

THE COMMUNICATION OF PROXIMITY AND CHANGE STRATEGY

الاتصال الجوّاري وإستراتيجية التغيير

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Abstract :

ملخص :

The communication of proximity has become a strategy for change and solving many problems in all fields. It is also a method of awareness to avoid falling into problems and crises. This is more evident in its adoption as a strategy not only in the media, but also in all areas of security, culture, sports, political mobilization and electoral campaigns.

Even it was difficult to contain Ghardaia crisis outside its environment away from the local community with all its components such as the family, school, mosque, etc, the communication of proximity starts from knowing the reasons and listening to the local people in order to change the situation toward the best and solve the problems on July 2015

Keywords :Communication of proximity; change; strategy; crisis; community.

تهدف هذه الدراسة إلى إبراز دور الاتصال الجوّاري كإستراتيجية للتغيير وحل للكثير من المشاكل وفي جميع القطاعات، وكيف أصبح منهجا للتوعية والتحسيس قصد تجنب الوقوع في المشاكل والأزمات، ويبرز ذلك أكثر في الصراعات العرقية والطائفية، أين يمكن تبنيه ليس فقط كإستراتيجية في وسائل الإعلام بل وفي جميع المجالات الأمنية والثقافية والرياضية، وحتى في الجانب السياسي خصوصا أثناء التعبئة السياسية والحملات الانتخابية، وذلك بفضل خصائصه التي جعلته فعالا في التغيير الاجتماعي.

الكلمات المفتاحية: الاتصال الجوّاري. التغيير. الإستراتيجية. الأزمة. المجتمع المحلي.

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INTRODUCTION:

Change is a natural process that we see everyday of our lives, in what matters to us and in our environment. But the changer, individually or in groups, always seeks to control this change and to direct it according to what he/she wants and what he/she considers appropriate from several value judgments. The use of several means and mechanisms that change over the time. Partisanship and the spread of culture, counter-culture, ideologies are ways to effect change.

The will to change is often strong, the owner tends to get closer to the people in order to try to influence and seek the specificities shared between him/her, whether a group or an individual, in a horizontal communication relationship, reducing differences and eliminating them, thus giving way to proximity. Outreach has become a strategy for change more than ever, not only because national and international policies have failed in many situations and problems, because they are far from reality and more inclusive.

It is not only the technology that has served this relationship of proximity, but also the fact that the individual has returned to his first contact with the other. This has been effective in getting the message across and achieving change. We will attempt to present the concept of proximity in general and to highlight the mechanisms of the outreach communication strategy by describing and analyzing the work of local communication factors in Ghardaia and its local customary and religious organizations conflicts.

The Problem:

For several political, social, economic and cultural reasons, strategies for change and development policies around the world range from global and inclusive to decentralization, local to proximity. In order not only to absorb the anger of the social base and to become familiar with its concerns and aspirations, but also to associate them with development and to solve them, without leaving its neighborhood space and its relational format that governs individuals sharing the same interests.

The relationship between the governor and the governed, between political parties and organisations with their base, the rapprochement of the administration with the public and the dialogue of the leader with the citizen arouses a growing interest. The creation of media in which the recipient is the creator and sender of the message. Make it a strategy of change in the crises of governments and international organizations, based on an important principle of proximity: managing the crisis in its neighborhood and its special social and cultural system. From this point of view, we approach the study by posing the following problem: to what extent does the communication of proximity contribute to change?

We divide it into the following questions:

- 1 - How do the characteristics of proximity contribute to change?
2. What are the mechanisms and means to achieve this change?

3 – What is the strategy of communication of proximity before, during and after the crisis?

From the above, we find that this study is based on the hypothesis of a direct relationship, namely that the communication of proximity can make the change given its specificities. As long as we base it on its characteristics, we will have an effective dialogue or vice versa.

Method of the study :

This study is based on the survey method, describing and analyzing the characteristics of proximity in crisis communication as well as in community media policy, which is the most appropriate approach to study communication processes before, during and after the crisis, and because it is used in the study of the current conditions of phenomena in terms of characteristics, forms and relationships and the factors that influence it, thus determining the course of change. This approach is based on a detailed description of a specific phenomenon or subject in a qualitative or quantitative image. (Abidat, and others, 1999, p.46)

We will try to analyze the events that took place in Ghardaia for two years 2013-2015, present the results of the communication of proximity in this crisis, and examine the strategy of this kind in front of crisis, and its impact on the decisions of the authorities, as well as the modification of the media policy of Radio Ghardaia during the events. The state has known changes in every aspect of life, be it political, social or economic.

