

Electronic cultures and current human communication prospects How has technology reshaped our lives?

الثقافات الإلكترونية، ومآلات التواصل البشري الراهن

– كيف أعادت التقنية تشكيل حياتنا؟

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Abstract

The human being of the twenty-first century lives in a communicative and communicative environment in which multiple forms of digital media and information and communication technologies converge, where digital content is increasingly important in production, receipt and use.

This is why we are moving towards a digital culture that is very different from what mankind has experienced before, at an accelerated pace, and communicative particularities based on participation and full integration with the world of technology

Keywords : Electronic culture, digital culture, participatory, generated content

ملخص

يعيش إنسان القرن الحادي والعشرين في بيئة اتصالية وتواصلية تتلاقى فيها أشكال مُتعدّدة من الوسائط الرقمية وتكنولوجيات الإعلام والاتصال، وتتزايد فيها أهمية المضامين الرقمية إنتاجاً وتلقياً واستخداماً وبهذا نحن هذا نتجه نحو ثقافة رقمية مختلفة تماماً عما عاشته البشرية قبلاً، بخطى متسارعة، وخصوصيات تواصلية تقوم على التشاركية والاندماج الكلي مع عالم التقنية، وهذه أبرز سمات العصر الراهن.

كلمات مفتاحية: الثقافة الإلكترونية، الثقافة الرقمية، التشاركية، صناعة المحتوى

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1. INTRODUCTION

Until recently it was a lot of theses adopted by science fiction books. ideas and concepts promoted by it cannot be believed ". and behaviors, although the connection under web 2.0 had already emerged But it seemed slow. And we hardly observe the depth of societies' impacts, Especially as the possession of technology itself has been uneven among the world's nations And then this connection and human communication under the Internet started to accelerate because of the integration of social media applications with digital media, And it's not just how everyone connects to the information network anymore. to the extent that it relates to overcoming the digital divide so that Internet services are available to anyone anywhere and at any time, In order to consolidate the communication and practice the details of life in a manner commensurate with the transformations in the field of technology.(Shavero, 2003).

The second generation of Internet Web 2.0 with its diverse services has created an electronic culture that is gradually becoming a digital culture and human beings moved with it from the communication stages of an information society that receives content and entertainment products on television through talk shows, films, series, popular cinema, cartoons, and video games, To a newer society that meets and interacts with Internet content, social media and digital media In recent years, the emerging digital culture that has characterized the current information society has spread where the desire for games, entertainment, and web communications is growing under the so-called age of consumption. In the age of Internet content consumption, new connections have emerged between individuals and consumers. and the enormous popularity of social media has led to a new situation in the field of information as well as relationships between individual consumers, It is a fundamental shift in the relationship between individual consumers and the Internet as a system in the symbolic production processes of content, meaning and exchange innovative consumers have become a new hub for the production of symbolic value in the digital environment; They can create and transmit their own content on the web, and then communicate with different people, some of whom are known and many of whom are unknown, which is the different pattern of communication "**open horizontal communication**," where social networks

have become highly popular communication platforms among users: blogs and forums, chats, photos and videos of Instagram posts, tweets, etc. All of them attract varying numbers of subscribers, desiring to reach out, aiming to achieve many goals, including entertainment, eliminating monotony and escaping life problems, exchanging audio, video and written files, and also providing general statistical services, walking to comment on jobs and more.

This communication, as a form of social interaction, has created a temporary form of human integration, viewed positively by many contemporary people. However, there is another important reason for its popularity that relates to the amusement, entertainment, and culture of laughter or pleasure, which reduces the stress caused by the monotony, challenges or difficulties of human life today.

In our view, communication in modern society and its intellectual practices is radically transformed by web integration with digital media and the increasing utilization of social networks, which has a striking impact on people's communicative behaviour and other usage habits that have characterized man's relationship with traditional media, Today's world is looking forward to a post-Internet world. s activities can be simulated in a completely virtual environment in which a person does not emerge from his or her room, but exercises all his or her communication and communication activities.

Everything we live in today stems from the emerging e-cultures. social media ", which has been fostered by digital culture coupled with the use of digital media with increasingly social networks for communication, content-making and knowledge-sharing, Issues that can be approached and criticized intellectually in light of modernist ideas ", postmodernism and beyond, where man triumphs the machine and the power of mind and then come back to criticize the authority and authority of reason over human life.

