

The Digital Transformation and the Emergence of Innovative Media and Communication Concepts: A Theoretical Examination of Communication Developments within the Framework of One-Click Theory-.

Received date: 04/03/2024 Accepted date:09/05/2024 Published date:24/06/2024

Selma Ben Melit ¹

¹ *University of Skikda, Algeria, Email: s.benmelit@univ-skikda.dz*

Abstract:

This study aims to explore the most prominent innovative media and communication concepts that have emerged in the context of digital transformation. Additionally, it investigates developments in the communication process within the framework of the one-click theory, and delves into newly emerging media theories and their challenges in the digital environment. The researcher adopted a descriptive-inductive approach to present these innovative media and communication concepts and keep up with digitization. This approach helps in conceptualizing and understanding the facts and phenomena in our daily lives or various aspects of society, enabling expression and analysis of phenomena or events. This was detailed in this study, which examines the issues of new media and communication studies in the digital environment, serving as a scientific addition to the field of media and communication research in the virtual space.

Keywords: Digital Transformation; Communication Process; One-Click Theory.

Corresponding Author: Selma Ben Melit, Email: s.benmelit@univ-skikda.dz

1. INTRODUCTION

Digital transformation in the communication process refers to the developments and changes witnessed in communication and media work due to technological advancements and the adoption of digital media in communication operations. This encompasses the utilization of digital programs and applications for conducting communication processes, as well as leveraging social media platforms and digital channels for information dissemination. Additionally, it involves the development of digital marketing methods and strategies, aiming to enhance communication efficiency, broaden its scope, improve user experience, and increase the effectiveness of messages and communication campaigns. Furthermore, this shift has generated new terminologies in the field of media and communication sciences related to the digital environment, which have the potential to alter various concepts within their natural contexts.

Based on this logic, we pose the following main question:

What are the innovative media and communication concepts within the context of digital transformation?

From this, several subsidiary questions arise:

- ✍ What are the communication process developments within the framework of one-click theory?
- ✍ What are the innovative media theories in the digital environment?

- ✍ What are the challenges of new media and communication trends in the digital environment?

To answer the main question and the subsidiary questions, this study is divided into three sections:

- **Section One:** The innovative media and communication concepts within the context of digital transformation.
- **Section Two:** The new path of communication process within the framework of one-click theory.
- **Section Three:** The innovative media theories and their challenges in the digital environment.

2. Importance of the Study:

The importance of this study stems from the fact that digital transformation in the fields of media and communication has become essential in the modern era. The latter facilitates in developing and enhancing traditional media channels and expanding their reach, especially since digital transformation involves the use of modern technology in production, distribution, marketing, and audience interaction.

This, in turn, contributes to increased efficiency and effectiveness. Thanks to digital transformation, the concept of digital media has emerged, which in turn has emerged new media concepts in the digital environment, It has provided new opportunities for media outlets to interact with the audience and deliver diverse and innovative content.

Additionally, digital transformation has made media more adaptable to rapid technological advancements and shifts in



consumer behavior, It can be said that the impact of digital transformation on media has a double-edged sword. On the one hand, it has contributed to the improvement and development of the media industry, expanding its audience base and raising awareness of important events and issues, On the other hand, failure to adapt to this digital transformation has led to a decline and deterioration of the overall value system.

3. Study Objectives:

This study, titled “The Digital Transformation and the Emergence of Innovative Media and Communication Concepts: A Theoretical Examination of Communication Process Developments within the Framework of One-Click Theory.” aims to:

- Identify the innovative media and communication concepts within the context of digital transformation.
- Uncovering the communication process developments within the framework of one-click theory.
- Understanding the innovative media theories in the digital environment.
- Uncovering the challenges of new media and communication trends in the digital environment.

4.Study Concepts:

Researchers believe it is essential to define concepts and terminologies while conducting any research to avoid any scientific dispute among researchers, as it is a very important step in seeking meanings and ideas revolving to various topics, as to convey them effectively to others for their understanding.

