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**Political communication through social media is a new media intermediary for  
arousing the political interests of the youth**

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**Abstract:**

The study aimed to identify the role of social networking sites as a new media medium used by politicians to invest in it and influence the political interests and trends of young people. The study falls within descriptive research based on the survey method and relying on the questionnaire tool. The study sample consisted of Algerian youth who relied on social networking sites in an intentional manner and amounted to There are 31 units in total

**Keywords:** Political communication; social media sites; Political interests; Impact.



## **1. INTRODUCTION**

Today we live in a state of occupation by social networking sites on our daily lives. They have occupied a prominent and important place among the masses because of the great role that these sites play in various areas of life, especially political life, as they allow everyone to participate directly in public debates and political debates to make their opinions known. their interests and contribute to forming public opinion in society.

Political leaders have taken advantage of the multiplicity of social media platforms as a new media medium to serve their interests and communicate with their voters to promote their ideas, trends, and interests, and to deliver their messages easily to the masses. This is due to the powerful influence that characterizes social media sites, and the youth group has had the greatest luck from these services through interaction. Participation in topics and issues that concern him and arouse his interests, especially political issues and topics. Based on what he presented above, the researcher decided to ask the following problematic question:

- To what extent is political communication via social networking sites able to arouse young people's political interests?

This question is divided into a group of sub-questions, which are:

- To what extent do young people follow the political issues raised on social media?
- What are the motivations for young people following political issues raised on social media?
- To what extent do young people rely on social networking sites as a source of political information?

## **2. the importance of studying:**

The importance of the study stems from the importance of social networking sites as a new media medium on the one hand and knowing the extent to which political communication through these sites is able to arouse the political interests of young people on the other hand.

The importance of the study also lies in its shedding light on the reality of political communication in light of the widespread spread of social networking sites.

The importance of the study is evident in trying to find out the motives behind young people's reliance on political issues raised on social media sites.



### **3. Objectives of the study:**

Revealing the extent of the impact of political communication via social networking sites on young people's political interests.

Identifying political communication, its digital nature, and what it offers to young people by highlighting the most important political issues that arouse their political interests.

Revealing the importance of digital political communication as a result of the massive openness of social networking sites as a new mechanism for media and communication.

Revealing the importance of digital political communication as a result of the massive openness of social networking sites as a new mechanism for media and communication.

### **4. Study methodology and tools:**

In order to reach correct scientific results, this requires defining a method that clarifies the researcher's path and organizes his research process by following his steps according to what is required by the specificity of the study. We have considered that the descriptive analytical method is the appropriate method for this study, which is defined as the method that depends on describing the phenomenon under investigation in an accurate and detailed description. He studies all its qualitative and quantitative aspects in order to express its features, characteristics, impact, influence, and extent of its connection to other phenomena surrounding it (Muhammad, 2015).

As for data collection tools, the study relied on the questionnaire tool, which is known as a scientific research tool used to obtain facts, arrive at facts, identify circumstances and conditions, study positions, trends and opinions, and help and complement observation. Sometimes the questionnaire is the only scientific tool for conducting field studies

### **5. Study population and sample:**

Every scientific research needs to define the study community, whether this community consists of documents, material or human materials. Our study community, which is characterized by political communication through social networking sites, may represent a new media medium to arouse the political interests of young people for a sample of Algerian youth, and due to the impossibility of studying all the components of the total society. We adopted the sampling method, where we relied on purposive sampling, which draws respondents based on the researcher's personal discretion in choosing the research vocabulary based on his complete and detailed study of the vocabulary this society contains, and thus choosing the sample that is relevant to the research. (Mursali, 2007).



## **6. Procedural definitions of the study:**

**Political communication:** Political communication in our study means all the techniques and appeals that politicians, rulers, and political actors in general rely on to communicate with voters and the ruled with the aim of influencing and controlling public opinion.

**Social networking sites:** They are spaces on the Internet that allow audiences to form social gatherings from all over the world, get to know each other, exchange opinions, ideas, and viewpoints, and discuss common interests through the process of digital communication, which eliminates barriers and spatial and temporal boundaries.

