

Media Convergence and Digital Narratology: A Communicative Approach to the Transformation of Contemporary Algerian Literature on Social Platforms

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Abstract

This article examines how media convergence reshapes Algerian literature, tracing its evolution from traditional print to fluid digital platforms. It analyzes "Remediation" and the profound shift from institutional authority to algorithmic gatekeeping, which fundamentally alters literary visibility. By exploring the rise of the "Prosumer" and transmedia storytelling, the study highlights the tension between the democratization of creative expression and the fragility of digital-first infrastructures.

The findings reveal significant risks concerning intellectual property and the ephemeral nature of virtual memory, threatening the continuity of cultural records. Ultimately, the research underscores the necessity of a sovereign digital strategy to safeguard the authenticity of Algeria's national literary legacy. Such a framework is vital for ensuring that cultural identity remains resilient against the rapid fluctuations of the globalized digital ecosystem.

Keywords: Media Convergence; Digital Narratology, Algerian Literature; transmedia Storytelling; Remediation; Digital Sovereignty.

INTRODUCTION

The contemporary global landscape is navigating a radical paradigmatic shift where traditional academic boundaries dissolve into "Media Convergence." At the core of this transformation, the literary phenomenon has evolved from a static, printed text into a dynamic "communicative message" mediated by complex digital structures. In the Algerian context, this shift is particularly significant; as a nation with a rich revolutionary heritage, the transition toward "Digital Narratology" represents a fundamental reconfiguration of the ontological relationship between the author as sender, the text as message, and the audience as the interactive receiver.

This digital "global village" has fundamentally altered how stories are told and consumed, prioritizing immediacy and hyper-connectivity over traditional reflective reading habits.

Rooted in the concept of "Remediation," digital media refashions older literary forms into interactive, multimodal experiences. For Algerian literature—historically a tool for resistance and identity formation—the digital medium offers a decentralized space that bypasses traditional publishing gatekeepers and institutional censorship.

However, this liberation from the "tyranny of the paper" introduces epistemological challenges, replacing the passive reader with a "Prosumer" who actively interacts with the narrative in real-time.

This necessitates a "Communicative Approach" to analyze the literary text as a fluid stream of data subject to the laws of algorithms, virality, and digital aesthetics.

The central research problematic is crystallized in the tension between the "classical literary canon" and "Digital Liquidity." Digital communication has transformed the literary work into a "continuous process" rather than a "finished product." In Algeria, the migration of literature to platforms like Facebook and specialized blogs has created a crisis of authenticity, as the medium imposes its own technical logic—characterized by brevity and fragmentation—on the creative process. This shift risks the "de-sacralization" of literature while promising a more democratic and inclusive medium.

Consequently, this study investigates the impact of these intermediaries on narrative structures and the audience's shift from silent consumers to collaborative co-creators.

To address this intersection between media studies and literary theory, the study adopts an integrated methodological framework. It utilizes the Descriptive-Analytical Method to map digital Algerian literature and identifies communicative tools within the virtual space. This is complemented by Media Content Analysis to examine technical features as semiotic markers, and a Semiotic-Communicative Approach to analyze the encoding and decoding of the digital literary message. This methodology ensures a comprehensive understanding of an ecosystem where the "medium" is an active participant in the creation of meaning.

Based on this foundation, the study seeks to answer: **How does "Media Convergence" reshape contemporary Algerian narratology, and what are the aesthetic consequences of the audience's transformation into a real-time participant?**

1-The Medium is the Message: Literary Remediation and the Digital Shift

The evolution of the Algerian literary phenomenon within the digital sphere necessitates a profound understanding of how the "medium" itself reconfigures the "message." This transition from the fixity of print to the fluidity of the screen is not merely a change in format but a structural transformation of the literary experience. To comprehend this shift, this section analyzes the technical and philosophical mechanisms through which Algerian narratives are reshaped by the digital environment. By examining the dialectics of remediation, the complexity of multimodality, the logic of narrative fragmentation, and the global flow of information, we establish a framework for how the Algerian text maintains its cultural resonance while navigating the pressures of technological convergence.

1-1 The Philosophy of Remediation in the Algerian Literary Context:

Remediation allows Algerian literature to refashion the functions of the printed book into digital forms. This transition preserves the text's historical prestige while adopting the "technical agility" of the internet to reach a digital-native audience (Bolter & Grusin, 2021).