4.1 Digital Transformation Concept:

Digital Transformation refers to the process by which government sectors or companies transition to a business model that relies on digital technologies to innovate products and services delivery and provide new revenue streams that enhance the value of their products (Al-Bār, 2018). It represents a qualitative leap in the methods employed by any system, transitioning from traditional approaches to modern due to technological changes that introduce new patterns and skills for individuals. Additionally, it involves restructuring institutions and enhancing their performance.

4.1.1 Procedurally:

This study refers to the digital transformation that affects the media system, involving a rapid transition from using outdated methods and technologies to replacing them with digital and intelligent means. Thus, it represents a radical shift in the media content industry and the methods of presenting it to the audience. It also involves the audience interaction with digital content, liberating from rigid templates and innovating new methods, concepts, and theories in media that keep up with contemporary media practices in the digital environment.

4.2 Communication Process:

The communication process refers to the method through which ideas and information are exchanged among individuals within a specific social framework. It varies in terms of scale and the relationships involved. This social framework can range from a simple binary relationship between two individuals to small groups, local communities, national

societies, or even the entire human community. (Sultān, 2014, p. 85)

4.2.1 Procedurally:

This study refers to all interactions occurring on digital platforms between users and consumers in the form of electronic messages and digital content, which occur on platforms connected to the Internet.

4.3 One-Click:

It is a theory among the emerging media theories specific to digital media, which implies that audiences have become more active and capable of creating content with a one-click or a button-press on digital platforms. (Rafat, p. 102)

4.3.1 Procedurally:

This theory was chosen for this study because it is one of the emerging theories in the field of media and communication sciences that has changed the concepts of communication process elements. As the audience, who were previously consumers of media content, now have the ability to create digital content and produce discourses and messages through various smart digital templates and formats, This has expanded the mass audience base for consuming new media products.

5. The Adopted Methodology:

In this study, we relied on the descriptive-inductive methodology in presenting the innovative media and communication concepts that keep pace with digitization.

This methodology is considered a conceptualization and vision of the existing facts and realities, and an interpretation of the changing trends in our daily lives or aspects of society to express a phenomenon, event, or even to define culture and civilization; it is logical thinking based on experimentation and certainty in it. (Al-'Imām, 2008, p. 88)

6. Section One: The innovative media and communication concepts within the context of digital transformation

The new media and communication concepts within the context of digital transformation are associated with the rapid development witnessed in the world of media and communications due to digital technologies and the Internet. These concepts encompass several aspects, including:

6.1 Digital Media:

This term refers to the evolution of media and digital technologies that allow individuals to interact with and participate in media content, such as social networks, online video platforms, and all forms of digital media, which are presented in a digital and interactive format, and relies on the integration of text, image, video, and sound. The use of the computer as a central tool for the production and presentation process is also a key aspect. Interactivity is a crucial aspect of digital media, distinguishing it and constituting one of its most important characteristics. (Mī, 2014, p. 47)

6.2 Digital Communication:

It is an evolution in modern communication methods such as email, instant messaging, and Internet calls, which



affects the ways of communication and social interaction. (Al-Dulaymī, 2015, p. 82)

6.3 Digital Marketing:

It is a concept related to the effective use of digital means in marketing and advertising, such as online advertisements and social media marketing strategies. (Hikil, 2018, p. 111)

6.4 Smartphone Media:

It refers to various applications and digital content specifically designed for smartphones to become an integral part of daily life and a primary means of communication and access to information. (Isānī, 2022, p. 94)

6.5 Content Creators:

They are individuals capable of generating ideas on topics suitable for a specific audience, then presenting these ideas in the form of content, whether visual or written. The audience can access this content through web pages, videos, and other media. The content creator is the mastermind in attracting followers through the creation of digital content on social platforms. (Aṭiyyah, 2021, p. 245)

6.6 Influencers:

They are individuals who have a large base of followers on social media platforms, and they have the authority, influence, and ability to shape the opinion of the majority of society members. (Margarita, 2020, p. 01)