We chose two tools to collect data and informations, namely observation and interview. Observation is defined as the process of observing the behavior of phenomena, problems and events, their physical and environmental components, and following their evolution, trends and relationships, in a structured scientific way, planned and determined, in order to interpret and determine the relationships between the variables, predict the behavior of the phenomenon and guide it to meet the needs of man. (Awamlah, 1995, p. 130) We also used scientific observation to examine the behavior of those who witnessed violent events and the relationship between "Malikites" and "ibadits" between local authorities and citizens.

The interview consists of a directed conversation between the researcher and another person to determine a fact or situation that the researcher seeks to know, to achieve the objectives of the study and one of the main objectives of the interview to obtain the data that the researcher wants, as well as to identify the characteristics and the feelings or actions of the respondents in certain situations. (Abidat, and others, 1999, p. 55) It has been used in conjunction with factors as representatives of local customary and religious organizations, civil society and local leaders in the context of the Ghardaia crisis.

Definition of Concepts:

1- **Communication of proximity :** is the process of producing and receiving special messages between the sender and the receiver, that serve the common

intellectual, cultural and geographical values in a direct and decentralized way, using all possible means, provided that they do not affect the common characteristics of individuals, their environment and their space, so as to meet their intimate expectations.

2.Strategy: The Harvard School has defined it as a set of important decisions for the main tests of systems related to the institution as a whole, aimed primarily at adapting the institution to change, as well as defining goals, objectives and basic movements in order to reach the basic decisions on the choice of the organizational structure and the consideration of the implementation of the strategy. (Addoun, 1998, p. 264)

3 - Change:

A - Linguistically : the act or fact of changing. Substitution of one thing to another ; substitution of other conditions, circumstances or variety. (Oxford, 1994, p 235)

B - The abstract concept of change: Change is a conscious and voluntary mechanism behind which an actor, internal or external, wants to change something in the society, a behavior, value, scheme or something else, he wants to bring, not always positive or correct. The changer maybe willing to do something wrong, or to perpetuate a behavior, belief or value that serves only his interests, regardless of the benefit he can bring to society in the short and long term.

The actor of change can be an individual, an institution or a group. however, the individual alone can not make it, with rare exceptions, implement his change plan only through a group, an association, a forum, a media etc. As for the identity of the actor, whom he personified into reality, it's no longer a big problem because it has become clear that it's difficult, if no one can think of bringing about a change in society ,unless it is a qualitative individual different from the rest of the individuals by his capacities, his means and his projects. It is a role of a politician, party or movement, an economist, individual, institution or ideology, as it maybe of religious influence, who can effect the change. (Sayed Ahmed, 2011, pp. 611, 612)

The first axis: Introduction to proximity

1 - The concept of proximity: linguistically, proximity means the fact, condition or position of being near or close by, nearness, neighbourhood in a space. (Oxford, 1994, p. 1457) Between location and emotional attachment, the use of the term of proximity refers to two important semantic fields: it may be, common to a quantifiable geographical distance, or a sense of kinship, a relationship particular (linguistic, cultural, religious, ideological, etc.) that we feel and live. Individuals give values and judgments to what is close to them, in order to distinguish what is important to them and what is not, and therefore the neighbor or the proximity is an organizational design referring to social and relational connections. Proximity is not related to the local or non-local dimension, but to nature, meaning, feasibility and intensity. These qualitative

and subjective relationships, be they familial, religious, organizational, institutional, cultural or other. (Deliou, 2010, 250, 251)

2 – Communication of proximity:

The process of producing and receiving special messages between the sender and the recipient serves common intellectual, cultural and geographical values, in a narrow, direct and decentralized manner, using all possible means and media, provided that they do not affect the common characteristics of individuals, their environment and their space, so as to meet their intimate expectations.