**Impact:** In this study impact means the interactive relationship between the audience and political communicators through social networking sites, where the political communicator seeks to attract and influence audiences with the aim of being exposed to their content and adapting to their messages.

**Definition of political communication:** Political communication means the sum of messages issued by the rulers and directed to the ruled and communicated through the means of media and communication. It also means a set of techniques borrowed by political consulting professionals for communicating with the ruled and in political marketing, the flow of opinions, public relations and advertising, and their modification and change. It also means the directed political activity that It is carried out by politicians, the media, or the general public, which reflects specific political goals related to issues of the political environment and their impact on the government, public opinion, or the private lives of individuals and peoples through multiple means of communication (Al-Bishr, 1999).

## **7. Objectives of political communication:**

Political communication is considered one of the models of communication science, as it expresses a set of messages sent by the rulers to the voters, relying on some pillars that are dialogues, speeches, and so on. Political communication has the goal of domination and controlling the behavior of groups )Alaa(2006 ‘

The basic goal that any party, political organization, or candidate seeks to achieve through political communication is to gain power, and this is achieved only if it convinces the majority of voters to vote in its favor. To achieve the goals of any party, there must be a strategy for political communication, and among the goals that communication can The politician must play a role in achieving it, remembering, for example, maintaining the number of party activists and the percentage it obtained in the last election, trying to gain new supporters and sympathizers to vote



for the party, political region, or candidate in the upcoming electoral elections, targeting a specific category of the electorate, the youth, Women, peasants, and others) Sheikha(2009 ‘

### 8. Political communication jobs:

Anyone who observes the research that has dealt with the functions of communication notices a number of difficulties in defining the functions carried out by political communication for two main reasons:

- The strong overlap between the functions carried out by political communication and the functions carried out by communication in general.

The difference between traditional and modern trends in defining the functions of political communication) Saud(2010 ‘

Several functions of political communication can be identified:

**The news function:** It is considered one of the most influential political functions in society and the political system alike. It is the first function for which attempts at mass communication began using publishing and broadcasting on a large scale. It satisfies the human being’s innate need to know what political events are happening around him. News is considered a speaker. Officially in the name of the government in any country and a transmitter of political information and anything related to public policies and higher national interests.

But we often find governments exploiting their people's need for news and new information, selecting from among them what is consistent with their policy and goals, such as the Algerian government, for example. We find that they provide news treatment within the same framework that serves that policy and achieves these goals, and this function serves politicians by focusing on their news and activities. Likewise, the accumulation of news and information about a public political figure or official or popular organization contributes to drawing a mental image of it among the masses, but the news still has negative aspects, such as the public being disturbed in the event of a declaration of war or incidents of war or violence, and this actually happened when The French masses poured into the streets in panic after news spread of the German invasion, which caused them to obstruct the movements of their armed forces (Saud, 2010)

**Political socialization:** It is a developmental process through which knowledge is acquired, attitudes and values are formed, political culture is formed, and it is maintained or changed by means of political communication. This process is continuous throughout the stages of a person’s life, from childhood until old age, and through it the individual becomes aware of the characteristics of society and the prevailing political trends and ideas at the internal and external levels.

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Interest in studying the impact of the media on upbringing began since it was noted that exposure to television begins early in children and therefore must be an influential source in the individual's political knowledge (Saleh, 2019)

But not only television has a role in political education, but all means of political communication play an important role in political education of individuals by providing information, ideas, and trends about the political world, influencing them, and pushing them to take an interest in political life and public affairs.

**Political marketing:** It is the science of influencing public behavior in competitive situations through which the principles, methods and theories of commercial marketing are used in political campaigns by institutions or specialized persons. These methods include analysis, development, implementation and management of campaigns carried out by candidates or political parties that are trying to lead opinion. public or publish their own ideas.