6.7 Metaverse:

It is a technology that integrates the real world we live in with the virtual world, It involves creating Avatars to digitally embody our personalities in the virtual world and digital objects. Instead of merely viewing and browsing electronic content as before, in these worlds, one enters and embodies the digital world, feeling as if they are truly present with another person or in another place. It serves as a third virtual world that draws elements from reality and other characteristics from the internet and smart technologies. (Za‘tar, 2022, p. 1018)

6.8 Avatar:

It is a visual form or a two-dimensional or three-dimensional symbolic image, which may directly reflect the real image or be different from it (Najth, 2022, p. 32). Avatars are characterized by a set of features, including secrecy, multiple disguises, and the identity of the avatar, which is fragile and multiple, unlike a solid and single identity. The avatar forms the virtual identity as an interface for user interactions in the three-dimensional metaverse. (Kirmih, 2018, p. 56)

6.9 Digital Makeup:

It is a set of filters that are a feature of modern technological applications, which alter the user’s facial features, by placing lenses for the eyes and adding blush to the cheeks, or a line of light brown freckles on the cheeks, Some others add butterflies fluttering their wings above the head, These are all digital filters that allow control over the face shape and clearly cover flaws, Thus, adding effective improvements that make the image look more beautiful than natural, These filters resemble



the concept of cosmetic makeup, but they are in digital form. (Fāḍil, 2023, p. 111)

These new media and communication concepts have significantly impacted the form and content of media and communication, opening the door to the development of new strategies for delivering information and engaging with the audience in a rapidly changing world.

7. Section Two: The new path of communication process within the framework of one-click theory

In a world marked by the advent of modern technologies and the emergence of innovative media and communication concepts, along with the formulation of new theoretical approaches and orientations that keep pace with digitization. Similarly, the one-click theory, which has reshaped the dynamics of the communication process, especially at the level of sender, receiver, and medium.

The audience now selects content that fulfills their needs, becomes the user of the medium rather than the reverse, and both creates and consumes content. Like what occurs on TikTok's entertainment rounds through likes from its users, stemming from the principles of the one-click theory. Researchers must therefore formulate a new communication model which aligns with the digital communicative nature of the virtual citizen in virtual communities within the metaverse space, or on modern application platforms such as TikTok. This model is the Integrated Communication Model, which is built upon the idea of the convergence of the communication process. This convergence arises from the speed factor in communication,

generated by the technological advancement of communication technologies.

The speed element in communication is the factor that transformed the communication model from a circular exchange to an integrative one. (Būzīdī, 2022, p. 320)

7.1 Pillars of the Integrated Communicative Fusion Model.

7.1.1 The Virtual Public Sphere:

It contributes to the integration of communicative elements due to its flexibility, which enables it to accommodate all communicative interactions within the virtual space, such as TikTok platforms in entertainment rounds among supporters, users, and consumers. Additionally, it is characterized by interactivity, ensuring continuity for individuals engaged in online networking at all times. The virtual public sphere is also characterized by its decentralization and participatory, which connect users and represent the network structure of the public sphere.

7.1.2 The Private Sphere:

It is the user's personal sphere, encompassing their topic of interests, areas of thought, and relational communication readiness to interact with other networked users. It is characterized by curiosity built on the desire to explore, diverse available fields, and the possibility of expanding them. It gives users the freedom to disclose their true identity or conceal it behind pseudonyms or impersonate fictional characters. (Būzīdī, 2022, p. 322)

7.1.3 Connection Time:

Time is considered a significant factor in integrating the public and private spheres, where the usage time, which is the time of integrated communication, represents the time of the public sphere.

7.1.4 Connection speed:

Whether the connection is public or otherwise, it refers to network communications in general, or special speed, which is the speed of interaction and communication among users, facilitating communication, interaction, and promoting integration.

7.1.5 The Sender:

According to this model, the sender, in view of the theory of the one-click, possesses various skills and abilities to use different technologies and electronics and deploy them to deliver diverse content formats, which enhances communication and integration between the sender, the medium, the message, and the recipient.

