

Evoking social communication in the Age of the Digital Space**تحفيز التواصل الاجتماعي في عصر الفضاء الرقمي**

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• Abstract:

Our research attempts to understand how the social network Facebook can contribute to the dissemination of social communication messages to an external audience under the direction of the general interest associations of the study (Ecological Association Tichy the green, Tariq Essalama Bejaia Association and hands extended to Melbou cancer patients Association of the wilaya of Bejaia). Consequently, this study identifies that the associations of the study use a digital communication strategy to persuade the target population of the relevance of social communication.

Keywords:

Social communication, general interest, persuasion, raising awareness, the broadcast.

الملخص:

تحاول دراستنا فهم كيفية مساهمة شبكة التواصل الاجتماعي "فيسبوك" في نشر رسائل التواصل الاجتماعي إلى جمهور خارجي، تحت إشراف جمعيات ذات طابع عام شملت الدراسة (الجمعية الإيكولوجية "تيشي الخضراء"، جمعية "طريق السلامة" بجاية، وجمعية "الأيدي الممدودة لمرضى السرطان" بملبو - ولاية بجاية). وخلصت هذه الدراسة إلى أن الجمعيات محل البحث تعتمد على استراتيجية تواصل رقمي تهدف إلى إقناع الفئة المستهدفة بأهمية التواصل الاجتماعي.

الكلمات المفتاحية: التواصل الاجتماعي، المصلحة العامة، الإقناع، التوعية، البحث.

• Introduction

Social communication is developing and improving with the adaptation of digital means, which help to transmit the messages of awareness and practical advice of the daily life of each of us. Knowing that the appearance of communication tools and digital social networks have facilitated the work for multiple organizations, among them associations of general interest that use the social network Facebook as a new information sharing feature. The managers of the associations have the possibility to share any content at any time. The dissemination of information costs nothing.

Communication according to Claude-Jean Bertrand makes it possible to establish a relationship between people and objects. It designates either the action of communicating (exchange, transmission) or the result of this communication (data, signs, sounds). This transmission and this exchange takes place essentially by signs and by sounds, it requires the presence of a transmitter, a message and a receiver, it is exercised on several levels and depends on several situations¹

In the digital age, the content of the message is regaining ground. Social communication needs to go beyond time and space to bring a beneficial result for citizens, so that associations are obliged to exploit social networks especially Facebook in its work of awareness and education. Better communication in association is one of the keys to gain confidence and dialogue effectively. This makes it possible to improve his relations with others and to place his pawns, to advance his projects and his services. Communicating well in the digital age is not innate but it can be learned. There are techniques to arouse enthusiasm, make an impression through shocking and unifying phrases, and gather everyone's support.

In our case study, we have chosen three associations of general interest (the ecological association Tichy the green, the association Hands extended to Melbou cancer patients, and the Tariq Essalama-Bejaia association), which do awareness-raising actions on the ground, in addition to being active on social networks; they try to highlight valuable social communication. Our study seeks to understand how the social network Facebook can contribute to the dissemination of social communication messages to an external audience, issued by the general interest associations mentioned above.

In the light of what has been said before, we would like to answer this main question:

How do the general interest associations of the wilaya of Bejaia ensure the dissemination of social communication via the social network Facebook?

To answer the question we asked, we formulated the hypotheses, knowing that the hypothesis is defined according to Mathieu GUIDERE as "a temporarily accepted explanation concerning given phenomena and that, until its confirmation or refutation by experiment or demonstration"²

According to Madeleine GRAWITZ, the hypothesis is defined as "a proposal for an answer to the question posed. It tends to formulate a relationship between facts and meanings. Even more or less precise, it helps to select the observed facts. These gathered together, it makes it possible to interpret them, to give them a meaning which, verified, will constitute a possible element of the beginning of theory"³

¹ BELKADI, Nesrine et BENNACER, Drifa, Le rôle des médias sociaux dans la stratégie de communication externe d'une entreprise, Université Abderrahmane Mira, Faculté des Sciences Humaines et Social, Département de Science humaine : Bejaia-Algérie, 2017-2018, p 35.

² GUIDER, Mathieu, *Méthodologie de la recherche*, éd Elipses : Paris, 2004, p23.
https://www.researchgate.net/publication/267626055_La_pratique_de_la_communication_sociale.

³ GRAWITZ, Madeline, *Méthode des sciences sociale*, 11ème édition, DALLOZ : Paris, 2001, p33.

