



***Prospects for using e-marketing to promote tourism activities in Algeria
-practice study-***

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Abstract:

This study aimed to identify the role of social media marketing in rooting cultural values through folklore, as its problem centered around a major question represented in what is the role of social media marketing in rooting cultural values through folklore. We chose the topic for several reasons, including the desire and tendency to study this topic.

In addition to the vitality and novelty of the topic of marketing through social networking sites and its role in the rooting and promotion of cultural values, and the lack of research and studies that dealt with this topic relatively.

Keywords: *e-marketing innovation, Facebook, Handicrafts and traditional industries, Internet, Social Media.*

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I. INTRODUCTION

The virtual space, similar to the classical means of communication that preceded it, directly stimulates the tendencies and emotions of those targeted wherever they are and at any time possible, prompting them either to adopt them in the form of behaviors or to be influenced by them and to normalize their contents by at least simulating them. The content of these advertising messages is manifested in various behavioral aspects that promote many patterns, most notably the popular heritage and cultural values, which embody the popular and human heritage, which unfortunately is threatened with disappearance and extinction, if you will. Due to the expansion of the model of Western culture and the excessive marketing of Western culture in its European and American form at the expense of local cultures, despite its human and historical depth, which increased the emergence of new media and communication devoted to the position of Western cultures in exchange for the ingestion of local cultures and their inclusion in the category of oblivion, which has on the other hand affected the local socialization and the general appearance of the community system as a whole through its promotion of extraneous behavioral manifestations that stereotype the environment. Local humanity may hinder the good progress and good performance that aspires to achieve comprehensive and constructive development that serves the community in its real form and its local culture, and not the other way around that is destructive to the community and with contradictory ideas and heritage that the local community has grown up from time immemorial, which are naturally transmitted through the virtual space and the great importance it exercises in influencing through the advertising contents it promotes that may be misunderstood, especially for those who do not have scientific backgrounds related to the positive use of new media and communication.

Unfortunately, what can occasionally emerge is advertising of Western culture as a progressive one, which has a rapid-rhythm development, unlike the other native anthropological cultures introduced into the promoted setting as underdeveloped and non-rhythmically progressing. What complicated the matter even more is that the so-called "advertising work" in the realms of promotion, marketing and advertising to engage the local population in consolidating their popular heritage in order to save it from the verge of death and extinction is as much rooted in the cultural and real self-identity of the local population as it misses a large outreach owing to the new electronic vessel in which it is enclosed; this is not to speak of rooting the It has become a necessity that must employ e-marketing and its systematic and broad application as an imperative and characteristic of this virtual society as a parallel space to the real society, and where its strength and viability in the extent to which it contributes to the consolidation of ideas and behaviours and the advertiser's receipt and adoption of these positive cultural values, and his interaction and contribution to the establishment of those cultural values in the human society. Where can e-advertising play? And is the attractiveness and power of e-marketing related to the support of the recipient in view of his good choice of several outstanding contents of the folklore? And what is the e-marketing's position in sharing and extending the popular heritage through the 'virtual community' entity Facebook?

1. Hypotheses

The E-Marketing contributes to the promotion of local cultural values inherent in human societies through the popular heritage portal.

The attractiveness and power of e-marketing support the recipient in their choice of popular content for folklore.

The E-Marketing contributes to the continuation and survival of the existence of folklore "through the virtual community" of Facebook".

2. Reasons for choosing the topic: There are objective and subjective factors specific to the selection of the topic, specified subsequently:

2.1. Subjective reasons:

- Students' motivation and predisposition towards the subject that unites the culture's tradition with the area of academic focus.
- It is in this sense that we chose the title of the intervention: the nature of the specialization.

2.2. objective reasons:

- Scanty work and reports highlighting issues on folklore in Algerian libraries.
- For instance, novelty and vibrancy of the subject.

- To express the historical truth of popular Algerian society.
- The subject of the intervention thus forms an objective within the framework of the Algerian folklore.

3. Objectives of the study

This study seeks to achieve a number of objectives represented in the following:

Revealing the role of e-marketing in rooting cultural values through popular heritage through social networking sites.

Reaching the dimensions of folklore in particular, and the role of e-marketing in rooting cultural values in general.

We will address as a research team through this scientific paper the most prominent points that represent the essence of our academic proposal for the role of e-marketing in the rooting of cultural values through folklore through our analysis of advertising models through Facebook and sounding the views of the recipients (specialists, students of human and social sciences, and the general public), which are embodied in the following:

4. What marketing is?

The word marketing in English is one of the terms used to describe one of the processes by which many products or produced goods or services are marketed to guarantee their sale and subsequent distribution to customers or clients. The marketing process consists of four main components: the four marketing mix elements include, product or service, communication, price, and place. One of the conditions for the effectiveness of this process is that it is managed, ensuring the development of the greatest plan that will sell as many products as possible. What is worthy of note is that this concept refers to a process of convincing (Susan ward, 2021) as well as educating customers or consumers to select a certain product out of many competing products and services. The right selection of the strategy of promoting will make this process effective. It also defines a number of processes by means of which the producing company offers products and/or services to a certain number of clients. (laura lac, 2021)