7.1.6 The Recipient:

In the integrated communication model, which distinguishes the communicative process in the theory of the one-click, the sender may be the same as the recipient, representing a state of participation in the communicative content. The recipient may transition to become a sender because the goal is interactivity, which enhances integration. This has

been observed in various rounds occurring on platforms such as TikTok.

7.1.7 Networked Communication Content:

According to the theory of the one-click, networked communication content refers to communication contents shared and commented on through platforms such as TikTok due to its characteristics of stimulation and effectiveness in change and access speed, It is characterized by flexibility as a result of the involvement of modern information technologies in recording, storing, and retrieving information promptly.

7.1.8 Social Networking Sites:

These are social interactive electronic platforms characterized by continuous renewal and development, primarily driven by the users themselves. At the forefront of these sites are Facebook, Twitter, Instagram, and modern applications such as TikTok.

7.1.9 The User:

According to the Theory of One-Click and the Integrated Communication Model, the user is considered the fundamental element for integrating the elements of the communication process, It represents the intersection point between various elements and is the key to integration in this model.

8. Section Three: The innovative Media Theories and their Challenges in the Digital Environment

The evolution witnessed in new media allowed the emergence of several virtual communication platforms and



spaces such as social media sites, and new media applications such as TikTok, which required study and examination by researchers and academics toward innovative theoretical approaches. This was an attempt to adapt these approaches to the characteristics and features of digital media, without compromising their intersections with psychology and sociology theories, which could help digital media theories produce a scientific synthesis and accurate theoretical framework for studying a range of media, social and cultural issues. Among the emerging media theories in the digital environment that are still maturing, most importantly:

8.1 Theory of Digital Transformation:

This is one of the theories of digital media that researchers in media and communication sciences agree is compatible with the content of new media, Its main assumptions are that new media appear gradually as a result of organic transformation, and that media, like other systems, respond to external pressures and tend to reorganize themselves and evolve like living beings in order to increase their chances of survival. When a new communication pattern emerges and develops, it influences existing communication patterns over time and to varying degrees. The few studies that addressed this theory supported its main ideas and developed concepts such as digital transformation and the concepts of one medium replacing another (medium substitution), replacement over time (temporal substitution), and replacement of functions (functional substitution). (Nawal, 2019, p. 565)

8.2 Digital Divide Theory:

This refers to the gap created by the information and communication revolution between developed and developing countries. It is measured by the availability of the foundations of knowledge about the components of the digital economy, which is based on information and communication technology, as well as the degree of connection to the global Internet information network. It also refers to the availability of fast information routes, mobile phones, and digital information exchange services, These foundations have come to govern all aspects of life and business practices, This has been reflected in the development of e-commerce via the Internet and the increase in new companies established daily to conduct their business activities via the global network, It has also allowed for the launch of business-to-business electronic exchanges via mobile phones, the establishment of e-governments, and the creation of educational, research, health, tourism and other networks. Regulating these operations involves developing the necessary legislation. (Quwasmiah, 2016)

8.3 Network Theory:

This theory is referred to as the "network approach", "social network analysis", or "network representation", All of which are extensions of computer science. It has been applied in digital media to describe and understand forms of online social networking, recognize the relationships between individuals and modern technologies/applications, and seek to observe changes in contemporary social and cultural systems. This theory is based on the notion that every webpage contains a set of links that connect it to other pages, It also focuses on the total number of



links within a webpage. Proponents of this theory discussed the relationship between topics and the number of available internet links. Therefore, this theory is suitable for studying the relationship between links and topics on webpage content in the field of journalism arts. (Alī, 2020, p. 108)

8.4 Theory of Digitalization:

This is one of the important theories developed by digital media. According to Frederic Kittler, the Internet is a universal platform for many forms of media content. This theory aims to study the technical aspects of the medium, how individuals perceive it, and their impact on culture. It complements notions of technological determinism theory, especially as it necessitates individuals experiencing modern media technologies relying on the world wide web.