The hypotheses of our research are:

- All the general interest associations in the study draw up a digital communication strategy to persuade the target population of the relevance of social communication;
- The social network Facebook influences the way of adopting the social communication set up by the general interest associations of the study.

The importance of the study is summarized in the following points:

- To show the role of the social network Facebook in strengthening the associative movement;
- To highlight the added value of associations of general interest in the accompaniment of destitute, needy and distraught people;
- Consolidate the social link with awareness-raising and persuasive communication as part of societal communication.

This study aims to understand how the social network Facebook can contribute to the dissemination of social communication messages to an external audience under the direction of the general interest associations of the study (Ecological Association Tichy the green, Tariq Essalama Bejaia Association and hand extended to Melbou cancer patients Association of the wilaya of Bejaia).

Each scientific research requires a determination of the choice of a methodology to be followed to allow the researcher to carry out his investigation of the study in order to arrive at the objectives of the research. Therefore, the researcher must adopt a precise method which is defined as being "the set of intellectual operations by which a discipline seeks to reach the truths it pursues, the demonstrated, and the verified. This conception of the method in the general sense of logical procedure, inherent in any scientific approach, makes it possible to consider it as a set of rules independent of any research and particular content, aimed above all at processes and forms of reasoning and perception, making reality accessible"⁴

In our research, we opted for the qualitative method which is according to ANGERS Maurice: "A set of procedures, precise steps adopted to arrive at a result" ⁵

Given the nature of our research theme, this focuses on «Evoking social communication in the age of digital space». We chose the qualitative method because it allows us to analyze and interpret the results, after having conducted semi-structured interviews that give the respondents a space to answer the questions of the study.

We have opted for the most appropriate interview technique to collect as much information as possible, it is considered a scientific investigation process, it is called an interview "an oral report, one-on-one, between two people, one of whom transmits to the other information on a

⁴ GRAWITZ, Madeline, op.cit, p34.

⁵ ANGERS, Maurice, *Initiation pratique à la méthodologie des sciences humaines*, édition casbah : Alger, 1997, p23.

predetermined subject. It is an oriented discussion, an investigative process using a verbal communication process, to collect information in relation to set objectives"⁶

The type of interview used in our research is the semi-directive interview, "it is semi-directive in the sense that it is neither entirely open, nor channeled by a large number of specific questions. Generally, the researcher has a series of guide questions, relatively open, about which it is imperative that he receives information from the interviewee. But he will not necessarily ask all the questions in the order in which he notes them and under the intended wording. As much as possible, he will let the interview come so that the latter can speak openly, in the words he wishes and in the order that suits him" ⁷.

The semi-structured interview is considered the most appropriate tool for our research; we have chosen it in order to leave more openness and response space to the interviewees while making sure not to stray from our object of study, and the limits of our questions.

This technique is carried out on the basis of an interview guide prepared in advance who contains questions that focus on the following axes:

Axis N°01: Questions about personal data, contains 04 questions;

Axis N ° 02: The associations of the study draw up a digital communication strategy to persuade the target population of the relevance of social communication, encompasses 13 questions;

Axis N ° 03: The social network Facebook influences the way of adopting the social communication set up by the associations of general interest of the study consists of 11 questions*

In any scientific research, the researcher must determine the study population also called the mother population which is a group with precise criteria in line with the objectives of the study, a study population is: "a set of any individual who have characteristics that correspond to the objectives of the research" ⁸.

Our study population concerns the three associations of general interest of the wilaya of Bejaia, and which are as follows:

- Tichy la verte Ecological Association, (the global membership is 125 members, as a study population) ;
- Tariq Essalama- Bejaia Association;(30 members, as study population) ;

⁶ ACTOUF, Omar, *Méthodologie des sciences sociale et approche qualitative des organisations*. Les presses de l'université du Québec : Montréal, 1987, p44.

⁷ QUIVY, Raymond, *Manuel de recherche en sciences sociales*, 3ème édition, Dunod : Paris, 1995, p18.

* Pour plus d'information sur le guide d'entretien semi directif, consulter l'annexe N°1.

⁸ ANGERS, Maurice, op.cit,1997, p23.

- Association extended hand to Melbou cancer patients from the wilaya of Bejaia) encompasses 90 members, as a study population).