2. Postmodernism and criticism of rising electronic cultures.

Starting around the end of the nineteenth century, the term modernism, an umbrella term through which half the way human society responded to changes that occurred during the industrial revolution, originally derived its principles from the age of enlightenment during the eighteenth century, tended to challenge theocracy and the world's world-centered idea "God", an idea that contributed to the definition of human society in the past, where religions and theology are the centers of human knowledge and development.

Modernity tends to challenge and revolutionize religious mysticism in the pre-industrial world, believing in the scientific imperative of progress, and that only a scientific revolution can transform human life for the better, but as the twentieth century progresses, modernity has generally been associated with the first phase of the industrial revolution.

While postmodernism was mainly associated with many of the changes that occurred after the industrial revolution: Top among them is the post-industrial economy, in which the economic transition from industrialization to a service-based economy took place. This period is characterized by the emergence and development of information technology, the globalization of financial markets, the growth of services and the deterioration of heavy industry, and it is not surprising to see that the culture and policy produced by this phase "Post-industrial" will overshadow humanity, creating societies that are very different to those dominated by the industrial dimension in the context of modernity (Creeber & Martin, 2009).

Most researchers agree that postmodernism is an actual response to modernity. and called into question all metaphysical concepts, by questioning the capabilities of the human mind And here there were major shifts in Western thought, and if modernity is based on the idea of center postmodernism calls for a rehabilitation to the margins, and if modernity is based on the concept of consistency and an absolute and closed idea Postmodernism ", postmodernism is the expression of the concept of transformation and openness, and if modernity is described as an age of ideology, postmodernism is an announcement of entry into the Ma-Baadiyat phase; Post-ideology, post-history and post-human, where man found himself in a post-modern era in a world without history in which all relationships are dismantled (Why, 2021).

The most significant cultural changes brought about by modern technologies can be partly understood as an inevitable by-product in consumer society, where consumerism and leisure are the most prominent features of an individual's life rather than the values of work and production, which means that "culture of consumption" dominates the cultural sphere as well; moreover, the diversity of information and cultural materials and their continuous flow through contemporary digital media increase an individual's value and distinctiveness when their multiple programs provide a great deal of choice, and in turn give the parties of communication greater freedom to navigate, choose, use and evaluate the utilization of the communication process, which is higher for individualism. (Individuality), which increases its value, distinguishing between the individual communication needs and the capabilities of the parties to the communication process and thus the actual gain of the parties to the communication at any level.

McLuhan argues that technological advances in communication tools have changed people's way of life, by changing their views and the forms of relationships between them, as Walter Ong claims, in his book *Oral Culture and Written Culture*. (1982), advances in electronic technology (telephone, radio, television, and various audio recording tools) People were placed in a secondary oral cultural age, with Ong saying that the secondary oral culture was very similar and different from the primary culture of pre-print culture, and while the written and printed text in general, made people isolated in understanding the text they were reading, the initial and second oral cultures created a strong collective awareness among the public (Doghan & Oze, 2019).

Bowman and Lyon add to McLuhan and Ong, that an isolated individual with a written culture is reintroduced in contemporary society through social networks through electronic culture, which is a secondary oral culture, as Lyon refers to McLuhan's concept of the global village "remains valid, as the means of communication enable us to identify the relationships we have created within this structure. (Global Village), and the concepts we use to understand the world and our ideas about values and trends as well (Doghan and Oze, 2019).

Understanding the nature of the means of communication and the way in which people use these tools is crucial because of its roles in analyzing the

society and the communication culture that prevails, and in order to define the culture associated with the current means of communication, it is noted that the concepts of the digital age and "Digital media" and "digital culture" have been used in recent years strikingly, with the concept of digitization used to indicate the importance of communication systems associated with new media, used by people in their daily lives.

3. Cultural studies of electronic and digital culture:

Understanding current digital cultures, the nature of human communication and social relationships that occur through immersion in the Internet world, video games, smartphones and other high-tech platforms and devices issues raised by digital culture studies by asking how communication techniques reflect the wider social world, How it creates new cultural relationships and how these new online experiences in turn reshape the real world. Culture, which is in its broadest sense, means the exemplary and distinctive values, beliefs and behaviours of different human groups. And in terms of digital cultures, we can think in terms of Twitter culture. or Facebook culture, digital classroom cultures, smartphone cultures, Digital activist cultures, player cultures etc., Each can be divided into smaller groups (Creeber & Martin, 2009).

