to the democratization it provides in publishing, sending and receiving information as well as criticizing it without being a subject to the traditional censorship that was imposed on the classical means of communication for the purpose of ensuring the easy and fast manner of information processing. The shift to the digital communication pattern affected the role of the communicator in the media institution - especially the Algerian one - which gave him/her the opportunity to represent his/her institution in the virtual public space like Facebook, for instance, by exploiting all the platform's availability to reach the Algerian public, in light of the information flow, And the possibility of the Algerian individual's inclination towards the content without passing by the communicator's gate, and thus the possibility of accidental reading and unwanted interpretation of the content, which leads to limited impact, as the marginalization of the role of the content producer results in the lack of knowledge of the style and circumstances in which that media product is particularly chosen.

Digital space platforms - especially Facebook – are broadly speaking no longer bounded to being mechanisms for communication, exchange of views and entertainment between individuals and communities only, but have gone beyond that to constitute one of the most important communication pillars within the institution (and perhaps more important than the channel itself) regardless of the nature of its activity and the field to which it belongs, especially those platforms that glorify the image industry and its ability to achieve levels of professionalism and its effective and direct role in marketing the media product, all included within the ideology of the institution.

2. Methodological framework
2.1 Problematic

This research paper comes to examine the extent to which the Algerian media channel Ennahar practices the role of awareness through its Facebook account, relying on the principles of the thinker Noam Chomsky in manipulating the means of individuals with the public through the following question:

Does the Facebook account "EnnaharTv النهار الجديد " really serve the role of awareness of **the Algerian public?**
2.2. Reasons and importance of choosing a study:

The main reason that motivated the problem of the study is the percentage of the follow-up of Al-Nahar media group, whether through its daily newspaper, its television channel or Facebook, and "**EnnaharTv النهار الجديد**" is the Facebook account that is the official representative of the Al-Nahar Media group through the platform. This institution that began as an independent Algerian daily newspaper, published in 2007, Then it became a group after the establishment of Ennahar TV as an "independent Algerian" channel, which began broadcasting on March 6, 2012 (ennaharonline, 2021), with news content concerned with social affairs in Algeria, whose programs are a mixture of news, sports and economic news in Algeria, with dramatic content (during the month of Ramadan, for example). The "Ennahar group" benefited from the widespread use of social networking sites, especially Facebook in Algeria, so it formed a communication space for a total number of affiliates counting "14 million likes and 16 million followers (Tv) - **knowing that the demography of Algeria counts (46212402) people** (worldometter, 2023) - to be the largest page representing a media institution that attracts "like" and "follow-up" as a Facebook page in Algeria, which pushes for an initial acceptance of a "pivoting and pioneering role" in the Algerian media space, and the possibility of reversing it.

2.3. Objectives of the study:

Each scientific study seeks to answer a question or questions, and omit the feature of temporality to the proposed solutions. All of this embodies the total Objectives that the researcher seeks to achieve in the light of that study, which is what this study seeks to reach by answering the question posed.

2.4. Study Methodology:

The researcher relied on the critical approach that extrapolates any text subject to the basics of criticism in scientific research. This is achieved through revealing the various elements that make up this text and the extent of the interdependence of its data and meanings. The criticism is subject to: a set of necessary steps and procedures that are embodied in reading the text, observing it, analyzing it in content and form, and then evaluating it positively and negatively. (Hamdaoui, 2014); therefore, the critical approach is: the totality of the mental procedures and processes carried out by the critic to show the reality of the things and phenomena that he/she studies (Khamri, 2011, p101). The research methodology was chosen according to what was put forward by the subject of the study, as it deals - as previously mentioned - with the extent to which the Al-Nahar group, via its Facebook page, practices the role of awareness, especially given the association of a mental image to the media functions of media channels, believing that they provide a public service, entertainment, information, guidance and awareness first. This is achieved through an organized scientific way facing the problem posed by This paper, through the epistemological and metacognitive reading of the strategies of the critic and thinker Noam Chomsky about the role and "manipulation" of "media" institutions of the public through observation and analysis of them - the ten strategies - and then evaluation based on them

positively and negatively.