According to Maurice ANGERS, the research population is "a set of elements having one or more characteristics in common that distinguish them from other elements and on which the investigation is focused"⁹

According to ANGERS Maurice the sample: "is a set of elements of a given population". As part of our work we have chosen a typical non-probabilistic sample, and in the typical sampling, all the elements chosen to be part of the sampling are models of the study population. It is then one or more elements considered as typical portraits of the population under study that are sought" ¹⁰

We opted for the typical sampling because it is the most appropriate to our research theme, since we chose the members of the associations who are responsible for disseminating messages on the social network Facebook, among the people concerned within these three associations we identified them as follows:

- For the ecological association Tichy the green association, we have listed three (3) people who are responsible for the dissemination on the association's Facebook page ;
- For the association hands extended to Melbou Bejaia, we counted four (4) people who take care of the dissemination on the Facebook page of the association ;
- For the Tariq Essalama Bejaia association, we have listed (1) person who takes care of the dissemination on the association's Facebook page.

The typical sample of our sample will be (08) people who disseminate messages on the social network Facebook, this study sample can answer the questions that we have elaborated in our semi-directive interview guide.

1.The social communication of associations in the digital age

Indeed, social communication embodies solidarity and sharing with civic and humanitarian values. It informs the population about social problems, conveys social ideas and strengthens cohesion within a society. Its goal is to change the behaviors of a population, which requires a lot of time. Digital, on the contrary, embodies the dehumanization that is part of the present moment, the snapshot. However, today we realize that society no longer has time: everything must be done immediately with comfort. Organizations non-profit must suddenly adapt to this society to continue to be heard and continue to convey their ideas through social networks, especially facebook.

⁹ ANGERS, Maurice, Initiation pratique à la méthodologie des sciences humaines, 6ème édition, CEC, Québec : Canada, 2014, p99.

¹⁰ ANGERS, Maurice, op.cit, 1997, p24.

1.1 General information about social communication

The church constitutes an origin, little known, of social communication, in particular the Vatican Council of 1958. Since the 60s, researchers from Latin America have sought to go beyond the vertical sociology of the US media; they question the concept of target and reflect on the role of mass media to support social and democratic demands. In general, the origins of social communication therefore go back to the 60s / 70s and the manifestations of the "counterculture" in revolt against the large mass media and the consumer society. Social communication is inspired by community actions, in the dynamics of "post-sixty-eight" social movements.

The "soixante-huitards" have produced flexible and non-institutionalized means of communicating, to allow service users and neighborhood residents to be actors of change. Social communication is linked to social change and participation, it is the set of processes, tools, methods and devices that help people to better understand their situation and the options to resolve conflicts, plan changes, acquire knowledge and tools, improve their institutions, promote their rights, express themselves, animate their lives, mobilize resources, create and maintain community cohesion. It is a communication for change, a process of dialogue by which we accompany the population in defining what they want and how to get it¹¹.

Social communication can be defined by the specificity of its advertisers who belong to what is called "the third sector", and who are active members of civil society such as associations, NGOs, trade unions. These organizations affect different fields, including solidarity, health, human rights, the environment, childhood, the targets of social communication are diverse: the general public and companies to encourage them to donate, activists to provoke commitment, victims to help them. Social communication uses the mainstream media to inform and raise awareness. To access the media, organizations form partnerships, organize events, and rely on press relations¹²

Social communication is all the acts of communication that aim to modify representations of behaviors and strengthen solidarities it consists in sharing values within society, also it seeks to inform the public about social problems, in order to raise awareness, and restore power to individuals, their principle also looks at changing attitudes, solving citizens' problems with regard to causes of general interest, we can distinguish three goals:

- To inform you about social problems, in order to raise awareness, to restore power to individuals;
- To transmit values to strengthen solidarity networks;

To modify ideas or behaviors those are at risk for individuals or communities.

¹¹ DIOP, Carmen, *L'art de la communication sociale pour quoi faire ? Comment s'y prendre ?* Tom 1, sans maison d'édition : France, 2018, p14.

¹² CHIMISANAS, BIZOT Eric Marie- Hélène et PIAU Pierre, *La communication*, 2ème édition, édition, Dunod : Paris, 2016, p33.

This social communication is part of a scientific approach that tends more and more towards a high level of professionalism, the implementation of this approach involves actors, who constitute the actors of social communication, these actors are: Local authorities, NGOs, associations, unions, state institution (school, university, hospitals), associations and societies in the conduct of a social communication campaign, political parties, town halls¹³.

1.2 Benefits, objectives, and the role of social communication

Once the foundations of social communication have been reviewed and the organizations that use it are interested in the values of social communication, which in principle are humanistic and civic values, solidarity and sharing, which sometimes aim to make minorities, the sick, and victims heard and supported...