Some of the concepts introduced by this theory include the idea of device euphoria, which is based on the historical evolution of communication tools and how they emulate human senses through the process of matching digital algorithms. (Al-Shāmsī, 2014, p. 156)

8.5 The Convergence Theory:

This is considered an important theoretical approach developed within digital media. Proponents of this theory, including "Henry Jenkins, John Pavlik and Friedrich Kittler", believe that the phenomenon of digital media is a multidimensional and integrated process. Therefore, there is a need to provide a comprehensive framework and deeper understanding of it.

The content of this theory revolves around some key assumptions, most importantly:

- ✓ New media technologies cause substantial changes in the nature of human communication.
- ✓ This theory is based on three important concepts: convergence (integration), collective intelligence, and a culture of participation.
- ✓ The comprehensive system of digital media is based on the concept of convergence, which relies on information flows from various digital media platforms aimed at different audiences, and the extent of individuals' ability to produce and select digital content. (Rifa'at, no date)
- ✓ According to this theory, the concept of collective intelligence leads to other concepts, such as mobilization and mass gatherings in demonstrations - as observed during the Arab Spring revolutions. It also involves sharing ideas through a culture of participation on social media platforms, which helped lead these demonstrations.

8.6 One-Click Theory:

This is a new perspective on audiences that Russell Neumann and others previously referred to as "fragmented" or "passive" audiences in the context of traditional media. The balances of power have changed thanks to the editing characteristics of digital media, Proponents of this theory believe:

- ✓ Audiences have become more active and able to produce digital content or at least choose from content offered on digital media platforms.

- ✓ Electronic capabilities allow the public to access any content with one click, instead of being exposed only to certain imposed content within traditional media.
- ✓ This theory is an important framework for understanding many production and consumption methods of digital content published on digital media, thanks to characteristics like participation, selection, customization, and interactivity. (Alī, 2020, p. 15)

9. Challenges of Innovative Media and Communication Orientation in the Digital Environment

It is worth noting the various obstacles and challenges facing the approaches and theoretical frameworks in the field of media and communication studies in the digital environment, namely:

- ✓ Change in the characteristics of the studied media phenomenon and its nature, and difference in the characteristics of the reality that produces it, and overlap of diverse factors in shaping it, making it difficult to comprehensively categorize or generalize.
- ✓ Inability of holistic and comprehensive theories to incorporate phenomena of social media in the digital media environment.
- ✓ Lack of theoretical frameworks developed specifically for the nature of digital media phenomena. Some researchers resort to borrowing models and theories from other disciplines without sufficient knowledge of their applicability to inferring phenomena of social media, and others rely on epistemological concepts not derived from studying actual

phenomena accompanying digital media, without deeply examining concepts unique to it. (Khīt, 2016, p. 16)

- ✓ Difficulty in applying some traditional theories to digital media, and changing communication methods and their relationship with other variables and factors, as well as the emergence of new media platforms not subject to the same regulatory controls as blogs and citizen journalism.
- ✓ Lack of interpretive visions of digital media phenomena, such as analyzing communication of small groups, dimensions related to real-time interaction with individuals and texts, spreading of rumors etc.

10. CONCLUSION

In conclusion, we can infer that the innovative media and communication concepts in the context of the digital transformation have impacted various contexts, including the context of the communicative process within the framework of early media theories that existed before the emergence of information and communication technologies, which were further developed by other theories. A reassessment of media theories in the digital age is essential to ascertain their relevance and the extent of impact they can achieve within the evolving and constantly changing digital environment. This is particularly crucial given the multitude of changes in the nature of media and communication phenomena resulting from the Internet, surpassing our traditional expectations, and continuing to evolve. Therefore, it is essential to shed light on the opportunities and challenges that researchers are likely to encounter in this endeavor, It seems essential for researchers to develop new



methods for constructing new theories of digital media, as many of them have embraced these environments as research contexts. Consequently, much of the future research and studies will deal with digital media environments, requiring increased attention among researchers to develop theories that keep up with this constantly changing digital landscape, in accordance with the significance of modern media.