2.5. concepts of the study:

The concepts of the study are a sets of meanings, ideas and references that the researcher defines as he makes them clear before embarking on the scientific research procedures (Tayssir, 2023), as for the subject of this study, Does the Facebook account "EnnaharTv النهار الجديد" practice the role of awareness on the Algerian public**?** A critical field study in the strategies of manipulating the public by the thinker Noam Chomsky taking Al-Nahar News Channel via Facebook as a model, will address the concept of Awareness, as well as the strategies developed by Noam Chomsky in the media manipulation of the public

2.5.1 The concept of awareness:

A- Literal meaning: raising awareness, a newly aware person: memorizing, accepting, understanding and contemplating (Menzour, 1290, p244)

B- Figurative meaning: Educating people about the foundations of citizenship: making them aware of the facts of things (almaany, 2023)

C- Practical meaning A social, dynamic and continuous process that aims to consolidate and acquire the individual's rights, confirm them and prove his entitlement to them through information, skills and values related to a specific topic or field, based on a set of criteria (directing public opinion towards topics of direct interest to him, addressing the public mind, reducing the knowledge gap between the classes of society,..) that may play a role either in undermining or promoting the individual's awareness of those rights.

2.5.2 Noam Chomsky's proposed strategies in media manipulation of the public

Born 1928 in Philadelphia, Pennsylvania, Noam Chomsky is an American linguist and philosopher, cognitive scientist, logician, historian, critic, and political activist. He is an honorary professor of linguistics in the Department of Linguistics and Philosophy at the Massachusetts Institute of Technology (McGilvary, 2023), where he worked for more than 50 years (and is still at the date of writing this paper), in addition to his work in the field of linguistics, Chomsky wrote about wars, politics and the media and is the author of more than 100 books, according to the list of references in art and humanities in 1992, Chomsky was cited as a reference more than any living scientist during the period from 1980 to 1992, and was ranked eighth The most cited references ever in a list that includes the Bible, Karl Marx and others. Chomsky has been described as a prominent cultural figure, voting him as the world's leading intellectuals in a 2005 poll (Barsamian, 2001, p45).

Chomsky answers about how important are institutions such as the media in affecting the masses by developing 10 strategies that the media uses to create cognitive and psychological effects, which is a booklet or a guide to the control of media, in controlling societies, namely (Kovacevic, 2013):

      5.2.1Distraction

      5.2.2Creating the problem and providing the solution

      5.2.3Gradation

5.2.4Postponement

5.2.5Addressing the public as if they were children

5.2.6Use emotion instead of hope

5.2.7Keeping the public in a state of ignorance and stupidity

5.2.8Encourage the public to be content with ignorance

5.2.9 Conversion of rebellion to subjective guilt

5.2.10 Knowing the public more than they know themselves

2.6. Study population and sample:

2.6.1 Study population

Due to the number of members of "EnnaharTv النهار الجديد" page on Facebook, and the problem raised by this paper about the media practice of this account and its impact on the Algerian public opinion, the following question 'How do we systematically define the units of the study community?' (Angers, 2009) arose with it. The answer to this question stimulated the arrangement of an organized research requirements from the researcher's angle and estimates, and led him to choose the random intentional sample according to specific foundations and criteria set by the researcher, "in which the researcher intervenes in the selection of the sample and decision of would or would not be selected from the members of the original research community" (Al-Kandari, 2006, p23). Following that, the researcher estimates that those concerned with the study and the answer to the e-questionnaire is the Algerian audience and followers of the account of "EnnaharTv النهار الجديد"via Facebook.