Early in the 21st century, technologies, web services and social media platforms expanded the field of cultural studies dealing with electronic culture and after digital culture, with one critic coining the word prosuming (production/consumption), and another put forward an equally important term (production/use) To name the process by which cultural consumers (digital users) have become web culture producers and here one of the most important current shifts in the area of web communication culture should be noted, Such as online videos uploaded by the user and iReports for major media outlets such as news networks and thousands of online product reviews and other types of content created by the user, which are perceived by some as cultural content in a more democratic digital environment.

This audiovisual culture is intended, or online video culture - mostly - To flatten awareness and penetrate the cultural identity of individuals, groups and nations; controlling perception, subduing souls, disrupting the effectiveness of the mind, adapting logic, Jamming the value system, guiding imagination, profiling taste and stereotyping behaviour and therefore they are devoted to a particular type of consumption, and to a

particular type of knowledge, goods and goods and thereby reducing privacy and fragmentation of identity, especially for countries that pursue civilization and civilization with awareness or awareness of its negative consequences.

In addition to promoting cultural values, intellectual beliefs, and alien life behaviors, their effects have begun to materialize on the ground in many countries and countries that receive hundreds of media messages promoting a culture of penetration, including Arab and Muslim societies, where the same social and behavioral diseases are emerging in these societies from which the West is viewing the source (Aisani, 2011).

The Internet and mobile phones have certainly generated anxiety and optimism in their ability to shape the future. However, like television (but perhaps more so), it is important to recognize that the Internet, the Web, and mobile digital technologies are also more than just "technologies", a set of communicative social relationships that involve the use of techniques with different outcomes (Esani, 2011).

Digital media undoubtedly offers new and exciting forms of interaction The ordinary individual can be an eyewitness reporter who alerts the world to the breaking news of a natural disaster or political crisis, The average person can also work as an expert or scientist participating in a research project with collective sources. and an amateur can act as an electronic investigator, to assist investigators in solving real-life crimes. These forms of digital engagement are certainly common and have the effect of enriching human communication and diversifying the overall content of the web (Creeber & Martin, 2009).

4 .Digital Media, Technological Developments and Human Communication Bet

The proliferation of digital technology in our lives is an important part of a wider range of phenomena in today's world. globalization and the dominance of free-market capitalism, The increasing prevalence of ICTs, and the burgeoning power and influence of science, particularly in the area of technology, Digital technology is an important and effective component of these developments. In particular, after banks' computerization and increased international currency exchange rates supported the convergence and complementarity provided by digital technology and thus dominated technical developments in various media and communications. computers

are also the primary means by which huge amounts of data required by large scientific technical projects are managed and processed. Thus, the simultaneous development of science, media and capital under the auspices of digital technology has produced some kind of influence in human culture communicative Everything seems to be happening at an accelerated rate and producing a radical change in a very short time (Gere, 2008).

These transformations should not give us any reason to feel satisfied with what our communication habits have come about, especially with regard to the almost complete transformation of human communication through digital technology, although it is difficult to understand the full extent of this transformation, which can be observed in various communication aspects: Most forms of media, television, recorded music and movies are increasingly produced and distributed digitally, from electronic journalism to digital viewing platforms, to digital television and cinema, and traditional media have begun to converge and integrate with digital forms, the World Wide Web, and video games, to produce a seamless digital media bar (Gere, 2008).

Even when we're at work, we're also surrounded by such technology, Both in offices, where computers have become indispensable tools for word processing and data management or in supermarkets or factories, where every aspect of marketing and production is digitally monitored and controlled, Many of the means through which Governments and other complex organizations pursue their goals also depend on digital technology. money, coins, and banknotes are also transformed into digital data, like all monetary transactions that have taken place are transformed at the level of the major Powers and often into the digital form of the blockchain system) including those relating to insurance, social services, facilities, real estate, leisure and travel, credit arrangements, employment, education, and law, as well as personal identification and qualification information, such as birth certificates, driver's licenses, passports, marriage certificates, etc

4.1.Reality of personal communication in the current electronic culture: Relationships and different types of interactions and interactions between friends and family members have changed dramatically through the introduction of PC and its various communication applications. This technology has created a typical scene in modern families these days: The father may watch the news on TV, the mother is busy tampering with her

smartphone, the sons are fighting foreigners on the gaming console, the daughter is playing with apps on her tablet... It's the world's blockbuster scene, where all eyes look at screens.