The adjective quality of communication presupposes the continuation of the relationship and service over time, and understands and merges with the idea of commitment and trust, with a predominance of family relationships and friendship over commitment, who is usually a servant and facilitator of the neighborhood and closeness services such as transport, telephone and internet can interfere with the objective of reducing objective distances (temporal or spatial), but the real local service remains in the eyes of the customer who meets his personal expectations or supposed requirements, measured by his ability to respond to his personal and multiple demands. It is for this that proximity is relative. In a distant relationship, the idea is usually the source of the relationship, but in the relationship of geographic proximity, the relationship dominates to generate the idea. (Deliou, 2010, pp. 252, 253)

The concept of communication of proximity differs from the famous term "communication society". In addition to digital media and multimediadevices, local communication calls for an appreciation of the relationships between the actors of the organization in the environment closest to their place of business. (Libaert, 2001, pp. 44,45)

3 – Media of proximity:

Many researchers and media representatives confuse local media with media of proximity, even if they work in one of both of them. Rare studies and in-depth researches are a major cause of this confusion, as are the media and its policy, which plunges the journalist into a maze between the two concepts that make many media professionals do not differentiate them, even if they are experienced, believing that local media provide programs and news for the geographical area in which they were created.

Despite this ambiguity in both concepts, everyone recognizes the importance of media of proximity, not only in the development and monitoring of its programs and processes on the ground, but also in the transmission of points of view, the recipient's concerns, problems, and impressions, by creating media interactivity between the communicator and the recipient, and then real change.

Media of proximity is a kind of small-scale media that focuses on the interests of a given region that represents a community and realistically represents the culture of that community, in order to meet the needs of its

community, inhabitants and to achieve their interactivity and participation. While the local media refers to the process of sending messages to a specific community, represented at the regional level, it contains several communities (whether that territory is a province, a city, or a group of governorates in the administrative division of one province of the state). This media emanating from its environment and reflecting its customs, traditions, cultures and heritage and responding to the concerns of its target audience in this environment and its needs and objectives. The use of the term "media of proximity" or "local media" is related to the extent to which the media serves. The media of proximity is limited to one community, while local media includes more than one community.

The researcher in communication Miquel DE MORAGAS makes the difference between the local media and the media of proximity, in that the specific domains of the second resident in the complete complicity between the producers of contents and their future and in their concerted efforts to succeed their activities to develop their own system. (Deliou, 2010, pp. 248, 253)

4. Characteristics of communication of proximity:

Communication of proximity has many advantages from an interactive point of view, it focuses on the person and the concept of exchange, and more specifically on the environment in which it is included. The local context being primarily an appreciation of the constructiveness and credibility of the interaction, this interest for the local is the only thing that promotes reciprocity in the reciprocal process, and communication is based not only on salvation and liberation, but also listening ability (Libaert, 2013, p.12).

Today, face-to-face relations in the context of a decentralized neighborhood contact are more than ever close to the public and its values and in a really practical way in the long term. (Libaert, 2001, pp. 44,45) The characteristics of proximity communication can be summarized as follows:

- Collusion between the receiver and the sender, sharing the communication process and trying to achieve a common goal.
- Get a positive interaction between the two sides of the communication process or its many parts.
- Diagnose the message, define terms and avoid generalities and global strategies.
- Made by a local community and directed to itself.
- Do not deviate from the social and cultural characteristics and common values of society.
- Limitation and precision of the geographical relational space.
- Its purpose is to meet the needs of the sender and the receiver at the same time.
- Concentration on the relationships and the human exchanges during the communication, as well as on the possibility of interaction between the

members of the community and contribution to the revitalization of the social life, which creates a cohesion between the members of the community . (Brardi, 2016, p 28)

Axis II: characteristics and mechanisms of communication of proximity

1. The environment of communication of proximity: At a time when institutional communication seems to be turning a corner, oscillating between the siren of new information technologies that recognizes only globally supported telecommunication networks and local-centric communication. The face-to-face relationship of decentralized communication works closer to the public and its values, more than before and in a truly practical way in the long term (Libaert, 2013, p.12).

The practice of communication of proximity and approaching each other is linked to what is known as the coexistence and respect of close and different people at the same time.