Politicians care a lot about the media and the technological methods used for marketing

Their programs and ideas and the formation of a positive mental image of them among members of society. The candidate aims, through political marketing, to sell ideas, gain support, and attract people.

Political marketing also appeared as a result of the development taking place in the media, in addition to the existence of a democratic system based on voting. Political marketing is considered the activity or group of activities that aim to maximize and organize the number of supporters for a political candidate, a particular party, a program, or a specific idea (Saleh, 2019).

**Influencing the trends of public opinion:** The means of communication in modern societies have largely decided what shapes public opinion and provide it with the majority of information through which it learns about public affairs and knowledge of political figures, in addition to its role in public debates and the electoral process as a whole, as it is through them that political truth is built. These means also have a duty to confirm a sense of citizenship and political participation by providing free and correct information that allows citizens to enjoy their rights and obtain information that helps them participate in discussions of political options. The public does not have control over what is presented to it, but rather it usually responds and interacts with the contents Media )Shams(2018 ‘

**social media sites:** The concept of social networking sites is controversial due to the overlap of opinions and trends in its study. This concept reflects the technical development that has occurred



in the use of technology and refers to everything that can be used by individuals and groups on the giant World Wide Web.

These are sites on the Internet through which millions of people who share specific interests or specializations communicate. Members of these sites have the opportunity to share files and photos, exchange video clips, create blogs, send messages, and conduct instant conversations. The reason these sites are called social sites is that they produce communication with friends and research colleagues and strengthen the ties between the members of these sites. Sites in the Internet space. Among the most famous social sites in the world are Facebook, Twitter, YouTube, and others (Hassanein(2004 ‘

### **9. Social networking sites and youth political interests:**

Today, social networking sites play an important role in influencing the political interests of young people by providing them with political information. It also contributes to forming, strengthening, or changing their political culture and their readiness for public work. It can be said that political interest is a state of mind that is represented by a person’s perception of the world in a mental or emotional manner. Political interest in political awareness is manifested in various forms that vary according to the perceived field or subject of awareness, as the public knows various forms of awareness such as religious awareness, scientific awareness, and political and moral awareness. Therefore, we can say that political interests are the state in which the individual is inclined towards the issues of political life in its various dimensions and takes a cognitive and emotional position on these issues at the same time. Political interest also allows the individual to participate effectively in the conditions and problems of his society, analyze them, judge them, determine his position on them, and motivate him. To move to develop and change them, and when talking about political interests and the impact of social networking sites on these interests, the role that social networking sites played in the Arab revolutions, or what is known as the Arab Spring, and their ability to influence in stimulating popular participation and their impact on participatory government models and new societal mechanisms come to mind. The significant and rapid growth of social networking sites and the shifts in patterns and trends of their use have played an important role in mobilizing and shaping opinions and directly influencing expression among young people in the Arab region (Mustafa(2000 ‘

### **10. The political dimension of social networking sites:**

The importance of social networking sites in their political dimension emerges thanks to three basic elements, which is the value of the critical vision of the sites in that they include all groups that express a critical current, either through the users themselves or through popular electronic pages on the site that have a political position on a specific political event or issue. This is due to The

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ability of social networking sites to interfere in viewpoints between various political forces and movements in real reality) Abdullah(2011 ‘

Social networking sites work to support political practice by ending the monopoly of the ruling regimes on information, spreading political awareness among citizens, and strengthening the role of the political opposition, in addition to using them as a means of disseminating political culture in a way that increases the active participation of individuals, which is a first step for political development. It is also considered a new manifestation of social political normalization and a means. To attract young citizens to become more closely involved in the political process, there have also been high expectations regarding the potential of the Internet to create political mobilization and involve new groups excluded from politics. The network has also become an important source of political participation by young people who are not usually interested in politics. It has also been able to attract people who were less represented in traditional forms of participation. On the other hand, it helps in the long run to build an advanced civil society. Social networking sites are used by political groups and organizations as a means. To motivate politically, create supporters, outperform competitors, or discuss and present ideas) assaid(2012 ‘