5. What is Advertising:

Advertising has a distinct role in the midst of the promotional mix, as it contributes in one way or another to the promotion of goods and services and even ideas and transforming the behavior of consumers and getting them to change their convictions towards them, although they were not fully aware of it, and this is either in a tangible or intangible form. Due to its roots as a social and human activity of great communication value among humans through the early beginnings of human history, advertising is one of the most important and most used means of promotion, which has developed especially and the emergence of contemporary institutions, as the researcher " **Kotler** defined it as:" Various aspects of activity that lead to the broadcasting and dissemination of visual and audio messages to the public for the purpose of urging them to buy goods and services in order to move to the hidden acceptance of goods, services, ideas, people or establishments advertised. " (Philip Kotler&others, 1999, P.793)

6. Marketing and advertising characteristics: A number of elements define marketing and advertising, as follows:

6.1. Marketing characteristics: They are the general features of marketing, and include the following ; (chand ·2017)

6.1.1. Following up on customer orientation: It is the marketing quality which intends to direct all kind of business treatments and operations for the extended business continuity by satisfying the customer through understanding their wants and needs.

6.1.2. Marketing Research: It is a well-coordinated and patterned one to try to adapt with the market by catering to the role of creativity and innovations on delivering products that are in line with the consumers' needs.

6.1.3. Marketing planning: It is the fact of the application of a directed approach to marketing objectives. Marketing planning enables the evolution of a consumer-oriented approach in the commercial system. At this point, it must be pointed out that the company's marketing goals should be connected with getting of the profit due to the customer satisfaction and, accordingly, marketing goals must be established with high accuracy.

6.1.4. Integrated marketing: It is the determination of managerial and organizational goals. There is, however, the need to improve proper coordination of the activities of organizational units. The marketing department is also responsible for the development that is necessary to achieve the marketing objectives.

7. What is e-marketing?

Many business organizations have been sending their marketing messages through the Internet by booking a website to provide detailed information related to the goods and services they provide such as product specifications, features, quality aspects, instructions on the use, methods and methods of maintenance, and any additional information such as the warranty period and after-sales services. All information related to the good or service according to its nature and type of use shows that business organizations, through their websites, are able to easily add and delete any information they find appropriate to serve the beneficiary. They are also able to update all information related to their products whenever necessary, including broadcasting marketing messages enhanced with photos, drawings, signs, words and music, which makes the recipient integrate the image of the product and whatever the recipient's location. (Saad Ali Rehan Al-Mohammadi, 2014, P. 173)

8. Obstacles to the spread of e-marketing in Algeria:

Lack of awareness of the role of the Internet in the commercial field.

- Slow network and communication lines in Algeria.
 - Insufficient numbers of Internet users in Algeria.
 - Lack of understanding of Algerian marketing companies of the importance of e-marketing.
- Failure to adopt e-commerce and practice it properly.
- Lack of readiness of websites in Algeria to serve e-marketing.

9. What are cultural values :

9.1. Values :

Arnold Green defines it as a relatively permanent awareness to which emotion is added regarding a thing, idea or person. Value is not valuable to the individual unless the following conditions are met :

- To have an awareness that crystallizes around the existence of an object, idea, or person.
- And that this awareness belongs to him and concerns him, in the sense that he has an emotional tendency.
- His consciousness and emotional attitude are more than a transient state of time.

It becomes clear to us that value is an element of the culture of individuals within a society that contains an infinite number of cultural values that we know. (Al-Suwaidi, 1999, p. 45)

Definition of both Ogburne & Nimkof f: Values such as taste are a personal matter that is not subject to measurement. They have personal human characteristics. They depend on belief. They must be relative and different from a person in terms of his needs, desires, upbringing and circumstances. Cultural values do not occupy a fixed, rigid rank that does not change, but rather rises and falls according to the individual's circumstances, conditions, desires and interests in terms of their strength, urgency and ease of achievement. (Al-Saati, 1982, p. 133)

9.2. Cultural values:

It is a dynamic interactive movement of a certain idea in a specific place and from a specific place, characterized by strength and weakness at other times, and is prohibited by the appreciation of the individual and society as a result of the benefit inherent in it, and is subject to standards and criteria that are in turn subject to ideology and a humanitarian ideological trend or to the specificity of ideal elements. (Zoghbi, 1978, p. 233)

10. What is folklore?

10.1. Definition of folklore:

It is a cultural science that is specific to a specific sector of culture, which is popular or traditional culture. It tries to shed light on it from historical , geographical, social and psychological angles. It is also like any other science that brings a number of scientific fruits that benefit those engaged in shaping social and cultural policy. Besides the scientific and theoretical value, it provides an undeniable practical service. (El Djawhary, 2006, p. 09)

10.2. Theoretical Importance of Folklore :

10.2.1 The contribution of folklore to the study of the history of culture and social life: One of the tasks of a purely scientific nature is the role played by folklore studies in shedding light on previous historical stages of the life of culture and society.