The local community is described as the primary environment for outreach because of its characteristics. It is defined as a group of people who live in a certain geographical area and carry out common economic and political activities whose social and administrative organization limits the nature of its governance and which has common interests and objectives. (Barardi, 2016, p. 26) The local community is also a group of people living in a contiguous geographical area where social, cultural and example relationships have been developed, resulting in a set of social institutions and organizations. and to common social goals.

Through the cooperation of individuals and groups, they can provide services that meet their economic, social and psychological needs, as well as their sense of belonging and loyalty to the region in which they live. Members of the local community live in a geographical area bounded by limited geographical and administrative boundaries, forming a fully connected community because of their participation in a set of shared perceptions and values, each with a special social center and limited role to play, in accordance with social, political and economic systems. (Saidani, 2016 , pp. 102-103)

However, there are people who confuse local and regional: local means part of a region, such as an urban or civil area, especially a particular community, while regional refers to what belongs to a governmental or administrative unit according to the administrative division of the state, the difference between them is the peculiarity and the specificity and privacy of private life. (Brardi, 2016, p.26). Like other societies, the local community is prone to change, crisis and conflict. And whenever society is exposed to serious social change, whenever it is exposed to a cultural conflict in its entirety or between its members and its group, which causes disruption in some individuals and thus becomes vulnerable to deviations and imbalance in various forms. The conflict comes here from diminishing values and norms, such as the contradiction between the values of parents and children and between parents

and teachers, between the lifestyle at home and the way of life in the club and at school. The path when a conflict occurs within the same society, it occurs in different societies. (Hassan, pp. 638, 639)

Proximity is fertile ground for reducing differences and resolving crises, especially with discourses about the culture of coexistence at the time of identities and the declining role of the national state, and sometimes fails to guarantee citizenship, justice, equality and the recognition of civil and cultural rights, to overcome disintegration by strengthening the values of citizenship and protection. Human rights and recognition of pluralism in a legal and political framework guaranteeing respect for pluralism, difference and the right to equality, as well as the need to control closed doctrines (Delbani, 2018, p. 20), an environment that gives more fertility to the practice of local communication, just as in the phenomenon of sectarian conflict that addresses the causes and concepts correct. Given that extremism is a consequence and not a choice or a root cause of chaos, it is more appropriate to re-read the complex crisis in its cultural and civilizational context without reductionism, which only recognizes the visible part of the glacier, whether it is an independent reaction.

Perhaps its first obvious signs are that discussions about identity have been exaggerated for at least two decades in areas where balanced development has suffered from difficulties and setbacks. Apart from proximity's environment, the culture of coexistence can not take root, given the blatant central tendency of dominating the destinies of today's world in the context of globalization and globalization. exclusion of the individual from the cultural and historical environment to which he has belonged for a long time. It calls for intercultural dialogue, but also for a radical change in public perception and aspirations for a harmonious future and a new human era. (Delbani, 2018, pp. 24, 28)

Proximity is practiced as a field strategy in social and cultural aspects subject to a continuous and unexpected process of change, such as that which occurs during crises or conflicts of all kinds. The researcher Guy Rocher introduced a definition of social change in his book "Introduction to the general sociology of social change within these different influences, in a mobile society," he said: "Social change is this observable transformation that affects each social formation of a group, whether exceptional or temporary, and which contributes to changing the course of the history of this group". From this moment on, researchers in general and in the field of communication in particular should be concerned about the impact of social change not only as negative or positive transformations of society, but also as thinking light the history of human societies in successive periods during which obstacles, modifications or corrections occur. Or growth or decline of social, economic, cultural, family or school institutions or organizations. (Mansouri, 2018, pp. 130, 138) The clash of civilizations is based on cultural and civilizational foundations, people are more interested in issues of culture,

identity and religion than in economics and politics, and the man is ready to die to defend his civilization and his cultural specificity. Religion is one of the greatest identities of peoples and nations, it is the cultural origin of identity, people have strongly reintegrated religion in the era of globalization and the clash of civilizations, which can be explained by the fear of the cultural danger which weighs on their identity and their civilization.