Social communication is solidarity, by definition, because it concerns the general interest and the collective interest. It brings out reasons and opportunities to mobilize for social or environmental change, and facilitates access for specific audiences to goods and services. It is part of logic of information and awareness of humanist and citizen values and proposes solutions.

Like all social services, social communication is based on: the task to be accomplished, the relationship to be built together, the dialectical relationship between the individual, his problems and his living environment on the one hand, the participation of the interested parties, decentralization and the redefinition of the roles and functions of professionals and actors, on the other hand. But some studies show that certain social communication companions reinforce the receiver's opinion instead of modifying it¹⁴.

The main objective of social communication is to change the behaviors or mentalities of the targets, or at least to make them aware of certain situations. It therefore has a general scope of interest that associations aim to achieve with their means of disseminating their messages.

The social communication aims by its companions the objectives of general interest such as: security, the reduction of inequalities, citizen awareness, the strengthening of social ties of proximity, the fight against the different forms of racism, the free expression and the active participation of all citizens in common life, the management of crisis situations, the management of public space, the implementation of a communication strategy within the framework of awareness. The preservation of the environment¹⁵

Social communication is mainly used by institutions, organizations and associations that intervene on issues of public utility, among the functions of this type of communication is: inform, persuade

¹³ STOKINGER, Peter, *La communication hors média*, 2018-2019. Article en ligne téléchargé sur le site web : <https://hal.archives-ouvertes.fr/cel-01877552/document>.

¹⁴ IDRES, Narima et HAMMAM Cylia, *La communication environnementale via les réseaux sociaux numériques*, Université Abderrahmane Mira, Faculté des Sciences Humaines et Social, Département de sciences humaines : Bejaia- Algérie, 2017-2018, p20.

¹⁵ STOKINGER, Peter, op.cit.

(in order to change behavior), educate (bring knowledge and social values), provoke emotions (seduce, please ...) to convince¹⁶

Michel le Net put the action on three important roles on social communication which are: convince it, compel it, the control which leads social communication to achieve the objectives set, each act influences with a considerable degree on human behaviors and on the change of attitudes and ideas.

-Persuasion of the information disseminated: it is persuasion with the object of modifying the attitudes considered unfavorable by individuals and getting people to adopt desired behaviors, in order to preserve the general interest of individuals, all this through the disposition of logical arguments or touching the emotional side of the citizen. The convincing action is carried out according to two main components:

-The knowledge that aims, through the various appropriate means of information, at the subject dealt with issued by the organizations concerned; to become aware of the harmful fact spreading within society in order to voluntarily change this attitude in order to improve the quality of life on an individual and collective level ;

-The opinion which is considered as an interpretation of knowledge, it is a phase where individuals make a judgment on the attitude recommended in the previous phase either to maintain the information received or to reject it.

The effects of persuasion remain limited to a determined percentage due to the fact that the benefits generated by persuasion are not quickly perceptible, in order to be able to increase the proportion of behavior modification, it is necessary to strengthen the means allocated to information.

-The constraint by standardized laws and regulations, individuals must be on the front page it will be necessary to follow the new norms and the new rules of society with explanations, but we can have a negative impact if the decisions taken have not been well explained which leads the individual to ignore the information ¹⁷

Regulations remain the best method to reinforce the proportion of the evolution of human behavior that involves making a given attitude mandatory, for example: According to the obligation to use seat belts when driving, the number of road accidents has reduced and the percentage of behavior modification has increased by a remarkable rate, this rate can be explained by the fear of punishment (imprisonment and fines) or catalytic effect that serves to raise awareness of the advantages of a decision taken by administrative bodies. This serves to mention that the regulation can have negative effects which can be due to the non-existence of the persuasion adequate to the subject treated, or the misuse of the means of persuasion which will automatically cause the

¹⁶ DIOP, Carmen, op.cit, p35.

¹⁷ Le NET Michel, La communication sociale, édition la documentation française : France, 1988, p32.

rejection and ignorance of the obligation in the best cases, and the abolition of the power of the regulatory process.

The control and evaluation of the first two components and see if they adapt to the pre-established objectives. Also the control is mandatory to establish a follow-up of the companion, compliance with the regulations can be achieved if the decision is totally accepted by all individuals, or in the opposite case, that is to say more or less accepted but its application undergoes a control of the behaviors, which puts the public authorities in front of a critical truth, that the modification of the unfavorable behavior is done under the constraint of the control and with the absence of this operation the attitudes return to their normal state, as indicated by the observations carried out on the French population which represented cases of the evolution of behavior and the existence of continuous control, where it is estimated a development of behavior compared to episodic control, or non-existent after the application of the regulations ¹⁸.