Our review of theoretical trends in folklore will show that many scholars have used folklore and folklore materials in reconstructing ancient historical periods for which there is only scant evidence, which is known as the Historical Reconstruction approach. In this case, folklore fulfils its traditional role as a science of history that complements, deepens, and expands historical knowledge.

10.2.2 The contribution of folklore to cultural change and planning: The study of folklore provides a direct service in this way by analyzing some of the processes of cultural change, their factors, speed, trends and results...

In addition to the importance of identifying these things for studies of the history of culture, and the sociologist, they are equally important for those who make planning policy at its destructive levels

10.2.3 Folklore in the service of development issues:

Most of the non-industrialized countries in the world strive to raise living standards and increase national production. In the past, the prevailing traditional view was that this problem is merely the acquisition of the technological knowledge necessary to enter into this development process. Anthropologists around the world have contributed through their studies to serve development, as technological change can have little effectiveness except within the framework of the total culture and its combined social systems. (Alexander Krab, translated by: RouchdiSaleh, 1967, p. 133).

11. New Media and Communication:

It is mainly embodied in a combined set of key and modern elements, which embody the synergy of all the following modern means and technologies: It is mainly embodied in a combined set of key and modern elements, which embody the synergy of all the following modern means and technologies:

11.1. Technology:

Technology is one of the present generation's 'best selling' terms – it has been heavily adopted and implemented and its, the concept of technology itself is one of those issues that many researchers and thinkers have tried to expound upon; yet, due to factors such as specialization and the evolution of the very nature of the implement, people have different views on the same. However, it is agreed that the nature of technology is as old as human inventions themselves, in terms of its content, but in terms of the term itself it has been used recently, as it was mentioned in some sources that the first appearance of the term " technology " was in Germany in 1770 AD, and it is a composite of two syllables:- However, it is agreed that the nature of technology is as old as human inventions themselves, in terms of its content, but in terms of the term itself it has been used recently, as it was mentioned in some sources that the first appearance of the term " technology " was in Germany in 1770 AD, and it is a composite of two syllables:

11.1.1 Techno: This means in Greek that it is "art" or literally "handicraft".

11.1.2 Logy: means "science" or "theory. out of the construction of the two passages results in the meaning of the science of formal knowledge industry in the arts of industry or applied science and are not the original Arabic word but Ala is an Arabic word that literally translates the technology of technology.

The meanings of the concept of technology have evolved with the development of human societal needs and specialized and diverse daily practices, which is why there are many definitions of researchers and thinkers:

- Dr. Abdul Alim Al-Farjani believes that " technology is the science that is concerned with improving performance, practice and formulation during practical application.

- As for the researcher Abdul Ati Al-Sayed, he believes that "technology is a study of artistic means that includes all the topics of material culture, and therefore includes all the material things that the natural world offers. » (Hassan Imad Makkawi, &Atef Adly Al-Abed, 2008, p. 05)

- The most recent definition of technology was provided by the researcher Mahmoud Ala muddin "as an application of scientific knowledge to design the production and use of products

or services that expand the human ability to Development and control of the human natural environment." (Delliou, 2010, p. 14)

11.2. Modern Information and Communication Technologies (NTIC) :

In its contemporary sense, it assumes in its components the electronic pillar and electricity. Its broad meaning refers to :

Total tools related to production , storage , processing , exchange of digital information in any form from digital media, landline and mobile phone to the Internet through electronic cards and audio-visual lecture systems remotely.

It combines three technical areas: telecommunications, audio-visual, and automated media, so that its intersection results in: tele matics and its integration as multiple means of communication and requires the use of electronic components and electrical energy.

Abdul Basit Abdul Wahab Mohammed defined them as " those satellites or personal computers, televisions , video tex, teletext , coaxial cables, optical or optical fibers, video discs of all kinds , e-mail , Internet networks and teleconferencing."(Delliou, 2010, p. 22)

Lastly, it should be pointed out that it conveys those “modern technologies of information and communication ”, and thus, based on the procedural conceptions, it means a process of exchanging information in a digital form with the employment of a set of aids, which, in its constituents, has the electronic platform and electricity, and coupling of distant communications, audiovisual and auto mechanic media via the Internet.

11.3. New Media:

It encompasses all forms of new media that are delivered in digital and digital interactive manner. It depends on how texts, images, video and audio are interrelated with each other, and how the main medium of production and presentation – the computer – is used. And I think that the interaction represents this activity, being one of the main signs which define it, and social networks are one of the most significant new media. (Al-Shamimri, 2016, p. 182)

11.4. Social Networks:

The term social networks is referred to a group of websites which came from the second generation of the Web or Web 2.0, through which one can convey communications within the virtual community that unites them based on interest, affinity or groups (country, university, school, company) among others. All this is done through the direct communication services that include sending of message, or accessing the profile of other and knowing their news and information that is available (Hatimi, 2015, p. 82).