Identity is multiple, including those associated with a person, a family, a society, a culture and a civilization, but what one society considers important and fundamental may not be perceived by another, but language, history and religion are often regarded as essential elements of the identity of any civilization. (Polsk, 2018, pp. 159, 160)

In analyzing culture from an identity point of view, Samuel Huntington defined it as the language of the people, religious beliefs, social and political values, and postulates of what is right and wrong, appropriate or otherwise, and its objective institutions and patterns of behavior that reflect these basic subjective principles. (Huntington, 2005, p.46)

Identity is the meaning of an individual or a group. It is the result of the self-awareness that I have or we have distinctive characteristics that distinguish me from you and distinguish us from them. (Huntington, 2005, p. 37) Cultural groups and their members have an identity. The group may contain various identities, but not a single identity in its general elements, whether individuals have inherited it from their ancestors or have developed over time. There is an identity created by political relationships or resulting from economic factors, including identities that can be integrated within a group or contradict each other and become a danger to the individual and society. The most dangerous identity is religious one, because of the strong influence of religion on people and their emotions. (Boussekek, 2018, p.175).

Participation gives a greater role to grassroots communication, more the regime's democracy and the civic foundations of society are progressing, more than we have political participation and an important role of youth in the management of national and local affairs and a cohesion between the state and society. (Benarab, 2016, p. 96).

Societal integration and the broad participation of civil society are prerequisites for the establishment of coexistence and the development of clear visions and essential pillars among them: (Mansouri, 2018, pp. 144, 146)

- The complicity of all the world in the debate on the need for tolerance and the reflection on its means and methods.
- The continuous questioning and search for answers in the formulation of integrated visions of the challenges of the living reality.
- The use of theoretical conceptual categories in the practical life of persuasion in complete freedom and transparency to mitigate the negative effects of the incompatibility between neighbors, friends, colleagues, or officials and its elements.

- Serious attention to all changes in individual and social behavior resulting from changes in physical and technological living conditions.
- Adopt more open educational and organizational ways using methods of explanation and flexibility.

The media of proximity plays an important and effective role in the overall communication scene and its crisis management strategy, thanks to the appalling technological development, ease of acquisition of its devices and downloading of free applications in the world small communities. Interaction is another feature that has made news outreach a new medium that attracts a specific audience and builds a strong relationship that does not resemble the public with national media or international satellite channels. Interaction functionality is the ability of new media to respond to the user's speech, such as when it occurs in the conversation process between two people. (Allaoua, Bouaziz, 2016, p.22) Sean McBride confirms that there is growing interest in the local media in seeking solutions to social problems, including public health, adult education, women's status and custody children. (McBride, 1981, p. 251).

Media of proximity, including that broadcast by radio, targets a special audience, members of a local community and seeks to address their cultural and media needs that national media can not answer, providing information about them and reinforcing their qualities. (Chaoui, 2016, p.34).

The social change dictated by local radio in the local community is an inevitable necessity because of the circumstances and new developments. This change, in its essence, requires a cultural change that leads to an increase awareness and the rise of concepts, as well as to the widening of the shared values circle explaining local developments and the manage to achieve common interests. The level of urbanization ultimately leads to social progress and local economic development. Although cultural change or re-education is one of the most difficult types of local social change, it depends on persuading one to change thinking and tendencies and to convert the inner values of local individuals and their perceptions and perceptions on many problems they are accustomed and have adopted new values and visions adapted to new developments and changes.

Radio of proximity helps to guide and educate the local community, to address their daily issues and concerns, to provide knowledge and information, to create a common vision of the population, to enhance local public affairs, to train people to participate in public issues, to mobilize resources for local development, to assert local identity and belonging to the city, towards their preservation and their development. (Saidani, 2016, pp. 127, 128).

Like private institutions, many local public institutions have started to create their websites to increase local citizen participation and activation, by asking to meet with the leader and by surveying citizens about various

decisions that maybe made. lead to a state of satisfaction, compatibility and order. Observer and organizer of the population of the region and thus the establishment of a more aware and organized civil society. (Allaoua, Bouaziz, 2016, pp. 22, 23).

Proximity has become a strategy and methodology for addressing many issues in all sectors, as well as an outreach approach to avoid problems and crises, in addition to the recipientis, who became also a maker the of the news. The practice of the communication of proximity and its process, are evident in the social sphere and its role becomes more effective, by addressing individuals regardless of their social groups and concerns, and regardless of age and problem, it is difficult to contain crises outside the neighborhood or far from the local community in all its elements and particularities and institutions such as the family, the school, the mosque, etc.