2. The main causes of associations of general interest

2.1 Objectives, functioning and actors of associative communication

The associations seek through their projects to strengthen their level of intervention and their degree of interaction, aware of their weight in the evolution of society which would only be effective if they impose themselves on the field of action. This implies the need to support the goals and visions of the associations by structuring issues and projects touching on the problems of the local community.

Among these visions and challenges of local associations, we have cited:

- * Awareness-raising of the population and public authorities;
- * Involvement of civil society;
- * Creation of associative networks for common and concrete actions;
- * Extend the consultation with the national and international associative movement allowing the transfer of skills;
- Enhancement of the scientific and intangible cultural heritage of the wilaya of Bejaia. Associations are used to provide services to the public (health, justice, social), intended for the entire population, they contribute to the general interest¹⁹.

The actions of associations in terms of participation in the development process and behavioural change are considered today as one of the main actors most contributing to intervention and social change towards a better life. In these areas, the activities of the associations differ from one

¹⁸ Le NET Michel, op.cit, p33.

¹⁹ MOUSAOU, Kahina et ARABI MEGHERBI, Khalloudja, *Rôle des associations dans le développement local*, Université de Bejaia, Algérie, 2014, p33.

association to another, it is considered as a support to society, and a center for communication, information and listening.

The first role of the president is to animate the association, to motivate the troops and to stimulate a dynamic of the group. To animate is to communicate; it is to allow different individuals (including the animator) to share objectives, to understand each other and to accept collective construction processes. The facilitator is a group leader who uses active methods to solicit the energy of all; his mission is to organize work within the association; Promote exchanges; Ensure conviviality; create the conditions for a constructive exchange and enhance the members. For this, his main animation tool is the meeting, the techniques of which he must master.

The meeting can take several forms, such as the information meeting; the consultation meeting; the problem-solving meeting; the creativity meeting: it serves to collect a maximum of new ideas, invented in a specific field. These are the information or work meetings. It's up to you to make them enjoyable by applying a few simple rules²⁰.

Managing a meeting is a difficult exercise and the facilitator plays a decisive role. It will stimulate debates, promote decision-making. The facilitator must act with finesse to ensure that deadlines are respected by letting everyone express themselves, in order to finally reach a decision. After the opening of the session, the facilitator will recall the issues of the meeting and the expected results, to encourage everyone not to disperse.

Once the discussion is started, each person must be able to express themselves to avoid frustrations. To stimulate the debate, encourage exchange and constructive criticism and summarize the different possibilities. Finally, we must decide. This is the most difficult phase because the divergent positions have been able to appear and no one should be offended. Several choices are possible:

- * Make the participants vote;
- * Cut the pear in half;
- * To decide as a last resort.

Everyone must be convinced that the solution adopted is the best because everyone will have to implement the application. Know how to conclude! If, after an hour, you are still only at the first item on the agenda, which has five, there is a problem. You did not know how to lead the debates or you underestimated the magnitude of the problem. A good meeting should not get out of hand. After that, nothing productive comes out anymore and annoyance wins everyone. The summary

²⁰ AKKOUCHE, Souraya, *Manuel pour les associations Algériennes*, éd Fondation friedrich Ebert : Algérie, 2012, p10.

report will make it possible to be sure that all the participants understood each other well. The decisions adopted and the actions to be implemented will be reported there²¹.

Each association cannot function without a governing structure so that the tasks are well defined.

-The president: has many missions in the association, he represents the association, it is up to him who is responsible for the association, he acts in court or defend the interests of the association, and he must ensure the smooth running of the association ;

The general secretary: the secretary is the memory of the association, since he ensures the daily administrative functioning of the association, he is responsible for informing the members of the association and convening meetings, he is also responsible for the archives ;

The treasurer: he is responsible for the financial management, the accounting of the association, the signature on the association's account, he is responsible for the preparation of financial reports for the general assembly, he is sometimes assisted by the assistant treasurer;

The assessor: he is a full member of the bureau but who has no particular responsibility, he attends meetings, takes part in decision-making, he can be entrusted with certain missions to support the other elected members²².