These SNSs became very popular in the world, which led to eradicating the geographical barrier and making it a world, where every small village is interconnected , so that it got developed into something more used among the Internet users, with the development that the world is going through in the IT sector and communication technique, the reputation of these networks spread among the communities and youths. (Wael Mubarak and Khader Fadlallah ,2010, p.06)

11.5. Facebook:

Facebook is one of the largest and most famous scientific sites in the field of social relations, dating and friendship at least. Incidentally, the site is not regarded as belonging to any particular individual. Registration is free and simple and the platform is open for any users. It's a giant promotion site which several have always employed in performing advertisement crusades and marketing of specific products like marketing. (Facebook, 2018).

This Facebook was developed in February, 2004 by Mark Zuckerberg who was in the Harvard University and it started as a University's exclusive site then to other universities and then to public request of the whole world and it is a site that enables people to share contents with friends and parents and make the world a more open place (Hatimi, 2015: 90-91).

11.6. E-Marketing and Social Media -Facebook - as Promoted Means:

Social networks help their users find friends, especially those who share scientific, academic and professional interests.

Facebook is the most important of these networks and allows users to join various networks and groups that are used for conversation and viewing events, in order to share information and discuss multiple topics.

The use of social networks has led to transcending political and geographical boundaries and even moral and social controls. Therefore, interacting with these networks requires awareness that forces the user to be aware of their negatives and repercussions.

Awareness of the contents can emerge in e-marketing that allows the individual to deal with media content, especially those published through social media networks.

Due to the characteristics of social networks, especially Facebook, they have found great popularity among individuals, some of whom have reached the point of addiction, all of which have many negative effects on the health, psychological and social levels. (Amer Ibrahim Qandilji, 2015, p. 66).

11.7. Virtual Cyberspace:

The word Cyber is used in conjunction with the word Space to express the most famous expression in the information age. Cyberspace was used to express the Internet in 1991. This concept became more comprehensive and broader than the Internet to include all communications, networks, databases and sources of information. The structure of the electronic system became the place that is not part of the physical or natural world, as it is of a virtual, digital and electronic nature that moves in a vital electronic environment that works through telephone lines, communication cables, optical fibers and electromagnetic waves.

William Gibson called it 'electronic world' meaning computer networks and electronic communications, a fictional computer network filled with a vast amount of information that can be acquired to gain wealth and power. The situation existing between the physical world and the real world is fast merging so that computer users obtain experiences that are non-real but real in effect, which are the experience gained through the use of computers. Therefore, electronic components operate in a physical context that is auditable, visible, tangible and can be sensed and read. Year by year the computing and networking capabilities are rising that help to strengthen the evidence for the existence of this electronic component. This is what made people see in cyberspace as a world that is separate from the one in which we exist.

Cyberspace is a digital stream of information, which is not confined only in the strategized setting of information networks, but loosely interplays with words such speed of data transfer and the utility of ways to gain access to the network apart from the processors, which handle data in the electronic plane. Cyberspace is like the traditional space phenomenon, which consists of four main components: in English, they are space, distance, size and path respectively. It is the mode by which existence of this content is communicated. This cyberterra is delineate with no geography and no compelling judgment of the sphere of time. This new world needs a physical architecture of computers and communication links. Hence, what goes on within these devices is a pattern of domination and subordination. Ah, the real value of cyberspace is not that this much amount is inside it and can be benefited from it, but one can contribute to and control it in electric environment and form. Cyberspace is a natural and physical field, which other may perceive as virtual as they consider it "that virtual world in which electronic information operates and is interlinked by online computer networks. It is also referred to as that field that involves the use of electronics and the electromagnetic field to store, modify, or change data by means of systems inter-connected and linked to the natural structures.

11.8. The role of social networks in raising and discussing issues of interest to the public:

The first of the factors that must be met is the existence of a public opinion is the existence of an important and vital issue for an audience whose views are divided on it and require action or reaction. Public opinion begins or exists with the presence of the public interested in the issue and its importance. At the same time, the public does not have the quality of continuity or stability, but it differs in its size and quality according to the different issues that concern its interests or interests. The lack of it is sufficient to lose the importance of the issue. The role played by social networks on important issues is determined in three dimensions:

11.8.1 . First : Prioritizing the issues where the users of these networks should choose among the many issues that the community lives those primary issues that come at the top of the public's concerns, and then through their communication expand the scope of these issues and impose them on the public's thinking and create the motives of interest and the possibility of following them throughout the period of raising them.

11.8.2 . Second : Engaging issues that other media have not published, there are many problems and issues in society that have not been aired by media. Or because it contradicts the policy of the means, or the latter has not been able to penetrate its

leads and most of these are usually associated with corruption and shortcomings incurred by people in the different agencies/interests and users of social networks who enjoy a lot of liberty. Through the strong and saturated relationship of Populin and Kathleen, they can obtain the evidence of cases of corruption, deviation, kidnapping, and others, and the possibility of delivering the first message that then enables other means to deal with these matters. Therefore, networks raise problems that are the core of opinion publics.

11.8.3 . Third : Self generating ideas, Introducing new Ideas. It offers credit to a large number of users of social networks because they introduce new ideas that were not previously available since society only debate their relevance and contribution to society until the formation of public opinion about it. Most of them agreed on adopting and practicing them, so, yes, social networks can generate ideas from scratch that germinate into the embryo of an unexpected public opinion.