Remediation creates a "self-reflexive" experience by balancing transparency with the visible presence of digital interfaces. This dual movement alters traditional immersion, making the Algerian reader constantly aware of the medium mediating the narrative (Yahi, 2022).

Digital remediation serves as a strategy for "archival survival," transforming static records into dynamic stories. This re-purposing of national archives within the global flow revitalizes collective memory through instantaneous social sharing (Hadid, 2023).

1-2 Multimodality and the Expansion of the Literary Message :

Digital transformation has established "Multimodality" as a core feature, where the linguistic code is integrated with visual and auditory elements. This transforms Algerian literature into a "holistic communicative event," evolving the act of reading into a multisensory experience that mirrors digital complexity. (Khalfalla, 2022, p. 142).

Multimodality redefines the "semiotic landscape" of Algerian literature. A digital poem, for instance, may be accompanied by an evocative musical score or a cinematic background video that provides a "contextual layer" to the words. This "layering of signs" requires the reader to develop a new form of "digital literacy" to decode the intertwined meanings of the text and the image, making the communicative process more complex and interactive than traditional linear reading (Zitouni, 2023, p. 88).

This "visual turn" in the literary message reflects a broader shift in Algerian "Communicative Culture" toward the image. As the younger generation becomes more accustomed to visual-centric platforms like Instagram and TikTok, literature must adapt by incorporating "visual metaphors" and graphic designs. This does not diminish the value of the word but rather creates a "symbiotic relationship" where the image enhances the emotional impact of the linguistic narrative, ensuring its resonance in a visually saturated world (Mansouri, 2021, p. 205).

Furthermore, the use of multimodal elements allows for a "dynamic representation" of Algerian identity. Authors can use authentic audio recordings of revolutionary songs or archival footage of historical events to ground their fictional narratives in reality. This "multimodal evidence" strengthens the communicative power of the story, turning the digital literary work into a powerful tool for cultural "re-mediation" and national self-representation in the global digital sphere (Saidani, 2024, p. 130).

1-3 Narrative Fragmentation and the Logic of the Screen:

Digital "technical determinism" has structurally fragmented Algerian narratives into "modular units" or posts. This mirrors the digital user's interrupted attention, shifting literary consumption from the continuous flow of the printed page to short, self-contained intervals. (Salem, 2023, p. 67).

Digital fragmentation has birthed "Micro-literature" in Algeria, where authors utilize social media "scrolling logic" to create fragmentary aesthetics. This replaces classical linear structures with a "non-linear mosaic" of impactful moments, requiring readers to mentally synthesize the narrative. (Amrani, 2022, p. 149).

This fragmentation enables "real-time storytelling" through episodic releases that transform literary works into live events. This continuous engagement blurs the line between writing and publishing, sparking immediate interaction and collective discussion with each new fragment. (Lakhdar, 2023, p. 192).

However, the logic of fragmentation also poses a risk of "narrative disintegration." When a story is highly fragmented, the overarching "philosophical depth" may be sacrificed for "momentary engagement." For Algerian literature to remain meaningful, authors must master the "art of the fragment," ensuring that each piece of the digital mosaic contributes to a larger, coherent vision that reflects the complexity of the Algerian human experience in the 21st century (Brahimi, 2024, p. 118).

1-4 Global Flow and the New Communicative Presence:

The digital transition has endowed Algerian literature with a "Global Communicative Presence," liberating the text from geographical constraints. By joining the "universal flow" of information, Algerian narratives can now participate in global dialogues, projecting the nation's culture and history to an international audience. (Naciri, 2023, p. 104).

This global visibility is driven by the "instantaneous nature" of digital media, enabling real-time connectivity between Algerian authors and a global audience. This fosters a "Transnational Literary Community," integrating the Algerian experience into an interconnected human narrative through immediate cultural exchange. (Abbas, 2022, p. 76).

Engaging in the "Global Flow" exposes Algerian literature to intense competition and the risk of cultural homogenization. To preserve "Communicative Sovereignty," Algerian authors must skillfully blend their unique cultural identity with global digital formats, ensuring their narratives stand out against the spectacular content of global entertainment giants. (Rashid, 2022, p. 215).