The members of the association: the association can bring together natural and / or legal persons who differ according to their method of membership or their activity in the association. These are the statutes of the association, are often divided into various categories, each follows the rights and obligations that the statutes contribute to them:

- * The founding members: are the people who personally participated in the creation of the association;

- * Active members: are those who adhere to the goals of the association, who join the association for a fee, regularly participate in the activities of the association and contribute to the achievement of its objectives;

- * Honorary members: are people, who make donations to the association, they are generally exempt from paying annual dues;

- *Benefactor members: are people who pay a higher contribution;

²¹ LIBAERT, Thierry et PIERLOT, Jean-Marie, *Communication des associations*, 2ème édition, Dunod : Paris, 2014, p32.

²² PACINI, Marie-Camille, *Le rôle du digital dans la communication sociale*, Ecole de commerce de Lyon, 2015. Thèse en ligne téléchargé sur le site web : <https://ecole-de-commerce-de-lyon.fr/wp-content/uploads/2015/07/Mémoire-Communication-Marie-Camille-P-M2.pdf>.

They have the same capacity as active members and provide moral and material support to the association²³.

2.2 Association in the Algerian legal context

Associations in Algeria have existed since 1962 but only developed with the political opening of 1990 with the promulgation of Law 90.30, relating to associations. With this law, the legal regime applied to associations has been considerably lightened from the point of view of the creation and exercise procedures, the approved associations are generally those which intervene in the religious, political, sporting, cultural, charitable fields ... etc. The public objective behind this choice of promotion and development, of the associative movement and that of the creation of a relay between the public sphere and the private sphere, this relay must contribute to the care of the needs of the population not supported by public service organizations for reasons of multifaceted failures²⁴.

The social action association undertakes solidarity actions; we can even affirm that the 1901 law is a wonderful tool to initiate solidarity actions. Article 01 of the law of July 1, 1901 defines the association as being: "The agreement by which two or more people permanently pool their knowledge or their activity for a purpose other than to share benefits. As for its validity, it is governed by the general principles of law applicable to contracts and obligations", the association is therefore a contract from the moment at least two people agree to associate, they can do so freely, without prior authorization or declaration; this is the principle of freedom of association. However, for this agreement to be qualified as an association, it is necessary to respect the terms set out by law²⁵

Article 02 of the law of January 12, 2012 relating to associations defines the association as "grouping of individuals and / or legal entities on a contractual basis for a fixed term or for an indefinite period. These people pool, voluntarily and for a non-profit purpose, their knowledge and their means to promote and encourage activities in the fields of professional, social, scientific, religious, educational, cultural, sporting, environmental, charitable and humanitarian²⁶.

The financing of the association can be ensured by various types of resources:

-The contributions of their members, the income linked to their associative activities and to their patrimonies, the donations in cash or in kind and the bequests, the income from the quests, the subsidies granted by the State, the wilaya or the municipality ;

²³ VALLON, Claude et CHAMBAND, Veronique, *Association mode d'emploi : créer, gérer, animer*, 6ème édition, Dunod : Paris, 2006, p10.

²⁴ TAFUKT, Katiba , *Le rôle des associations caritatives dans le développement de l'action solidaire*, Université Abderrahmane mira, faculté des sciences humaines et sociales, département des sciences sociales : Bejaia-Algérie, 2018, p11.

²⁵ VALLON, Claude, *Associations mode d'emploi créer gérer animer*, 4 édition, Dunod : Paris, 1999, p18.

²⁶ AKKOCHE, Souraya, op.cit, p29.

-Public subsidies: associations often use public funding and some consider it a right. However, no law obliges the public authorities to give a subsidy, an association can benefit from the State, the wilaya or the municipality, subsidies, material aid and any other aid, when its activity is considered by the authorities to be of general interest and / or public utility. It is therefore up to the authorities to assess whether the activity is of general interest, which leaves a wide margin of appreciation and decision to state donors²⁷.

In the practical part we illustrated the analysis and interpretation of the data, and the determination of the characteristics of the members of our study sample within the associations of general interest of the wilaya of Bejaia. These characteristics constitute all the information about the respondents according to: age, sex, level of education, and the function performed, we started by presenting the personal characteristics of the respondents in the form of simple tables as follows:

Table (1): Demonstrates the comparison between the associations of the study

The associations of the study	The common points	The opposite points
- The Tichy the green association.	The general interest associations of the study bring together all the people, with the aim of achieving a non-profit according to a structured legal framework. -The messages disseminated by the three general interest associations of the study on the social network Facebook aims to reach all age categories in order to raise awareness among citizens in general. -Associations of general interest attach great importance to the communication action which promotes exchange and dialogue with the target. -The nature of the awareness messages disseminated by public interest associations	Each association has its own objectives and its different messages of awareness: the preservation of nature, road prevention, helped cancer patients. -Each association with its own activities which are listed in the awareness companions, and which respond to the priorities of the associations - The social communication used by each general interest association of the study serves to change bad behaviors and the realization of awareness raising campaigns on road traffic prevention, environmental protection, and women's health against breast cancer. - The content of the messages disseminated via the social
-The association Outstretched hand to cancer patients of the wilaya of Bejaia		
-The Tariq Essalama-Bejaia association		