2.6.2 Study Sample

The Google Drive service was relied on for storage, as the questions were emptied in the e-questionnaire template provided by G-Drive, then it was injected as a URL link as a comment on the Facebook account "EnnaharTv النهار الجديد" on a daily and periodic basis, in order to collect 345 answers specifically according to the Richard Geiger equation:

$$n= \frac{\left(\frac{z}{d}\right)^2 \times \left(p\right)^2}{1+\left(\frac{1}{N}\right)\left[\left(\frac{z}{d}\right)^2 \times \left(p\right)^2 -1\right]}$$

at a confidence level (z=95% = 1.96) and an acceptance score of (d=95% = 0.05) and N: Indication of the size of Algerian society (46.212 .402) inhabitants.

2.7. Data collection tools:

The researcher relied on the online questionnaire tool, which is one of the most important means used in social scientific fields in general and in media and communication in particular, which helps the researcher collect information with the least effort and cost, in addition to the ease of processing data with statistical methods and thus reaching more accurate results. It is defined as: 'The online questionnaire is all self-filled questionnaires sent by the researcher through an electronic device that meets the intended purpose. (Palermo flores, 2004, p37)

The e-questionnaire form is a means aimed at collecting study data used by the researcher in a form that contains a set of questions that are on the Internet sites and directed to a specific audience to fulfil the required purpose. This tool was particularly used because:

• It is a research tool through which information related to the research problem can be accessed, in order to reach sound logical results and solutions.

• It is considered the best way to obtain information that can be used in this paper.

• Ease of publishing the e-questionnaire, as it comes in the form of a link that can be easily published on Facebook pages.

• It consists of a set of questions related to evaluating the follow-ups of "**EnnaharTv النهار الجديد**" Facebook page.

Creating this e-questionnaire was achieved through a set of questions distributed over 03 axes:

The first axis: related to the data of the preliminary study sample, and it came in 04 questions, each question represents a category: gender, age, educational level, employment

The second axis: which deals with criticism of the practice of the account of «**EnnaharTv النهار الجديد**" page on Facebook through the ten (10) strategies of Noam Chomsky.

The third axis: related the relationship of the Algerian public with the content published in the page in terms of its cognitive value, credibility and believability. It came in 04 questions.

2.8. Honesty and consistency tool:

The researcher designed and presented the questionnaire in its initial form to arbitrators in media and communication sciences, then took all the observations into consideration either by amending, correcting or revising it, to finally start the process of distribution.

It is also worth mentioning that the axes and questions of the questionnaire were subjected to the Cronbach alpha scale to calculate its stability, that the percentage of the stability coefficient is shown in the table below:

Reliability Statistics	
Alpha de Cronbach	
,714	Coefficient

Table 1 Statistics/outputs of respondents' data

According to the statistics software SPSS, the number indicated is considered an acceptable percentage, and it expresses a high statistical significance and meets the objectives of the study, so that the value of the coefficient must not be less than 62% in order to be able to adopt the results reached in the research.

2.9.Statistical methods used:

In processing the data of the field study, we relied on the statistical package software for the social sciences SPSS in terms of the validity and stability of the data collection tool, and

in quantifying the respondents' answers by relying on methods of coding, tabulating and unloading them in the program. In addition, this study relied on the following statistical methods:

− Cronbach alpha coefficient: to measure the internal consistency of the questionnaire.

− Frequencies and percentages: for all study data.

− Simple and complex tables: as mechanisms for distributing questionnaire questions.

3.Field Framework:

In the field section, we present a criticism of the distribution of respondents' answers to the e-questionnaire distributed in statistical tables and the resulting from them come as follows: In it, we review the first axis, which is concerned with the raw data of the sample.

Table No. 02 shows the distribution of the primary data of the study sample.