The use of the Internet has become necessary for many segments of society, regardless of its employment for educational purposes, This means is also used as an effective tool for communication and social interaction computing and digital technology, especially after the emergence of various new programs and applications, Communication and interaction can now occur through the Internet, the virtual world or cyberspace without the need for confrontation between the sender and the future in the same place and time and from which many people use new media technology, coupled with Internet services to meet their psychosocial needs, the International Information Network has become the place to meet, interact and shape relationships In fact, this form of social communication is becoming increasingly common in our daily lives.

In relation to the Internet context and its relationship to human communication, Devito (2005) stated that the impact of digital culture and technology on human relationships and communication patterns in individuals and between groups is more influential than other types of influences. Interactive people and users of the Internet and social networks often formed more relationships (Devito, 2005).

DeVito's look here intersects the results of his research by Hsu, Wang, and Thai (2011), through which Facebook was revealed to be the mechanism of the times to find new friends, build relationships with them so that they become more familiar and close, although less developed and empowered societies in the area of communication and digital media technologies may use digital electronic communications individuals to deal with the most distant, leaving the communication confronting closer relationships.

The same researchers stated that other types of communication that the study participants were able to develop using the web and its various applications, including romantic and intimate relationships, generated different sensations such as feeling jealous and frustrated and formed some communication experiences that adversely affected the details of their real-life (Tang-Mui Joo and Chan-Eang, 2017).

Today, we are young people, children, and even old people, using at least one or two of our communication habits as electronic or digital media.

Despite the repercussions on an individual's psychological life, some studies have shown that people using the Internet at home have shown higher levels of loneliness and depression. This is linked to a pattern of current human contact in which the individual has less interaction with the family with a reduction in the number of friends realistically, and the increase and networking of communication relationships across the web and social media. (Tang-Mui Joo , Chan-Eang ,2017).

4.2 User-generated content communicating with others in the digital environment:

The digital environment of new media users has produced various opportunities for communication and participation in the digital content industry of various kinds. These users have moved from being consumers of content to producers and influencers in their industry. Researchers point to the connectedness of the digital content industry concept to having the right to express opinion in a cultural context that allows pluralism, not just having the means (Makawi (et al.), 2021, p. 534).

Many researchers and academics agree that today's online content industry is a key element in the online communication and engagement process. and some believe that online participation is synonymous with the term content industry itself, Others call for not confusing them, because content creation may also be strictly one-way in nature and through which broadcasting speaks to an unknown and fragmented audience. While online engagement is more commonly focused on specific, more social and interactive reference groups by nature because their purpose is to engage in public discourse and influence the social environment and, accordingly, recent literature has identified online sharing as being understood to be "Creating, sharing and directing content on the Internet to a specific audience motivated by or for the social purpose, not only in the political sphere, but in other areas: (Hoffmann (et al), 2015, pp. 696-716).

The main changes affecting the reality of the Internet's conjunction with digital media and social networking applications can be summarized as follows:

- Available resources
- Media convergence
- The user becomes the content provider.
- Digital media will become the currency of communities

- Interaction stems from retrieval information for experimental play. Resources within the next 5-10 years.

The content industry is a broad term that refers to any content or ideas created and uploaded to the international information network, through various digital media and applications available, whether through words, images or videos, across all different pages and websites, Facebook pages, podcast apps, e-books, etc. (Handley (etal), 2011, p. 26).

The content industry is then something that is expressed through some media, such as speech, writing or any of the different arts of self-expression, distribution, marketing or publishing. Typical forms of content industry include maintenance and updating of websites, blogging, photography, videography, online commentary, maintenance of social media accounts, and editing and distribution of digital media. The content industry is described as creating materials that people contribute to the online world (Abukhald, 2020)

User Generated Content refers to content made by ordinary people, whether in the form of data or information or through various media normally available on the web, including content related to assessments by such people about restaurants and tourist places, about their daily lives and their ordinary details (Krumer (et.al), 2008, p. 10).

The content generated by the user is the content posted on the Internet via various digital platforms, by ordinary users, and the user for making such content does not need the programming skills to disseminate the content he designs and makes on social media networks and platforms (Krumer (et.al), 2008, pp. 15-16).

This type of content has grown rapidly in recent times, owing to the fact that the digital content industry is inexpensive, both for the content industry and for receiving it, as suppliers often provide it free of charge.