²⁷ AKKOUCHE, Souraya, op.cit, p30.

	on their Facebook pages focuses on persuading the external target. -General interest associations implement a digital communication strategy with the aim of transmitting and disseminating messages and mobilization actions. -The use of digital communication as a means of exchange and faster dissemination of the contents of associations of general interest. -The social network facebook adopted by the general interest associations of the study considered as the best tool for the visibility of associations, also it stimulates the presence of associations on the web.	network Facebook by the associations, contain various information and awareness-raising content relating to their field activity.
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Source: content disseminated by the study associations on the social network Facebook

In the discussion of the first hypothesis:

"The associations of the study draw up a digital communication strategy to persuade the target population of the relevance of social communication. »

Through the results that we obtained from our respondents, we found that the integration of the social network Facebook by associations as a means of information and awareness in the dissemination of their messages with the multiplicity and diversity of publications, allows reaching a large external audience. Communication with the external public is very important for the associations in question in order to exchange information, but also creates an interaction between citizen's citizen, and citizen associations.

Facebook is used by the general interest research associations (which is part of digital communication) to disseminate their messages to wider audiences. these associations are concerned with ecological social communication, road protection and public health, includes the

various activities and actions carried out on the ground, then reported on the facebook pages of the associations of the study, to update as many people as possible from local regions and even at national level, on the actions carried out by each association.

The associations, with its associative projects, chooses the most appropriate social network to develop its network and communicate about its actions, awareness raising during field activities, and even a digital persuasion that can be detected in the content published in the Facebook of the three associations of general interest, by sharing their companions, and all the different activities carried out on the ground to draw the public's attention to the messages they want to transmit.

The messages disseminated by the associations via the social network Facebook, are designed in order to convince the external target, and to attract their attention to commit to following the causes of the associations in question, through digital technology, seen as a means of development, to better recruit new members and donors and promote volunteer engagement and with the digital communication they use, the associations manage to convince citizens of the need to adopt appropriate and reasonable behavior for a more fulfilling life , while creating a bridge of dialogue and interference on the aspect of general interest of social communication.

After interpreting and analyzing the results, we noted that the first hypothesis is well confirmed and the second axis questions N ° 10, 13,17 answer this confirmed hypothesis that the associations of the study uses a digital communication strategy to persuade the target population of the relevance of social communication.

Enter the results of the study in the same format (font, size, line spacing), A summary of the collected data must be presented in the form of percentages or totals, then review the data analysis used on the collected data using the text and explanatory means (tables and figures) in accordance with the method and tools presented above, After presenting the results, their content can be evaluated and interpreted statistically and economically in the light of hypotheses and compared with what others have found in previous studies.

In the discussion of the second hypothesis of the study:

"The social network facebook influences the way of adopting the social communication set up by the general interest associations of the study. »

Based on the information collected from our respondents, we identified that the social network Facebook influences the way of adopting the social communication set up by the general interest associations of the study.

Social networks this virtual space for dialogue and communication represents an opportunity for dissemination and information sharing for the general interest associations of the study, Facebook is the network most used by general interest associations, because it plays an important role in representing associations to various audiences, and thanks to it associations can transmit their messages and information to their public much more easily.

The associations of the study we choose Facebook as the new communication channel, because the majority of people use it daily for multiple reasons, so the associations in question seek to get

closer to the outside public, through this social network, in order to be available and in constant contact with the population, informing them of new news on environmental protection, road safety and cancer prevention.

Therefore, communication on social networks, in particular Facebook, demonstrates to all targets that associations are still active, and are committed to the general interest, through the dissemination of digital social communication in different forms, which is grouped in messages of awareness at the individual and collective level.

Following the results that we obtained from our interviewees in the field, we noted that the second hypothesis is confirmed, the questions that confirm this hypothesis are the 19th, the 27th, and the 28th third axis question.

Our two hypotheses have been well confirmed thanks to the results of our respondents, we have concluded that the two hypotheses are complementary to each other, the associations of general interest use a digital communication strategy to persuade the target population of the relevance of social communication with the use of Facebook social network for better visibility of the associations.