The discussion of issues of interest to the public means " that process by which social interaction between groups is determined through the dialectical and public discussion of different points of view, which succeeds in finding an informed and interested audience on the issue under discussion, and then a public opinion is formed around it, even if this opinion does not have the opportunity to express itself. The role played by social networks regarding the importance of discussion is determined by the process of guiding public opinion in five dimensions": The following data was obtained from a primary research conducted by the author of this report for his stand-alone dissertation in the year 2007: Percentage of women inspired ' occasionally' by women in media: 35% (Haris Saber, 2007, p. 19)

a. The first dimension : As correctly stated by Imam Ibrahim, the public needs to be furnished with the relevant information. (Imam Ibrahim 1996,p 25).

b. The second dimension : Exposing the facts and explaining them and putting them in one place. In the words of Imam Ibrahim, 'By giving identity, employment and care, people are enabled to develop and fulfil themselves as human beings'(Imam Ibrahim ,1996, p. 26).

c. The third dimension : Eliminating the exaggerated information in advertising material : This is done in two ways:

- **The first method:** Also, the ability to paraphrase and re-present what the means of communication have to say about the issue raised in a simple manner. In the case of discussion readers fail to follow all that is printed in the means of communication. Hence, there is a need and importance for the public to get summary of the huge amount of information presented since it is impossible to form an opinion about what is at stake without it Thus social networks can re-submit media materials well.(Khaled Selim, 2005 p40).

- **The second method:** Publicizing the information put out by all means of communication into social networks since they are opinion leaders that are expected to interpret what the means of communication say on the matters of public opinion raised and many users of these networks are waiting to help make something out of this information that is useful for the intended purpose. in the formation of the desired point of view. " (Imam Ibrahim, 1996, p. 27 quoted from Smith and Smith, 1990, p. 101).

d. Fourth Dimension : Presentation of the types of knowledge production that pertains to the case. To The Greatest : (Haqiq Awasha, 1998, p. 06).

e. Fifth Dimension: Raising the intellectual level of the masses: (Khaled Selim, 2005, p. 45).

To analyze this research topic, we, as a research team, decided to rely mainly on a more interactive methodology with the recipient as the target and concerned with the rooting of various local cultural values through the local folklore. We measured the most prominent reactions of the recipients (specialists, students of humanities and social sciences, and the general public) after we developed a model to survey and measure opinions through the most prominent Facebook pages, which we selected as an "intentional sample" similar to the "doctorants et chercheurs " page, which includes more than 14,345 members. We decided to shed more light on the category of professors and researchers active in the field of scientific and academic research, and the pages of " Students of Humanities and Social Sciences Tebessa", which includes 3,189 participants, and " Students of Humanities and Social Sciences Constantine ", which also includes about 773 participants across it , and we also directed them as a research team to measure the opinions of the category of students of humanities and social

sciences for their position within the university system and their role in activating academic research in the field of "cultural values and popular heritage" in community circles, and finally we were included as two parties to the team. We adopted the adjective "randomness" as a research sample, where the first party of the research includes about 1504 friends and the second party of the research on 55 friends, which is a large combined sample and helped us a lot in adding more research credibility to this academic work.

12. Observation:

It means direct inspection of the forms of behavior we are studying, and it represents the means that opens a wide field for researchers to collect information and data, through all the circumstances and circumstances of the phenomenon, and then the researcher tends to limit and coordinate the scope of his observation, as he limits it to situations and factors related to the phenomenon only. (Fathi Abdel Wahab, 1985, p. 172).

By relying on the use of the simple observation form without participation, the research team of this observation helped us to take note of all the circumstances and circumstances of the phenomenon, as well as collect as much information as possible about it by monitoring the reactions and interactions recorded as a result of all those advertising contents dealt with in the research and promoting the rooting of cultural values and popular heritage in Algeria through the virtual communication environment.

13. Opinion poll technique : Opinion poll techniques can be classified as follows:

are among the methods used today in many fields including the media, political, economic and social fields among others. We have employed them as a research team, as we pointed out earlier – to gauge the most typical reactions of the recipients – specialists, media and communication students, and ordinary people – with our creation of a model for polling and measuring opinions through the most popular Facebook pages which we also chose as an "intentional sample".

As for the principle of opinion polls, it is rather quite uncomplicated. The objective of this technique is to explain the whole in terms of parts that we know – in fact "whole" means the original society Population mère, which essentially refers to the total population whose opinion we wish to ascertain. However, it is this aim of the investigation which makes such a society – such a society. However, when the subject is the elections, then the entire intended complex – is the entire electoral bloc Electoral body. In this connection, it is necessary to determine the adnotational meaning of the word "sounding"

concerns the test and examining the depth of the thing to know what it contains, thus, in forming the probe to the well or the wound and the measure of its size and depth.