The process of communication of proximity starts from the ground up, the details of the situation are perfectly important. The process of solution and development begins with the first step of recognizing the slice that suffers and considers itself marginalized. By reception and listening, proximity can absorb social angers and solve problem after diagnosed it in the right direction.

2- Mechanisms of change in the communication of proximity:

The strategy of the communication of proximity in the change process depends on a participatory mechanism for analyzing the situation, setting the goal and guiding the trajectory of change, mainly according to the characteristics of this kind of communication mentioned above, which represent mechanisms of change, especially if the change is civil, cultural, social or developmental, this translates into:

- Location: the local environment, the neighborhood and the common geographical space define the actors of the communication and open the way to the participation of all to the change. The defined and common space includes the efforts of all and facilitates the process of change without losing anything in a large space that can not be contained, unlike other types of wider and more general communication.
- Time: the communication of price is a permanent strategy, that is to say extended before, during and after the period to be reflected in the change, it is not enough to change something and leave it, but of the study before change and guide its evolution later, and since communication is a continuous, ongoing process between members of the community and institutions, the process of change becomes a process of daily life.
- Content: The content mechanism must be focused on the needs of the neighboring community and common social and cultural values.
- Method: interactive, exchange, depth and diagnosis of cases, are effective mechanisms of the strategy of the communication of proximity, by avoiding generalities and vertical communication we can make a change, it depends on the exchange of direct horizontal discourse.

- Means: In addition to the participation of all those involved in the change, the proximity strategy uses common means of communication, such as the common language, that is to say the local dialect or the language and vocabulary recognized in the frame work of the community and its values and media, as well as the educational institutions such as family, mosque and notables of the local community and region "shouyoukh", and the local elected representatives.

3 - the strategy of the communication of proximity in Algeria:

Several organizations and institutions have started practicing outreach, each depending on its scope and area of specialization. The nature and severity of this practice has varied from independence to today due to the nature of the system of government and the purpose of the outreach strategy, as well as the impact of the political situation, social and economic development of the country, and the practice of this communication process. There are those who divide the stages of outreach work in Algeria into three: (Chibout, 2001, 2002, pp.155, 157).

3.1 Premuralism: this phase of independence extends until October 1988, when the proximity was generalized only through some work of convergence of neighboring of the government's institutions with strategic objectives to reduce the number of delinquent young people, for example, the General Direction of Security has developed an alternative ways to treat the exposed youth to error and delinquency without being punished, by creating a frame work that exempts young people from falling into the trap of prohibition by law.

3-2 Between 1988 and 1997: This phase was marked by several developments, the State seeking to remedy the great gap in communication by improving the conditions of communication, by liquidating and reorganizing public communication institutions and various activities. related to the sector, as well as by renewing existing legal and legal provisions and proposing new legal texts in line with the country's political, economic and social conditions. This phase was characterized by a simple orientation towards the creation of the conditions necessary for the establishment of an effective communication of proximity.

3-3 Since 1997 to date: known activities and for a recognizing the importance of communication and development in the areas of development in general, including: (Chibout, 2001, 2002, pp. 160, 162)

A) The National Forum on Cells in Sidi Fradj, Algiers, October 13 and 14, 1997, under the slogan: "Solidarity is a citizenship". One of the most important recommendations of the meeting was the creation of a network to embody and support related activities through civil society, including through the voluntary sector and the private sector. The area of activity of the community unit and the promotion of the role of the social mediator in the programs of this unit, particularly in the field of social communication.

B) The draft executive decree on implementation procedures for the establishment and organization of the work of outreach and solidarity units, issued on August 5, 1998 by the Ministry of National Solidarity and Family, while the project had no reservations about the need for local cells, the Ministry of Finance and the Ministry of the Interior in terms of funding these cells.

C) Approval of Executive Decree No. 37/2000 of February 2000 specifying the procedures for establishing and regulating the functioning of local and solidarity cells, one of the most important being that the neighboring and solidarity cell be responsible for promoting the collective development of each work in its area of activity, including the re-examination of proposals. It can be integrated into the development programs of the state or municipality, where the proximity and solidarity unit intervenes to improve the daily life of the citizen in his immediate environment, particularly in the areas of education, prevention and healthy nutrition, school help and social and professional integration, cultural and sports activation, social and psychological support, media support and guidance.