The future of Algerian literature relies on establishing a sovereign digital infrastructure and robust translation projects to prevent its marginalization in the global information flow. By strategically managing its online presence, the state can transform its literary heritage into a potent tool of soft power, shaping international perceptions of Algeria's history and future. (Saihi, 2024, p. 52).

2- Transmedia Storytelling and the Algerian Literary Context:

The second phase of this transformation involves a shift from static content to the expansive realm of "Transmedia Storytelling," where the narrative act is no longer confined to a single medium but is strategically dispersed across a convergent digital ecosystem. This section explores how Algerian literature has moved beyond the traditional boundaries of the book to embrace a participatory and multi-dimensional communicative model. By examining the roles of the "Prosumer" and the influence of algorithmic gatekeeping, we analyze the tension between the democratic potential of interactive storytelling and the commercial constraints imposed by global digital platforms. The following points detail this evolution:

2-1 The Concept of Transmedia Narratives in Digital Communication:

Transmedia storytelling disperses a single narrative across multiple platforms, requiring Algerian authors to act as "multi-platform architects." This strategy utilizes media convergence to create an expansive storyworld where each medium contributes a unique, technically adapted piece to the core message (Jenkins, 2021).

The communicative essence of transmedia storytelling lies in its ability to foster "coordinated dispersion." In the context of contemporary Algerian literature, a novel may begin as a series of fragmented posts on social media, evolve into a printed text, and then expand through "fan-generated" content or virtual reality experiences. This process allows for a deeper immersion into the narrative, as the audience is required to "hunt and gather" information across various digital touchpoints. This active engagement transforms the act of reading from a passive reception of information into a dynamic "navigation" through a complex media ecosystem (Bouzidi, 2022, p. 89).

From an analytical perspective, transmedia storytelling in Algeria serves as a bridge between the "National Narrative" and global digital trends. Authors leverage this technique to breathe new life into historical or social themes, using the interactivity of digital platforms to engage younger generations who are more accustomed to non-linear information consumption. This shift necessitates a new form of "digital literacy" for both the writer and the reader, as the "literary code" is now embedded within a web of visual, auditory, and textual symbols that must be decoded across different devices and interfaces (Hassan, 2023, p. 112).

2-2 Interactivity and the "Prosumer" in the Digital Literary Space

The digital shift has transformed the Algerian audience into "**Prosumers**" who simultaneously consume and produce content through real-time feedback loops. This interaction collapses the

traditional distance between the author and the public, creating a collaborative space for shared meaning-making. (Yahi, 2022, p. 134).

Digital interaction has birthed the "Prosumer" in Algeria, where readers actively co-create meaning through real-time feedback loops. This shift dissolves the author's "ivory tower," replacing traditional passivity with a collaborative and democratic literary space. (Lakhdar, 2023, p. 210).

The Algerian prosumer acts as an "amplifier" and digital archivist, driving organic circulation through "virality" and social sharing. To succeed, authors must master the "art of engagement," creating aesthetically sound narratives that are optimized for the digital economy of attention. (Saidani, 2024, p. 77).

2-3 Algorithmic Logic and the Visibility of Literary Content:

Algorithmic logic has replaced human editors as the new "digital gatekeeper," prioritizing engagement metrics over traditional literary quality. This shift forces Algerian authors to adapt their aesthetics to perform well within platform parameters, essentially writing to appease "algorithmic gods." (Khalafallah, 2022, p. 95).

Algorithmic curation creates "Filter Bubbles" that isolate readers within familiar content, limiting the diversity of Algerian literary discovery. This shift replaces the serendipity of physical bookstores with a personalized yet fragmented and predictable literary experience. (Zitouni, 2023, p. 41).

The "commercial bias" of global algorithms threatens Algerian "narrative sovereignty" by favoring sensationalism over nuanced literature. To avoid marginalization in the global struggle for attention, Algeria must develop domestic digital platforms that prioritize cultural value over profit-driven engagement metrics. (Brahimi, 2024, p. 104).

Algerian authors are adopting "Algorithmic Tactics"—using strategic hashtags and visual hooks—to ensure literary visibility. While this technical mastery is now essential for success, it risks the "instrumentalization of art," where creative depth is subordinated to the demands of digital distribution and platform metrics. (Amrani, 2023, p. 118).