The online content industry is a popular web user. YouTube users, for example, create more daily video content than all the network TV channels in their entire history, This enormous volume of contents makes it extremely difficult to describe the nature and impact of this user-generated cultural production and despite the positive aspect of some digital content made by the digital user, Others note that many benefit primarily from the few large companies that dominate the digital market (Creeber & Martin, 2009).

None of us can deny that there can be something useful in receiving cultural

material on one's own creativity on the web and content created by communication with others in different environments and societies, but what is controversial is that this kind of participatory culture does not seriously challenge the dominance of content in major cultural industries (major media companies).

Traditional giant companies that produce culture globally have moved rapidly to integrate and benefit from user-generated content. It is clear that new [digital media] organizations emerge and control cultural production and intellectual property in a way that is very similar to the monopolistic media companies of the twentieth century. This is not surprising because some of those "new" monopolistic media organizations are the same as the old ones: Time Warner, Bertelsman, Newscorp/WSJ (owner of Tumblr) (Doghan & Oze, 2019).

5. Understanding and criticizing human communication in emerging e-cultures:

Truly interesting questions in the light of developments in communication technologies and human communication patterns make us question the aspects and effects of new digital media? Are our personal relationships getting more open or are they getting more superficial? Are we becoming more familiar with politics or more politically divided? Are we building a more equitable economy or leaving many people behind while robots take over? Are we richer or are we more and more attracted to the vacuum? (Creeber & Martin, 2009)

Overcoming all these questions is the biggest question: is the real world overtaken by a digital world? There is no doubt that the world of digitization is full of new things, but not all the modernity that has been promoted is as important, not every new app, platform or device is as revolutionary in the world of communication as its promoters believe. Therefore, part of the mission is to distinguish between important digital communication patterns, and those that are only a means of emptiness, and between those important electronic communication applications and those of superficial character.

Accountability for the nature of human communication in today's world is essentially linked to understanding the nature of human interactions in the digital environment. This requires researchers and scholars to further academic research that examines the social implications of ICT: Anthropology, sociology, psychology, political science, communication,

eloquence, ethnic and women's studies, cultural studies and half a dozen other disciplines, because the topic of human communication in today's electronic cultures is a multidisciplinary field that should be approached from a angle such as those referred to here.

Today, we are in dire need of caution in the field of digital interactions. digital content, media, and transactions, but only to build a digitally efficient human being, Digital Competition, In the current communication situation, the international scientific debate on digital efficiency is now growing. The model is being translated and adapted to national policies on the inclusion of the digital world in educational processes on a large international scale. In the light of this framework, research on digital proficiency detection and measurement is also being revitalized, as well as experiences in assessing them with respect to different objectives, and finally planning -- in the curriculum and across disciplines -- which takes into account their possible transfer to educational environments such as schools. In fact, increasing awareness of the use of digital media and modern communication technologies in communication and communication, resulting from knowledge of and socialization with the middle at home and school, can reduce the risk of young people's exposure to the Internet. From this perspective, we call for:

- Thinking about socialization strategies, which are operationalized in the family setting, and which are closely linked to the digital competence profile of young people interviewed. Such an analysis must inevitably take into account the family's cultural and social capital, which is understood to be: The social and cultural background of the family, inherited by the child from birth, the network of social relationships that the parent builds over time and transmits to the child when he or she joins that family nucleus, and the network of strong and vulnerable relationships that young people build daily with his or her parents and other actors in the process of socialization. These relationships are characterized by the association of mutual trust and the set of values and principles that define their social capital and can affect the development of digital competence in young people. Use, media perceptions, and the emotional relationship that parents, teachers, or educators build in a general sense, with the media can be reflected in young people's behavior and perceptions of socialization - in the transmission of information or relationships - with the peer group, adapting their

relationship to the media in terms of knowledge and attitudes - (Cortoni, 2017)

6. CONCLUSION

Digital media is a powerful catalyst that contributes to today's process of cultural change the past decade has witnessed significant and large-scale cultural transformations, From the virtual simulation of participatory groups to digital integration of text and audiovisual media, This interdependence means that technologies are not only received but used through social adoption processes by employing them in different contexts of communication in everyday human life to eventually become socially integrated into new collective and institutional practices.

Today we are gradually moving towards a sociopolitical world. in which communication takes place via the Internet and its various applications, so that man confines himself in his room In the practice of his communication habits using modern technologies, which raises many questions about the fate of this communication in the next few years and whether realistic social boundaries will grow, eliminating hypothetical boundaries so that there is no end to human relations and interactions in the virtual world.

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