Variables		Frequencies	Percentage
Gender	Male	196	56,8
	Female	149	43,2
	Total	345	100,0
Age	Less than 20 years old	12	3,5
	Less than 30 years old	124	35,9
	Less than 40 years old	192	55,7
	More than 50 years old	17	4,9
	Total	345	100,0
Education Level	Sub Secondary	65	18,8
	Secondary	67	19,4
	University	215	62,3
	Total	345	100,0
Job	Student	113	32,8
	Worker/Employee	174	50,4
	Unemployed	47	13,6
	Retired	11	3,2
	Total	345	100,0

Table No. 02 shows the metadata of the study sample, which has a total of 345 units, and through the tabular data, the sample is distributed between the sexes by about 56.8% males and 43.2% females, 55.7% of are in an a not exceeding 40-year age group, 35.9% not exceeding 30 years, while those under 20 years and over 50 years came in close proportions (03.5 and 04.9% respectively). The university education level dominated by 62.3% of the study sample, while the level of Secondary and sub secondary came with an almost balanced percentage and was a total of 38.2%, This gives rise to a supposed thinking and analytical ability of the sample and an ability to deal with popular content through "**EnnaharTv النهار**

الجديد account and build meanings and conclusions about the contexts that accompany the various things published through it. According to the tabular data, it was always found that half of the study sample is from the category of workers and/or employees, which is consistent with the statistics of the digital category indicating that almost half of the sample is under 40 years old, which is supposed to be the age of the labor force in any society, while 32.8% of the sample is the category of students who may be either in the secondary stage, although by a small percentage, yet it is more likely that it is from the category of university students, followed by the category of the unemployed and/or unemployed by 13.6%, then the category of retirees 03.2%.

Through the following (the second axis) of the study, we will try to find out the opinion of the sample about the practice of "**EnnaharTv النهار الجديد** account via Facebook and its role of awareness through the strategies of manipulating institutions and structures – the media especially - that frame and manage cultural systems, including the multiple and diverse social areas of the public by the thinker Noam Chomsky, (recalling that each table deals with the sample's answers on a strategic axis separately).

Table No. 03 shows the distribution of sample responses according to the category of "gradient strategy"

Variables		Frequencies	Percentage
Gradient strategy	No	46	13,3
	Yes	299	86,7
	Total	345	100,0

The data of Table No. 03 represent the opinion of the sample on the need to give a margin of time to the Algerian public to accept any new decisions related to the social environment and the multiple and diverse aspects it guarantees, such as the political, economic, cultural and other aspects, which are published through the media in general, whether traditional or digital ("**EnnaharTv النهار الجديد** account in particular). This question summarizes Chomsky's idea that "the public needs a margin of time to accept any new decision about what concerns it".

Through the tabular data, we note that 86.7% of the study sample believes that the Algerian public needs some time to accept the new decisions that have been published through "**EnnaharTv النهار الجديد** Facebook account, and here come the mass media and their electronic platforms to facilitate the "digestion" of the decision by dismantling it into sub-groups of news that deal with aspects of the decision through focus and repetition.

Table No. 04 shows the distribution of the sample opinion by category "distraction strategy"

Variables		Frequencies	Percentage
Distraction strategy	No	72	20,9
	Yes	273	79,1
	Total	345	100,0

The data of Table No. 04 on the opinion of the sample on the nature of the posts posted on "**EnnaharTv النهار الجديد** Facebook account and whether they are intended to divert attention from the basic issues of concern to the Algerian society by publishing on topics that may not interest it, in a sense that the public considers these matters trivial or populist. Structuring the question this way comes to resume the point raised by Noam Chomsky, where he says, "Keep the attention of public opinion away from real social problems, make it fascinated with matters that don't really matter." (Skarbek, 2022).

Through tabular data, we note that 79.1% of the study sample considers that way the account publishes on topics in general are not of interest to Algerian society. They are topics that have nothing to do with what it considers basic topics, but are regarded as trivial or populist.