Regarding the relationship between social networking sites and youth, by highlighting the relationship between young people’s use of social networking sites and their political behavior, this is evident through:

- The political behavior of young people regarding political issues through new media, including social networking sites, is linked to the formation and adoption of various positions and opinions among members of society, especially young people.
- The use of social networking sites politically among young people contributes to political cognitive influence, and this varies in a way that is mainly due to the degree of political interest that emanates mainly from the political system, in addition to other demographic considerations such as age and educational level, and includes the political trend resulting from this process represented by social networking sites. Social behavior, behavior and youth. The political behavior of young people is generally linked to the media and communication contents that social networking sites disseminate in the minds of young people, and they play an influential role in urging and encouraging young people to achieve political positions and behaviors, including political participation





**Table 1.** Shows the gender of the sample members

sex	repetition	percentage
mal	21	67.74
feminine	10	32.26
Total results	31	100

The table above shows the gender of the studied sample members, where the number of males was estimated at 21, at a rate of 67.74%, and the number of females was estimated at 10, at a rate of 32.26%. The difference between the sexes is due to the fact that males are more interested in political issues and political affairs compared to females.

**Table 2.** It explains the use of social networking sites by sample members

Use of social networking sites	repetition	percentage
yes	28	90.32
no	03	9.68
Total results	31	100

The table above shows the use of social networking sites by the sample members, where we note that 28 of them use social networking sites, at a rate of 90.32%, while we find 3 of them do not use social networking sites, at a rate of 9.68%. The increase in the use of social networking sites by the sample members is due to the dominance of these sites. On daily life and in all fields.

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**Table 3.** The most important social networking sites according to the sample members

<b>The most important social networking sites</b>	<b>repetition</b>	<b>percentage</b>
Facebook	16	51.61
Twitter	03	9.68
Instagram	12	38.71
Total results	31	100

The table above shows the most important social networking sites according to the sample members. It is noted that 16 of them prefer to use Facebook, at a rate of 51.61%, while 12 of them prefer to use Instagram, at a rate of 38.71%. As for those who use Twitter, their number is estimated at 03, at a rate of 9.68%. The use of Facebook is due to the wide spread of this site in Algeria and the preference of Algerian youth for Facebook due to its ease of use.

**Table 4.** Relying on social networking sites to follow political issues

<b>Relying on social networking sites</b>	<b>repetition</b>	<b>percentage</b>
yes	26	83.87
no	05	16.13
Total results	31	100

The table above shows the sample members' reliance on social networking sites to follow political issues, as it is noted that 26 of them rely on social networking sites to follow political issues, at a rate of 83.87%, while 5 of them do not rely on them to follow political issues, at a rate of 16.13%. Social networking to follow up on political issues because these sites have become new virtual public spaces with new strategies for disseminating ideas, opinions, and various political issues.



**Table 5. Relying on social networking sites as a source of political information**

<b>Social networking sites as a source of political information</b>	<b>repetition</b>	<b>percentage</b>
yes	24	77.42
no	07	22.58
Total results	31	100

The table above shows the sample members’ reliance on social networking sites as a source of political information, as we find that 24 of them rely on them as a source of political information, at a rate of 77.42%, while we find that 7 of them do not rely on social networking sites as a source of political information, at a rate of 22.58%. This is due to the fact that these sites It has become a new media medium that competes with traditional media in transmitting news, information, and political events using new technologies that are in line with the technological development taking place in the field of media and communication.

**Table 6. Motivations for sample members following political information via social networking sites**

<b>Motivations for sample members following political information via social networking sites</b>	<b>repetition</b>	<b>percentage</b>
In order to obtain exclusive and real-time political information	27	26.21
Because it has become a source for many traditional media	21	20.39
Because they have become sites seeking to spread political awareness	12	11.65
It opens the way for dialogue, debate and political interaction	24	23.30
It is distinguished by providing objective news service	19	18.45
Total results	103	100