From the viewpoint of semiotics, the word "opinion" means the verbal utterances that reflect the reaction to the reaction to a given topic. According to Broom, it is an idea, doctrine or theory which has not been validated at the present time so that it is transformed into an objective truth regarding which there can be no disputes and which is not colored by passions or subjective values that make human beings intolerant and prejudiced. Scientists and know the difference between opinion and direction. Opinion still is an expression on the verbal level which is usually distinguished by tendency to change and fluctuations while direction is distinguished by rather high stability.

Others believe that there are those who confuse rumor opinion, and the meaning of public opinion, according to Broome, always refers to a broader meaning, so that it includes ideas and beliefs circulating among people regardless of their validity and degree of science, and they are mainly related to the subjective aspects of individuals and groups.

In general, public opinion is characterized by the fact that some of it affects people's attitudes and drives them to take positions and decisions on specific topics, and therefore it is collective in nature so that it expresses - at least - the majority of society members.

It is not a "complex opinion" that consists of convergence and reconciliation of different opinions in society. The combination of opinions does not constitute a public opinion, but rather consists of the interaction of the opinions, judgments and feelings of members of society with each other, so that this interaction creates a new and distinct opinion that is completely different from each opinion separately.

Several factors contribute to the formation of public opinion, and its dissemination within society, some of which have a subjective character related to the intellectual and mental

characteristics of the group within which it is formed, and some of which are influenced by reference groups (family, school, mosque, local community...) to which the group belongs, in addition to other factors related to leadership styles and types of leaders in society and the media. The impact of these factors is distinct if they all echo the same opinions and ideas about the subject or incident about which opinion is required to be formed, while their effectiveness is reduced and weakened if their ideas and theses about the subject or incident are different and contradictory.

Some believe that there are those who confuse public opinion with rumor and describe the rumor as a public opinion that has not yet settled, but there is a big difference between the two. The rumor does not belong to a particular person or body, while public opinion wishes for a collective personality, even in theory, so in order for there to be a public opinion, there must be an audience that expresses this opinion. " (Algerian University Students Forum, 2018).

Hence, according to the foregoing, the examination of opinions is mainly based on the three main points:

13.1. First: Sounding opinions: Participates with opinion-finding research in the sense of the contribution of individuals about the evaluation of what or the intention to do a specific act.

13.2. Second: Opinion polls: linked to a statistical technique that allows to query the extent of a relatively large group of individuals

13.3. Third : Sounding opinions: It is characterized by shortness and usually does not exceed one or two pages and addresses thousands of people.

The types of sounding are the following: (University Education Website, 2013)

- Immediate sounding: It is an investigation that takes place in exactly one period of time, and it is more used and less expensive.

- Duplicate sounding: It is an investigation conducted more than once on the same individuals, and it is of little use, but it is very important in relation to determining the variable. For example, following the changes of society before each electoral process.

- Trend sounding: An investigation that is carried out at different time periods by asking almost the same questions to variable individuals, and it falls between immediate sounding and repeated sounding. Such as: following the rise and decline of the popularity of political parties through political sounding.

As a comprehensive result of our use as a research team for the technique of sounding opinions, we aimed mainly to shed more light and quickly survey the opinions of the category of professors and academics researching in the field of media and communication sciences, through the " Facebook" pages represented in the " enseignants et chercheurs " page and " In addition to directing us to sound the opinions of another category of students of media and communication sciences through the pages of" students of the Faculty of Humanities and Social Sciences Tebessa "and" students of the Faculty of Humanities and Social Sciences Constantine "and measuring their role in rooting cultural values through the popular heritage through the community system, we include as a research team a third model for sounding opinions through the" virtual wall "of our accounts through Facebook directed to the general public" in which we also adopted the adjective "randomness" as a research sample due to the heterogeneity and the hours that naturally helped us to lend scientific credibility and practical value to our applied research.

II. Methods and Materials:

As mentioned earlier, we, as research individuals, have considered the method of measuring the opinions of the recipients, whether they are specialists, students, or a general public, over the current period of one month (March/April) 2024, by putting the following three questions, which came as a methodological harmony and hypotheses of the study, which came in sequence as follows:

Do you think that e-marketing contributes to the promotion of local cultural values inherent in human societies through the popular heritage portal?

Yes [] No []

Do you think that the attractiveness and power of e-marketing plays a major role in supporting the recipient to make a good choice for the popular contents of the folklore?

Yes [] No []

Do you think that e-marketing contributes to the continuation and survival of the existence of folklore " through the virtual community" on Facebook?

Yes [] No []

The previously embodied opinion poll that we, as a research team, published throughout the current month (March/ April) 2024 through the most important pages on Facebook that we chose intentionally and include the following pages.

We presented a survey of the opinions of researchers and specialists in Algeria through the page "doctorants et chercheurs ", which includes 14,345 members.

We presented a survey of the opinions of the undergraduate students through the page " Students of Information and Communication Sciences, University of Constantine 03 ", which includes 3,664 members.

Finally, we included the same poll on the "general public " through my page , and the pages of " Students of Humanities and Social Sciences Tebessa", which includes 3189 subscribers, and " Students of Humanities and Social Sciences Constantine ", which also includes about 773 subscribers through it, as it is considered one of the most polarizing pages and the most followed by students of this important scientific field in research. We also included the same survey through our own accounts through the "virtual wall" of the Facebook page, in which we adopted the adjective " randomness " as a research sample, where the first party of the research includes about 1502 friends and the second party of the research includes 55 friends, which is a large combined sample and helped us a lot in adding more research credibility to this academic work.