Table No.05 Distribution of the sample Answers by Category "Create the problem and provide the solution" strategy

Variables		Frequencies	Percentage
Create the problem and provide the solution	No	239	69,3
	Yes	106	30,7
	Total	345	100,0

The outputs of Table No. 05 show the opinion of the sample about the extent to which "**EnnaharTv النهار الجديد** Facebook account focuses in publishing on some of the social problems that Algerian society suffers from, and how the channel's agenda limits these problems and then determines the time frame in which it publishes solutions to them, "such as talking about an economic crisis that affects peoples, and then solutions are provided to it". (Skarbek, 2022) Here the media may avoid to talk about the crisis that affects society as soon as it occurs and arranges it in the parallel agenda "hidden agenda", but it rushes to publish about solutions proposed or presented to it.

Through the tabular data, 69.3% of the study sample account believes that focus (and does not may ignore)

Variables		Frequencies	Percentage
Postponement	No	215	62,3
	Yes	130	37,7
	Total	345	100,0

while publishing on some social problems that the Algerian society suffers from, and its (account) may fill its 24 news hours with topics and even problems suffered by the Algerian audience, but does not consider them the axes of his attention.

Table No.06 Distribution of the sample Answers by Category of 'Postponement'

This table deals with the statistical representations of the sample answers about the ability of the account to make the Algerian public psychologically accept procedures or decisions that will be applied in the future and not now, and the focus of the question seeks to project Chomsky's idea, which revolves around "to pass a decision that does not have immediate acceptance from the peoples, it is put forward as it will be implemented in the future and therefore the system does not meet and does not face a direct confrontation that it is not ready for at the present time. With the passage of time, people will get used to accepting the decisions that will inevitably come, to receive it with open arms and the impact of the impact on it in the future will be less impactful" (Skarbek, 2022),

Through the tabular data, we note 62.3% that the sample believes that the ability of "**EnnaharTv النهار الجديد**" Facebook account of making the Algerian public psychologically accept procedures or decisions that will be applied in the future and not now is limited, and the sample's answer implicitly indicates that the gratifications achieved by the channel through its Facebook account is just as a platform to receive information.

Table No. 07 Distribution of sample responses according to the category of "strategy encourage the public to be satisfied with their ignorance"

Variables		Frequencies	Percentage
Encourage the public to be satisfied with their ignorance	No	225	65,2
	Yes	120	34,8
	Total	345	100,0

This table represents the responses to the question if the sample thinks that the account "**EnnaharTv النهار الجديد**" via Facebook makes the Algerian public aware of the real facts of things about the new decisions that have been published through various media, and through the tabular data, we notice that 65.2% of the sample estimates that the Facebook account is unable to make the Algerian public identify the basic meanings or behind the news about the decisions that characterize or affect Algerian society, and thus the sample admits its ignorance about those decisions, as a consequence, it is unable to build meanings from them. Therefore, the expectation of the Algerian public from to these decisions is limited because of its inability to actually visualize the content of the decision, and so turn its focus to other secondary topics that the various media seek to magnify and elaborate on through focus and repetition.

Table No. 08 Distribution of sample answers by category "strategy of addressing the public as if they were «children»"

Variables		Frequencies	Percentage
Addressed the public as if they were «children»	No	165	47,8
	Yes	180	52,2
	Total	345	100,0

The statistical data table is distributed either positively or negatively about the position of the sample of the content published on "**EnnaharTv النهار الجديد**". Although the words and

sentences used in publishing through the account are almost identical to the words and sentences used in dealing with young people as an example, and we try through this question to look at the way with which account-based person looks and communicates with their audience, especially since Chomsky considers "that addressing someone is as if he/she did not exceed twelve years old, it is suggested that this person is; because of his/her vulnerability, it is likely, then, that his/her spontaneous answer or reaction is barren of any critical sense as if it actually came from a twelve-year-old child." (Skarbek, 2022)

Through the tabular data, we note that 52.2% of the sample have already felt that posts communicated through the page are formulated with words and sentences that do not take into account the age level of the Algerian public. It is worth noting that talking about the "Variable Age" of any group or individual leads to talk about the educational level of that group or that individual, which in turn means that addressing the Algerian public opinion as if it was "twelve years old" means reducing the educational level (62.3%) of the sample studied at the level of Above the secondary - Table 02 -), which means minimizing its feedback shown through its interaction on the account.