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The table above shows the motivations for sample members following political information via social networking sites. It is noted that 27 of them follow social networking sites with the motive of obtaining exclusive and immediate political information, at a rate of 26.21%, while 24 of them follow the motive of being sites that opened the way for dialogue, discussion, and political interaction, at a rate of 23.30%, while 21 Of them, they use it because it has become a source of information for many traditional media outlets, at a rate of 20.39%. As for 19 of them, they rely on social networking sites because they provide an objective news service, at a rate of 18.45%. The last place came in those who rely on social networking sites for the reason that they are sites that seek to spread political awareness, as their number was estimated at 12, at a rate of 11.65%. The sample members' reliance on social networking sites is due to Social media sites to obtain political information because these sites perform many functions through which they seek to push the masses to rely on them.

**Table 7. Raising political topics through social networking sites for the political interests of young people**

<b>Raising political topics through social networking sites for political concerns</b>	<b>repetition</b>	<b>percentage</b>
yes	22	70.96
no	09	29.03
Total results	31	100

The table above shows the extent to which political topics on social networking sites arouse the political interests of young people, as the number of those who believe that it arouses their interests was estimated at 22, at a rate of 70.96%, while those who believe that it does not arouse their political interests, it was estimated at 9, at a rate of 29.03%. This is due to the efforts of the authorities and politicians to adopt Using digital means and tools to make politics accessible to everyone, and speaking directly with social media users.



**Table 8. The most important political topics that arouse the political interests of young people through social networking sites**

<b>Raising political topics through social networking sites for political concerns</b>	<b>repetition</b>	<b>percentage</b>
The most important political topics that arouse the political interests of young people	27	22.31
Statements and opinions of politicians	24	19.83
The election	23	19.00
Public opinions on political issues	23	19
National issues	26	21.48
Global issues	21	17.36
Total results	31	100

The table above shows the most important political topics that arouse the political interests of young people through social networking sites. It is noted that 27 of the sample members are interested in the statements and opinions of politicians, at a rate of 22.31%, while 26 of them are interested in national issues, at a rate of 21.48%, while 24 of the sample members are interested in elections, at a rate of 19.83. %, and 23 of them are interested in the opinions of the public on political issues at a rate of 19%, and 21 are interested in global political issues at a rate of 17.36%. The sample members' reliance on social networking sites to follow various political topics and issues is due to the fact that they have become media outlets that transmit news and events instantly and without any censorship from any party. Governments or ruling authorities also opened the way for dialogue, debate and freedom of expression.

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**Table 9. The extent to which political topics affect electoral participation among sample members**

<b>The impact of political topics on electoral participation</b>	<b>repetition</b>	<b>percentage</b>
yes	17	54.84
no	14	45.16
Total results	31	100

The table above shows the extent to which political topics influence electoral participation among sample members, as it is noted that 17 of them were affected by political topics on their electoral participation, at a rate of 54.84%, while 14 of them were not affected, at a rate of 45.16%. This is due to the various persuasive methods that political communicators rely on. With the aim of influencing the masses and convincing them of their political programmes.

**Results**

- Males tend to be more interested in political issues and topics than females, due to the nature of gender and male psychology, which tends to be more interested in political life than in other areas.
- Facebook is the site most relied upon by young people due to its ease of use and ease of obtaining information.
- Social networking sites are an essential source of political information for young people.
- Social networking sites have become a broad arena in which electoral campaigns are conducted.
- Social networking sites have generated new methods of political communication with the aim of influencing the masses and directing public opinion.
- Social networking sites provide different ways to motivate young people to participate politically through interaction, commenting, sharing political posts, and opening the field of dialogue and discussion.
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## 7. CONCLUSION

Through the results obtained, we found that social networking sites have become a new media medium that raises the interests of young people in various areas of life, especially political ones. This interest in political issues through social networking sites has resulted in almost total isolation in relying on traditional media such as radio, television, and newspapers. As a source of political information.

The study also showed that males are more interested in political issues through social networking sites, and this is due to the psychology of males who tend to be interested in political affairs and pay attention to politicians' speeches, opinions, and trends regarding political life in society.

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