Through our observation of the data collected through the survey of opinions directed to the three categories of the study, as it came together to show the extent of the role of e-marketing and its contribution to the rooting of cultural values through the popular heritage in Algeria, the answers of the two categories of research professors represented in the category of specialists and students of the humanities and social sciences represented in the category of university students supported the essential role of e-marketing used to root cultural values and establish them across society through the consecration of popular heritage across society. And finally, their emphasis on the effective role that the virtual world currently contributes to and the ability of advertising in its electronic and attractive form to contain the virtual environment and in the manufacture of positive public opinion and stand as an impregnable dam in the face of alien cultures and threatened to swallow the local human heritage and its extinction as one of the constituents of the societal system that distinguishes Algerian society from other human societies, while reflecting the answers of the two categories of specialists and university students, the answers of the general public category were somewhat different from the responses of the previous two categories, which believe that electronic advertising It has no importance in the rooting of cultural values through the wide dissemination of folklore, and the total of their answers was completely opposite and was opposed, as it did not exceed at its best only 45%?? In addressing the questions of sounding opinions, which can be attributed to the negative image that has recently become associated with cyberspace as a means of sowing extremism, strife, moral decay and intellectual decline, and therefore the stereotype that has accompanied technologies as a source of concern, not to mention the times of manifestation of the same negative and familiar preconception in the eyes of the recipient about marketing, which according to many, if not all, means " deception " or mixing The concept of marketing awareness ideas to some with black or hidden propaganda, which is directed to serve hidden and mysterious purposes, despite its development in its current electronic form and taking a clearer form before, added to it is the ignorance of most, if not all, of the importance of "e-marketing" as a bearer of popular heritage and a new carrier of it between civilizations, and therefore it is a guarantor of the stability and cohesion of the social fabric. On the other hand, it does not give this great importance to the effectiveness of the virtual space in ensuring the impact and its ability to reshape current societies and the sufficiency of users as a means of entertainment only. On the other hand, it neglects serious dealing with space and electronic media with a lack of professionalism and lack of good awareness regarding the use of electronic marketing messages in Algeria.

III. Results and discussion :

Through our study to explore the opinions and analyze the data collected through the opinion poll submitted by us as a research team through various Facebook pages selected as an intentional sample, for the group of interactions of the audience receiving electronic advertisements, coupled with the role of e-marketing and its contribution to the rooting of cultural values through the popular heritage portal and this through the new media and communication, and the extent to which modern technologies meet the needs of users and raise their interests towards the topics of the study, especially with regard to marketing messages that provoke behaviors and aim at cultural invasion through the continuous promotion of Western and American culture as a first threat to the continuation of those local popular cultures, which are a human heritage shaping the local identity of their peoples, in which we are interested in studying the extent of their spread through the lived and studied reality in Algeria through these marketing contents Social networking sites, especially Facebook.

As a complement to this academic study, the results of the opinion poll organized by us as a research team came through the Facebook pages of the three research target groups "specialists category" and "university students category", and finally "the general public category", and as a commentary on our analysis of the previously collected data, the results were indicative of the awareness and awareness of the two categories of specialists and university students of the importance of the role of rooting cultural values through the popular heritage portal and Using e-marketing through social networks and means of communication in general to support the existence and continuity of the community system in Algeria with all its cultural and humanitarian characteristics, which have existed on it since the first promises of humanity, and this is what we sought through the total confirmation of the answers of the respondents through the first hypothesis that "e-marketing contributes to the promotion of local cultural values inherent in human societies through the popular heritage portal" as well as their emphasis on the strength of e-marketing messages in supporting the system of cultural values by carrying out marketing work for popular heritage and promoting it in the best way that contributes to increasing the scope of its human existence among civilizations and nations and their survival in the midst of the societal system in which it was found, therefore, the second hypothesis "The attractiveness and power of electronic marketing supports the recipient in his good choice of the popular contents of the folklore", as its predecessor is also fully confirmed.

IV. While in contrast to the above, and what we have reached through the answers of the two categories of students and specialists, the results of the answers of the "general public" are somewhat different from the aforementioned two categories, which were well understood and understood in support of the extent of the contribution of electronic advertising to the rooting of cultural values through popular heritage and in the promotion and increased adoption of those cultural values through the virtual community such as Facebook. "Unfortunately, the answers of the general public category were negative in their presentation compared to the other two categories of academic research. Which we may attribute to their lack of confidence in e-marketing and the information and intellectual frameworks they receive from the Internet that may fall within the field of suspicion, suspicion and misinformation, which is due to the lack of professional use of e-marketing as a means of promoting cultural values through popular heritage and as new forms of communication with high impact effectiveness for their presence through electronic spaces and media, similar to the influence exerted by the electronic in promoting goods and services, although it can be added more practically in spreading values and supporting the cultural frameworks included in society, and its great ability to Changing ideas, behaviors, habits, tastes and new trends that feed into the pot of rooting cultural values, which also collide, unfortunately, with the continuation of the same negative and familiar preconception in the eyes of the recipient of the advertisement, which according to many means" deception " or the mixing of the concept of marketing sensitization ideas to some with black or hidden propaganda, which is directed to serve hidden and ambiguous purposes, despite its development in its current electronic form and taking a clearer form before. (May Al-Abed Allah, 2006, p. 263)