Table No. 09 Distribution of sample answers according to the category of 'strategy of Using the emotional side instead of the reflective side

Variables		Frequencies	Percentage
Use the emotional side instead of the reflective side	Emotional	162	47,0
	Mental	40	11,6
	Both	143	41,4
	Total	345	100,0

This table presents the way used by the account on Facebook in the process of publishing to sway opinions. The role of grooming the public should not be dismissed, with which the emotion of the people is aroused rather than their minds until the unconscious feeling moves, thus killing rational and critical thinking, and freezing thought to assure its delivery without adhering to the rule of emotion.

Through the statistical data of the table, we note that 47% of the study sample believes that the way in which the communicator of the Facebook account presents the electronic post is purely emotional, while 41.4% of the sample sees it as both emotional and mental. Only 11.6% believe that the grooming is only mental.

Table No. 10 Distribution of sample responses by category "strategy to keep the public in a state of ignorance and stupidity"

Variables		Frequencies	Percentage
keep the public in a state of ignorance and stupidity	No	280	81,2
	Yes	65	18,8
	Total	345	100,0

The table shows the sample opinion figure on the ability of popular posts on "EnnaharTv النهار الجديد" to remove the various forms of confusion that affect the public's

understanding of the problems that Algerian society suffers from.

Through the tabular data, we note that 81.2% of the study sample recognizes the lack of the account richness, despite the abundance of visual features" which have a great deal of data and information in addition to the diversity of its content. Therefore, these means can overcome the ambiguity and doubt that individuals feel when exposed to them." And that the content that may be marred by forms of confusion" (Skarbek, 2022) which are basic criteria for the ranking of the media in terms of the degree of media richness and its ability to remove the ambiguity attached to institutions. Multiple symbols: "The ability of the medium to convey information in different forms" is related to the media, as it appears from the sample answers that the page does not depart from the function of informing and to some extent directing public opinion without the rest of the other functions that take upon themselves the tasks of enlightenment and qualitative awareness, while 18.8% of The sample recognizes the ability of the media institution, represented by its channel, to remove the various forms of confusion that characterize issues of concern to Algerian public opinion through its posts on the platform.

Table No.11 Distribution of sample responses by category "strategy of transforming rebellion into subjective guilt"

Variables		Frequencies	Percentage
Transforming rebellion into subjective guilt	Institutions and structures	98	28.4
	System of governance	146	42.3
	Society itself	271	78.6
	Total	345	

The data table shows the sample opinion on the main cause of the political, social and economic problems suffered by the Algerian society. The subgroups were distributed according the general structure of any society, including the Algerian, which is distributed into private or public moral / material institutions and structures. The system of governance associated with the sum of principles and the way that manages any society, and the purpose of asking the question along these lines was because Chomsky believes that the control of the media over peoples also means "pushing the individual to believe that he/she is held primarily accountable for their failure and bad condition. Because of the weakness of his/her vision and his ability to support themselves, this person remains a prisoner of sadness and pessimistic thoughts until this affects their mind and body, so the feeling is generated within them as they are the culprit in the fate and failure of their current life." (Skarbek, 2022)

According to the data, we note that 78.6% of the sample believes that the Algerian society itself is the cause of the economic and social problems it is experiencing. 42.3% of the sample believe that the way or pattern by which society is managed is the actual cause of its economic and social suffering, and the last category of public and private institutions comes as the last reason for this estimated by 28.4%.