4. From mobility to stability, the events of Ghardaia 2013-2015:

The bloody crisis of Ghardaïa from 2013 to 2015 marked the culmination of exceptional years (2004-2015) of socio-political protests in the wilaya of Ghardaïa in particular and in the south of Algeria in general, marking the beginning of the rise controversial violent social change movement in the media, political and cultural debates and human rights. (Hajjaj, 2015, pp. 8 and 9) Events in four municipalities have expanded more than in other parts of the state, namely Ghardaia, Grara, Beryan and Bounoura, causing numerous casualties and burning property and houses.

It is true that the National People's Army put an end to the bloody events and violent conflict that marked the public scene in Ghardaia crisis for about two years, but Ghardaia's society owes it nothing, and believes that the intensive presence of the latter is only a lull, while the radical solution to the crisis is profound. Historically, it must come from the adversaries themselves, using many means of communication, especially by way of proximity.

The practice of direct contact in dealing with Ghardaia crisis was not limited to two parties, Ibadî and Maliki, or Beni M'zab and Chaânba, but also included the power to seek resolution of the crisis, represented by appointed officials. and local elected officials, civil society and local customary councils, and thirdly bloggers and social media activists, are citizens of both conflicting parties who have tried to integrate security and conflict resolution through communication processes in the community. context of contact with communication of proximity. The governor of Ghardaia Ezzedine Mechri (personal interview 22-10-2017) believes that this communication with all its features was a motive to solve the crisis and educate the population, especially since it had been used as a strategy during the month of Ramadan. The

community of Ghardaia is a religious society, which brings together the Malikites and the Ibadis. The religious speech is very effective if one uses the direct dialogue and the communication of proximity.

The Azabah authority, which deals with the conduct of religious affairs in the Mزاب region, has established contacts through direct meetings with persons at meetings and regular events such as weddings and funerals, by preaching lessons and by Friday sermons or speech focused on the need for calm and not being carried away, in addition to the directives of notables « shouyoukh » and local associations. The need for supervision and vigilant follow-up, says Azabah's teacher and board member Qasim Haj Mohammed (personal interview, 13-01-2017), all these steps followed by Azabah have had the effect of creating confidence in self and lack of desperation and patience to overcome circumstances, control young people and prevent them from suffering abuse and injustice.

In the municipality of Al-Atf, for example, there was a direct contact with the other party, increased security and night surveillance, which prevented the outbreak of the crisis and the bloody events in the region despite its proximity to Ghardaia, the capital of the wilaya. Haj Issa Ibrahim bin Mohammed, chairman of the Qasr al-Atf council (personal interview, 26-12-2016), explains that communication of proximity is an effective strategy and part of the solution. It also allows to work together. El Atef council member and president of the Bashaer Association of Ghardaia Izzedine Kadri, (personal interview, 27-12-2016) says that the practice of proximity in el Atef dates back to 1985, when elders from both parties communicated with each other to eliminate crises and conflict prevention.

The mechanisms of tribal dialogue are direct with young people, night-watch and outreach, especially at the points of contact between the Ibadis and Maliki neighborhoods. Blogger Hadj Soulaïman (interview, 26-12-2016) states that, thanks to this strategy, communication of proximity has contributed to the flow of information and dissemination among the population, thus becoming a mechanism for change and solution to the crisis.

The characteristics of the communication of proximity, such as the dependence on common factors to treat or give the geographical space and the intimacy a value or a complete diagnosis in the treatment of the Ibadites individual relation with the customary institutions, distinguish the Mزاب society from its customary institutions, the councils of "Ammi Saïd", "al Azzabah", "Abdrrahmane el-Kourthy" are institutions fulfill their religious, educational, social and have ensured the cohesion of the old structure of civilization of this society, relying on religion and Algerian law.

The success of proximity as a strategy to deal with Ghardaia crisis depends on several conditions, in addition to its characteristics that distinguish it from other types of communication, and these conditions must be available in the communicator, the content of the message, the form of speech or language, the

time required to practice communication, the degree of intensity of the practice, and the geography and intimacy space, without forgetting to exploit personal characteristics and to avoid external solutions that constitute central policies offering concrete solutions outside the context of the crisis and its environment.