11. Recommendations and Suggestions:

- ✓ Resorting to the partial theoretical approach in view of the inadequacy of traditional media theories to align with the changes in the media phenomenon within the social media environment. This is to obtain interpretations characterized by relative induction, which helps in forming a cognitive knowledge and theoretical heritage specific to digital media research.
- ✓ Building new theoretical models as mechanisms to deal with the challenges faced by digital media research and social media platforms, because the characteristics of the digital environment differ from the traditional environment.
- ✓ Working on developing innovative theoretical approaches and analytical tools to address the uses, impacts, and interaction patterns in these collective domains and produce new forms of content in the digital media environment.
- ✓ Working on providing mechanisms that enable collaboration and shared participation, as well as conducting research and studies, among Arab and foreign researchers in the field of communication sciences in academic institutions and research centers abroad. This is to develop practical theories

specific to digital media that are suitable for the virtual world.

12. Bibliography List :

1. Margarita, O. (2020). The use of influencers in social media marketing. *Marketing and Smart Technologies*, 01.
2. Quwasmiah. (2016). Social media, and her role in increasing isolation among Algerian students. "Facebook as a model. Algeria.
3. Al-'Imām, W. A. (2008). *Scientific Research*. Egypt: Al Maktaba Al Assriya for Publishing and Distribution.
4. Al-Bar, A. M. (2018). *Digital Transformation: How and Why?* The Blog, King Abdulaziz University, Saudi Arabia.
5. Al-Dulaymī, A. A. (2015). *Communication Sciences in the Twenty-First Century*. Amman-Jordan: Dar Al-Yazouri Scientific for Publishing and Distribution.
6. Al-Shāmsī, A. A. (2014). *New and Old Media: Challenges and Opportunities*. Kuwait: Scientific Publishing Council.
7. Būzīdī, H. (2022). The Evolution of Communication Models from the Linear Model to the Communication Integration Model. *The International Journal of Social Communication*, Volume 09, Issue 01.
8. Khīt, A. (2016). Theoretical and Methodological Problems of Social Media Research. *Arab Journal of Media and Communication*. (Issue 16).
9. Rifa'at, M. A. (n.d.). *Public Opinion in the Virtual Reality and the Power of Virtual Mobilization*. Dar Al-Arabi for Publishing and Distributing.

10. Za‘tar, N. A. (2022). The Metaverse Virtual World from a Psychological Perspective. Journal of Human Sciences Oum el Bouaghi University.
11. Sulṭān, M. S. (2014). Principles of Communication: Foundations and Concepts, 1st Edition, Amman-Jordan: Dar Al-Massira for Publishing, Distribution and Printing.
12. Aṭiyyah, A. (2021). The Impact of Content Creators on Students through Social Media. ATTAKAMUL Journal of Social and Sports Sciences Researches.
13. Alī, A. M. (2020). Theoretical Approaches in Digital Media Studies: A Critical Study. Journal of Communication Sciences, Issue 06.
14. Isānī, S. (2022). Applications of New Media on Smartphones and Their Reflections on Algerian Youth, A Thesis Submitted to Obtain a Doctorate in Media and Communication Sciences. Algeria, Department of Information & Communication and Library Sciences, Faculty of Humanities and Social Sciences, University of Batna, Algeria.
15. Fāḍil, A. M. (2023). Digital Makeup and Its Relationship with the Saliency of Visual Advertisements Influencers. Rakmana : Journal of Media and Communication Studies.
16. Kirmīh, A. (2018). The Alternative Identity: The Avatar in the Second Life Game. Al-Quds University for Educational & Psychological Research & Studies.
17. Mī, A. A. (2014). The Dictionary in Modern Concepts of Media and Communication: The Arab Project for Terminology Unification. Beirut: Dar Al-Nahda Al-Arabia for Publishing and Distribution.

18. Najīh, M. (2022). Employment of "Avatar" as an Identity in Digital Spaces : Bets and Challenges. Rakmana: Journal of Media and Communication Studies.
19. Nawāl, W. (2019). Media and Communication Application. Beirut: Dar Al-Nahda Al-Arabia.
20. Hikil, A. (2018). Electronic Marketing. Egypt: The Egyptian Center for the Simplification of Science.