Table No. 12 Distribution of sample responses by category "strategy of knowing people more than they know themselves"

Variables		Frequencies	Percentage
knowing people more than they know themselves	No	287	83,2
	Yes	58	16,8
	Total	345	100,0

The table shows the sample's opinions or beliefs about the extent to which the Al-Nahar groups represented in the Facebook account "**EnnaharTv النهار الجديد**" is aware of the problems faced by Algerian society and whether its awareness of these problems is more than the community's own knowledge of them. The question of the study comes aims to know the extent of understanding of a media institution, for example, of social psychology in communication and the extent of its exploitation "So that they affect and control the peoples, which made them fully aware of them more than these people's knowledge of themselves.

Through tabular data: 83.2% of the study sample considers that "**EnnaharTv النهار الجديد**" is not aware of the problems faced by the Algerian society, a percentage that does not indicate the fact that any media institution must be absolutely aware of the society with which it interacts. The researcher expects that the reason behind the sample's answer is that the institution does not talk or publish (partly or wholly) about the actual problems that Algerian society suffer from; it does not control those problems in one way or another with the sources of those problems that control (or should) control awareness about these problems in its media part.

The third axis related the relationship of the Algerian public with the content published in the page, regarding its cognitive value, credibility and believability

Table No. 13 Distribution of sample answers about:

Variables	Frequencies		
	Opponent	Neutral	Supporter
Relation between colloquial wording, posts and the news value	78	65	202
Ability to believe everything it publishes in account	176	123	46
Relation between content and the credibility of the account	155	126	64

The first variable shows the Distribution of sample answers on the relationship between colloquial wording, the page's posts and the value of the news. The "news value" means the utilitarian goal carried by the news that the news publisher wants to reach. The utilitarian value is obtained by a number of components that increase its value, including

what is added to the news such as audiovisual supports, or technical and formal purifiers in addition to the linguistic format that constitutes the semantics of the news. Through Tabular data, we note that 202 units of the sample believes that wording and posting in colloquial dialect rids the news of all its qualitative connotations. This means that it lowers the content of the news and the media of the news itself below the level that must be intended, especially if this news is of a serious political or economic nature, while 78 units do not see a relationship between the language of post and the level of the news and consider that the language is the vessel of thought without the idea, noting that 65 units are neutral.

The second variable shows the opinion of the study sample about the ability of the Algerian public to believe everything published by the account Facebook, and through the tabular data, we note that 176 of 345 units rejects this idea and considers that the audience has certain cognitive faculties that allow it to scrutinize what is behind the post and the contexts in which it was mentioned, which also indicates that the Algerian public is engaged in continuous dynamic paths with what the account publishes in order to build meanings with all the judgment and knowledge that this requires. 46 units (13.3%) of the sample believe that the Algerian public is ready to believe everything published by the account, as it eliminates the aspect of positivity out of the Algerian public, while 123 units (35.7%) remain neutral.

The third variable shows the relationship between the quality in the content provided by the account to the Algerian public and the credibility of the account and then the channel. Through statistical data, we note that 155 of 345 units (44.9%) of the sample opposes the idea and considers that the quality of the content provided does not indicate the credibility of the channel, which is an indication that the sample differentiates between what the account harnesses and what technology harnesses through the visual characteristics that excite the senses and enthusiasm of the receiver and the implicit nature of the content published on the account, to eventually accept The published text as factual. The source that has credibility is the one that is believed by the public, for reasons and factors affecting the credibility of the source experience and accreditation, while 18.6% believe that there is a relationship between the quality of the content and the credibility of the channel through its Facebook page.

2.2 Results of the study

As a reminder, the study sample, which has a total of 345 units, distributed by variables of gender between 56.8% males, while females came by 43.2%. 55.7% of them were in an age group not exceeding 40 years, and 35.9% did not exceed 30 years, in which the university educational level was predominant with 62.3% of the study sample. Half of the study sample is from the category of workers and/or employees.