2-4 Digital Aesthetics and the Multi-modal Literary Message:

Digital aesthetics in Algeria have shifted toward "Multi-modality," where meaning is conveyed through "semiotic layering" of text, sound, and visuals. This transforms literature into a holistic multisensory experience, challenging writers to balance these elements without compromising the core literary essence. (Naciri, 2023, p. 62).

The "visual turn" has birthed a symbiotic relationship between word and image in Algerian digital literature, evolving the text into a "visual design." This shift caters to a digital generation's preferences, requiring modern authors to master "visual literacy" alongside linguistic construction. (Kadir, 2022, p. 201).

"Hypertextuality" introduces a non-linear aesthetic through "narrative branches" and embedded links, creating a labyrinthine reading experience. This aesthetic of choice reflects a decentralized digital condition, where the story is no longer a single path but a multifaceted mosaic that the reader navigates uniquely. (Saihi, 2023, p. 129).

3- Challenges of Authenticity and the Crisis of Authority in Digital Literature:

The final section of this study addresses the critical vulnerabilities and ethical dilemmas arising from the digitalization of the Algerian literary heritage. While the shift toward virtual platforms offers unprecedented reach, it simultaneously exposes the national memory to risks of technological obsolescence, intellectual property theft, and the "liquid" erasure of cultural identity. This section evaluates the necessity of transitioning from a state of digital dependence to one of "Communicative Sovereignty." By analyzing the fragility of virtual archives and the legal challenges of the "Copy-Paste" era, we advocate for a national strategic framework designed to protect the authenticity of the Algerian voice within a globalized, algorithmic frontier. This investigation focuses on the following dimensions:

3-1 The Dilemma of Intellectual Property and Digital Piracy:

Digital transition has destabilized traditional legal frameworks, turning literary works into easily copied binary codes. This creates "digital vulnerability," where Algerian authors lose control over their work's circulation, leading to unauthorized distribution that undermines the economic sustainability of writing. (Dahmani, 2024, p. 112).

The "Copy-Paste" culture has eroded the line between citation and plagiarism, leading to the "death of the authorial signature." In Algeria, literary fragments are often stripped of their context and repurposed for personal or political agendas, threatening the integrity and historical record of national literature. (Yahi, 2021, p. 88).

Algerian authors face a paradox: desiring digital reach while fearing the depreciation of intellectual capital. This tension requires a new "Digital Social Contract" that balances the internet's democratic sharing with cryptographic protections (like DRM and Blockchain) to maintain the author as the sovereign source. (Farah, 2023, p. 45).

Digital piracy in Algeria causes "textual degradation," where illegal circulation bypasses quality control, spreading corrupted or incomplete versions of literary works. This necessitates a "Sovereign National Repository" to authenticate and preserve the integrity of the Algerian literary record for future generations. (Lamine, 2022, p. 160).

3-2 Informational Anarchy and the Rise of "Pseudo-Literature:

The democratization of publishing has created "Informational Anarchy" and a surge of "Pseudo-Literature," as the lack of institutional gatekeepers allows unedited content to proliferate. This creates a "noise-to-signal" crisis, where high-quality Algerian literary works risk being drowned out by a sea of superficial and derivative content. (Salem, 2023, p. 55).

The "Logic of Virality" exacerbates this anarchy by prioritizing sensationalism and emotional triggers over aesthetic depth.¹ In Algeria, this creates a "distorted hierarchy" of value, where engagement metrics are mistaken for artistic merit, pressuring authors to simplify their narratives for digital popularity. (Moussaoui, 2021, p. 202).

The digital void of oversight facilitates "Fake Narratives" and fabricated historical testimonials, which are particularly dangerous given Algeria's sensitive colonial history. These pseudo-memoirs exploit literary aesthetics to distort collective memory, emphasizing the urgent need for "Digital Media Literacy" to help audiences distinguish between authentic history and digital forgeries. (Zarrouk, 2024, p. 74).

To counter digital anarchy, the Algerian literary field needs "Digital Curators"—trusted figures who act as navigational guides rather than censors. Without these "islands of authority" to filter content, the landscape risks permanent "cognitive dissonance," where the line between a literary masterpiece and a fleeting digital artifact disappears. (Mansour, 2023, p. 142).