V. Suggestions and recommendations (point of view):

To market a great impact in consolidating the ideas and values it carries through the various messages received from the addressee, including socialization, it contributes to the rooting of various human cultural values, using the virtues, customs and traditions of popular heritage that distinguish society from other societies, according to which it forms the civilizational and human aspect that is unique to the societal system culturally, in addition to its impact on the continuity of that culture and its non-extinction and ingestion by cultures alien to it. Therefore, we recommend some suggestions and they will be detailed as follows:

Upgrading scientific curricula and modernizing them by reviewing them and adapting them to the social, economic and cultural changes taking place in society and keeping abreast of the most important developments by including the importance of local cultural values and local folklore.

Clarity of meanings and adaptation of the information received for marketing on the basis of the methods of the data addressee and not as seen by the sender, and the words must be clear and do not accept many interpretations and different opinions.

Presenting the content of advertising messages in small units, because the means to gain the individual is to provide information to him in a simplified form and in small quantities, instead of surprising him with a huge amount of information, which leads to his feeling of intellectual turmoil and instability.

Since e-marketing is presented on social media sites such as Facebook and provides cultural values, this prompts us to put forward the idea of opening the discussion to increase the understanding and assimilation of the recipient and enable him more than the content of the marketing material, by providing feedback and response technology and interacting with it.

Encourage training in logical thinking skills as well as creative creativity through the presentation of the contents of e-marketing.

Provide marketing in a form consistent with the wishes of the recipient, and this calls for management to understand those needs and desires and design marketing messages accordingly. The need to be in contact with the work experiences of other leading countries in the field of tourism and to preserve their cultural values and popular heritage in electronic work by activating their training and academic systems through the introduction of work in electronic media and spaces, and the possibility of twinning with leading foreign institutions in the field of modern communication technologies.

The possibility of investing in the youth energies and local competencies included in Algerian universities, including professors and university students, and giving them the opportunity to participate effectively in information management through the educational and cultural systems of society.

Activating the work of e-marketing because of its great benefit in achieving the desired interaction and impact after the strong return of marketing through the Internet.

Activating the status of the cultural and tourism professional master and adding more effectiveness to its role in supporting and consolidating cultural values through the local popular heritage, relying on good framing, training and vocational and practical training, which has already proven its effectiveness in enabling graduate students to take control of matters and contribute to activating and establishing cultural values and preserving them as a civilizational and humanitarian identity through the societal system in which they are located.

Bringing e-marketing closer to various groups of society by increasing its clarity through training students on access strategies, which contributes to enabling the university student to rely on it as a communication mechanism and link to the rooting of cultural values and the preservation of local popular heritage within the community system.

The possibility of the university to conduct specialized training courses from time to time in the field of media training specialized in the cultural aspect and human heritage, as well as relying on modern developments of new media and communication technologies "the electronic marketing" for the benefit of specialists and university students, and why not send scientific missions and internships abroad to see closely the various methods of work of specialized academic institutions across the world in the field of cultural marketing and the protection of popular and civilizational heritage.

The need to pay attention to and promote various local industries, customs, traditions and virtues and codify them through the virtual world because of their strength in countering cultural invasion.

Developing popular industries that fall within the traditional work space in the tourism sector because of its future income resources for the Algerian local economy.

The need to pay attention to the rooting of interest in cultural values falls within the framework of preserving the Algerian community identity so as not to fall within the circle of forgetfulness and extinction.

Paying attention to cultural values through the local folklore is an achievement of the success of the tourism sector and thus finding an inexhaustible alternative to oil in Algeria as one of the new sources of national income.

The importance of sound socialization through the establishment of different means of upbringing such as family, school, media in the rooting and promotion of cultural values.

Supporting the efforts of researchers to conduct more studies and scientific research on advertising through social networking sites and cultural values through folklore.

Demanding the various media to play a more influential role in introducing community members to the folklore and its role in rooting cultural values.

More attention should be paid to the field of research in marketing, especially in its new «electronic » form, which is one of the modern manifestations of the media and communication, as it has shown its effectiveness in conveying ideas, promoting behaviors, attracting the opinions of individuals widely, and creating public opinion.

VI. Conclusion :

The individual learned from society to respect some of the rules and laws that have become agreed customs and customs, so they have gained appreciation and reverence at times. It is difficult to change or abandon them. In this context, cultural and economic values, technology appears as a factor of change in lifestyles, thus opening another area for discussion and debate in many cases.

We were interested in identifying some theoretical developments in the field of cultural values included in the topic of intervention, and we tried to find out whether the use of e-marketing in general and social media marketing in particular in promoting and rooting cultural values.

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