Qasim Haji Mohammed believes that communication of proximity effectively directs public opinion when it is based on the principle of trust between the two parties and on the ground communication that people prefer to speech at a distance. Convince the heart and mind of the other, choose the right speaker who influences in society.

For this type of communication to succeed, it is necessary to solve the problem of Ghardaia crisis by training those in socializing institutions, such as associations and mosques, in training courses in management and training crisis resolution, not just media campaigns covering the activities of ministers and officials. In this regard, Soulaïman Bin Ayoub, Secretary General of Al-Atf's "attoufoula assayda" Association (happy childhood), proposes that training be focused on ways to overcome crises in the future.

Omar Bakri bin Mohammed, an Ibadhi and tour guide in Ghardaia (personal interview, 25-12-2016), believes that relations have moved from proximity to civil relations in Ghardaia the capital. Even before that, communication of proximity was not explicit. The director of the local Algerian radio in Ghardaia Mokhtar Behnas (personal interview, 27-12-2016) proposes that the mixed associations at neighborhood level calling for a spirit of consensus, chaired by an Ibadi and a vice-president maliki, or vice versa, and carry out joint activities before the crisis, otherwise the solution to stop the violence in the region becomes difficult. The importance of communication of proximity as a strategy lies not only in crisis resolution, but also in local development and persuasion. It takes proximity in the media and communication to refute the rumor.

The sample of this study unanimously agreed on one point of view: the importance of communication of proximity to manage Ghardaia crisis from its roots, whether it stipulates the conditions for the practice of proximity or expresses its desire to remove the obstacles that hinder the crisis management strategy. The interviewees gave multiple perspectives on the future of the region, given the weak practice of local communication.

Results and discussion of the research: this study has reached several conclusions, including those related to the crisis of Ghardaia and its specific context. Some of them can be adopted as a strategy in subsequent studies taking into account the specificities of the situation.

- Closure and coexistence and modest coexistence between Ibadi and Maliki contributed to the emergence of the crisis between them.
- Both Ibadi and Maliki used many means to resolve the crisis, including mosque sermons and direct meetings in public places, media and social media

and others, but most of them were individual initiatives that did not share the parties.

- Social media and Facebook specifically contributed to spreading the rumor and deepening the crisis and sowing discord rather than contributing to the calm and solution.

- The communication of proximity was not practiced in a planned and deliberate strategy, involving all concerned parties, especially in the midst of the crisis.

- Respondents agree that the solution of Ghardaia crisis must come from the parties themselves within the framework of what is known as the strategy of communication.

- The contact that was practiced in the municipalities that experienced the crisis contributed to the reduction of the events only, because it was not a methodology planned in the framework of a strategy taking into account the time and place and actions and stakeholders.

- The practice of contact between the Ibadis and the owners in the Municipality of Al-Atf before, during and after the violence was a reason to prevent the arrival of the crisis, so that it was practiced preventively and awareness.

- The success of communication of proximity as a strategy to deal with crises depends on its characteristics that distinguish it from other types of communication, choose the right time to practice and the degree of intensity of practice in the geographical and intimate space of the region and its inhabitants.

- The effectiveness of the strategy of communication of proximity as a preventive solution before the crisis lies more than achieving positive results in the midst of the bloody conflict.

Conclusion:

From the foregoing, it turns out that the communication of proximity is a strategy capable of causing the change desired by the communicator or recipient, by exploiting its characteristics such as responsiveness and beyond, diagnosis and collusion with different problems. The results of various experiments have shown that proximity is as important as other types of communication in its ability to effect change, and is often more effective than global or national strategies that may overlook the specificities of the region and the real causes of the problem or crisis, as well as the attentions and desires of the communicator and those involved. .

Despite the effectiveness and cost of communication of proximity compared to other different strategies, it does not receive all the attention and experimentation in the search for change that governments or individuals desire for the sake of change reasons, including its modernity and lack of specialists in the field, the communicator often ignores when and how to use this kind of communication as a strategy, and because the community is understood from the structure that composes it, means that the functions of the

rest of the social and religious systems are indispensable, since communication will complete what is missing and fills the gaps of difference.

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