2.2. General results

- 86.7% of the study sample admit that "**EnnaharTv النهار الجديد**" account representing the Algerian channel Ennahar uses the gradation strategy proposed by critic Noam Chomsky,

where it believes that the Algerian public needs time to accept the new decisions that have been published through the media in general, whether traditional or digital.

- 79.1% of the study sample admits that the "**EnnaharTv النهار الجديد**" account, representing the Algerian channel Ennahar, uses the "distraction strategy" proposed by critic Noam Chomsky, where the study sample believes that the account is posting about topics in general that are not of interest to the Algerian society on topics that have nothing to do with what it considers basic topics, instead positing about trivial or populist topics.

- 69.3% of the study sample admits that **EnnaharTv النهار الجديد**" account, representing the Algerian channel Ennahar, uses the strategy of creating the problem and providing the solution proposed by critic Noam Chomsky, as it believes that the account does not focus (and may ignore) in publishing some of the social problems that the Algerian society actually suffers from.

- 62.3% of the study sample admits that "**EnnaharTv النهار الجديد**" account representing the Algerian channel Ennahar uses the postponement strategy proposed by critic Noam Chomsky. The sample believes that the ability of channel account via Facebook to make the Algerian public psychologically accept procedures or decisions that will be applied in the future.

- 65.2% of the study sample admit that "**EnnaharTv النهار الجديد**" account, representing the Algerian channel Ennahar uses the strategy of encouraging the public to be satisfied with their ignorance" proposed by critic Noam Chomsky.

- 52.2% of those who admit that "**EnnaharTv النهار الجديد**" account, representing the Algerian channel Ennahar, uses the strategy of addressing the public as if they were "children" proposed by critics Noam Chomsky has already sensed that the wording used by the communicator of the page constitutes words and sentences that do not take into account the age level of the Algerian audience.

- 47% of the study sample admit that "**EnnaharTv النهار الجديد**" account, representing the Algerian channel Ennahar "uses the strategy of using the emotional side instead of the reflective aspect" suggested by critics Noam Chomsky, where she believes that the way the communicator on the page presents the electronic post is purely emotional.

- 81.2% of the study sample admits that "**EnnaharTv النهار الجديد**" account, representing the Algerian channel Ennahar "uses the strategy of keeping the public in a state of ignorance and stupidity" proposed by critic Noam Chomsky.

- 78.6% of the study sample admit that "**EnnaharTv النهار الجديد**" account, representing the Algerian channel Ennahar, uses the "strategy of turning rebellion into a subjective sense of guilt" proposed by critic Noam Chomsky, as the Algerian society itself comes to believe that is the cause of its economic and social problems it faces.

- 83.2% of the study sample admit that "**EnnaharTv النهار الجديد**" account, representing the Algerian channel Ennahar, uses the strategy of knowing people more than they know themselves, as the study sample believes that the Ennahar group, represented in its account, is not aware of the problems that Algerian society suffers from.

- 77.4% of the sample believes that drafting and publishing in the colloquial dialect affects the news value of the information, so the news loses all its connotations, especially since the page represents a news channel according to what the channel itself is known for.

- 51% of the sample rejects the idea of Algerian society ready to believe anything published by "EnnaharTv النهار الجديد" account and considers that the Algerian public is positive and actively interacts with the content published on the platform.

- 44.9% of the sample opposes the idea and considers that the quality of the content provided does not indicate the credibility of the channel.

4. Conclusion

As mentioned, awareness through the media is a social, dynamic and continuous process, aimed to help the individual acquire his/her rights, confirm them and prove their entitlement to them through information, skills and values related to a specific topic or field that needs multiple and diverse media. In the light of the ideas of Noam Chomsky Research that explains many of the media phenomena that Algerian public opinion interacts with Based on these criteria, we conclude that the account that "EnnaharTv النهار الجديد" on Facebook does not exercise the function of awareness on the Algerian public and that it plays a role in undermining the individual's awareness of these rights.

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