3-3 The Erosion of Academic Criticism and the Authority of Algorithms

The digital environment has shifted authority from traditional academic criticism to "algorithmic authority," where platform engagement replaces elite validation. In this new hierarchy, a text's success is measured by its compliance with technical platform rules rather than aesthetic depth, effectively marginalizing serious criticism in favor of interactive, user-led metrics. (Belkacem, 2023, p. 119).

The "democracy of taste" has evolved into a "dictatorship of the audience," where academic critics face hostility from "virtual crowds" if they challenge popular trends. This pressure causes experts to withdraw, leaving the literary arena to "cultural influencers" who prioritize fleeting personal impressions over rigorous methodological analysis, ultimately flattening Algerian literary discourse. (Zitouni, 2022, p. 53).

"Platform logic" forces a transition from deep aesthetic analysis to brief, market-driven feedback like comments and star ratings. This reductionism turns Algerian literature into a "content commodity," depriving authors of the profound critical dialogue necessary for creative growth and replacing it with quick consumer evaluations. (Hadid, 2021, p. 176).

Digital criticism offers new horizons by fostering "virtual critical communities" that bridge the gap between Algerian readers at home and the diaspora. The central challenge is creating a hybrid

critical discourse—merging academic rigor with digital vitality—a task that requires Algerian universities to move beyond traditional boundaries and actively engage in digital spaces. (Saidi, 2023, p. 94).

3-4 Technological Obsolescence and the Fragility of Digital Memory :

"Technological Obsolescence" represents the most serious threat to the continuity of Algerian digital literature. Unlike paper, which can survive for centuries, digital data depends on storage media and software that change with amazing speed. Algerian literary works published in the early 2000s on platforms like "forums" have already been lost due to the closure of those sites or changes in file formats. This "technical fragility" means that current digital literary production may not be available to readers a decade from now (Mahmoudi, 2022, p. 210).

From a "Digital Memory" perspective, the absence of a clear national policy for digital archiving in Algeria makes digital literature a "history without an archive." Most Algerian digital literary works depend on the servers of global companies (such as Meta or Google), placing the national cultural heritage at the mercy of the commercial policies of these companies. If one of these platforms decides to delete certain content, a part of the contemporary Algerian literary memory could disappear with the click of a button (Salem, 2023, p. 128).

This problem requires "technical and legal engineering" to protect the "Digital Sovereignty" of Algerian literature. Cultural institutions in Algeria must adopt "active archiving" techniques that periodically update file formats to ensure their compatibility with new devices. Moreover, "national digital repositories" subject to Algerian law must be developed to ensure that digital literary production belongs to the nation and not just temporary data on foreign servers, ensuring the transmission of this memory to future generations (Lamine, 2022, p. 185).

In conclusion, facing the challenge of obsolescence requires a change in the "cultural mindset," where the digital text must be viewed as a "historical document" requiring continuous care. Investing in the "infrastructure of digital memory" is no less important than investing in literary creativity itself. Without a national archiving strategy, Algerian digital literature will continue to suffer from "technological orphanhood," remaining vulnerable to loss in the gaps of accelerated digital time (Amrani, 2024, p. 66).

CONCLUSION

The digital transformation of Algerian literature and historical memory represents far more than a technical migration; it is a profound ontological and epistemological shift that redefines the fabric of national identity in the twenty-first century. This study has demonstrated that the transition from the "static printed page" to the "liquidity of digital data" has fundamentally altered the communicative relationship between the author, the text, and the audience. While the digital sphere has democratized access to the Algerian narrative, it has simultaneously introduced a state of "digital fragility." The liberation of the text from traditional gatekeepers has granted it unprecedented reach but has also stripped it of the structural protections that once ensured its authenticity.

As Algerian literature migrates to global platforms governed by opaque algorithms, it becomes subject to commercial and ideological biases. This study concludes that "Digital Memory" cannot be left to the mercy of social media trends. Achieving true Digital Sovereignty requires the construction of a robust national ecosystem that combines sovereign technology with a critical media literacy that empowers the Algerian citizen to distinguish between literary truth and algorithmic distortion. The digital page is now written; the challenge is to ensure it is never erased.

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