• Conclusion

Social networks have recently become widely used in everyday life and even by institutions and organizations, this virtual world that allows an exchange between all people and to share information in a fast way. Among the social networks we find the Facebook which is a social network most used by associations.

The object of our work consists in understanding the practices of social communication in the era of the digital space at the level of associations of general interest of the wilaya of Bejaia. To this end, we followed an approach based on data collected on the premises (the associations of general interest of the wilaya of Bejaia) and on information taken from the various interviews carried out with the members of the associations, we analyzed our problem according to two perspectives: theoretical and empirical :

The theoretical analysis has made it possible to establish that technology has made a huge development in various fields of life, and the use of social networks, in particular Facebook, is clearly used by associations of general interest, to disseminate their messages and present their various activities. This social network also connects colleagues and weaves contacts between physical and moral people all over the world, associations have developed in various fields of human life and among these associations there are associations of general interest that work for the good of the public and that strive to communicate and transmit their messages by various means to the whole society.

The empirical analysis, through the case study of the associations of general interest of the wilaya of Bejaia, led to the following results:

- On the one hand, the latter takes into account the importance of dissemination which aim to ensure more notoriety possible to associations and the content they publish;

- The social network Facebook is a main vector of information and communication for associations, it promotes good social communication practice and develops the link of transparency and trust between the association and their public, and also it promotes the general interest of the association, for a good transmission of messages and awareness-raising activities. The general interest associations of Bejaia have adopted the social network Facebook to disseminate and share their content to attract and reach a wide audience

In this research we have tried to show how the associations of general interest of the wilaya of Bejaia ensure the dissemination of social communication via the social network Facebook. The Facebook social network has found to help associations to spread their messages through Facebook pages and also allows for better visibility.

The answer to the main question of our research: How do the general interest associations of the wilaya of Bejaia ensure the dissemination of social communication via the social network Facebook? facebook has talked to us about the way that associations adopt to disseminate their messages through a communication strategy adapted to the digitalization introduced by each association, they try to ensure the dissemination of social communication via their facebook pages, which include all the actions and activities of the associations in question, knowing that the people who publish messages on the Facebook social network make sure to publicize their associations by taking advantage of digital while remaining active on the ground, creating a certain complementarity between the virtual space and the real, to be able to attract a considerable number of members, volunteers, donors and people in solidarity with their cause of general interest either environmental, health or road protection for the benefit of regional and national inhabitants. To this end, the general interest associations of the study highlight their messages on the digital medium before and after the event is organized on the ground, to measure the degree of satisfaction of citizens with regard to each awareness-raising action, through interactions (written comments or likes) made by Facebook users, who help the associations to improve their field services, in order to convince the population to accept a new behavior for a better life.

Based on the information cited above, we recommend the following points:

- For social communication to work, it is not enough to simply deliver an advertising or promotional message. It is necessary that the promotion of the message is correctly adapted to the target and its audience to succeed in a good dissemination of the message;
- General interest associations must follow an online communication plan that requires defining their online communication objectives, identifying their target on social networks, identifying communication habits, choosing a communication positioning, identifying influencers, thinking about editorial content and evaluating the benefits ;
- Social communication must be spread out in all state and private organizations, in order to increase the degree of influence of social and societal norms of an individual or a more or less

broad social group (from society as a whole to the community level, with the aim of modifying their mentalities, attitudes and behaviors.

For the perspectives of social communication, lies on the training component, which requires reviewing the theoretical notions and the quality of the program which remains a global communication program of all specialized communications, and in the digital age social communication can make the difference in the transmission of the health message, environmental or good management of water resources, so training in the choice of the target, writing, dissemination on social networks in writing, video, static or mobile photo, will increase the volume of persuasion and lead consumers of social communication messages to take part in the mobilization for positive change.

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- **Annexes :**

Semi-directional maintenance guide

Axis N ° I: Presentation of the personal characteristics of the surveyed

- 1) Sex
- 2) The age category
- 3) The level of education
- 4) The function performed within the association

Axis N ° II: The associations of the study draw up a digital communication strategy to persuade the target population of the relevance of social communication.

- 5) What is the general interest association for you?
- 6) What does your general interest association mean to you?
- 7) What are the distinctive features of your association?
- 8) What are the activities and missions of your association?
- 9) Are the messages published via facebook intended for a specific audience?
- 10) How do public interest associations persuade the target population by these messages that they disseminate on the social network Facebook? (Focus on the nature of the messages published through the Facebook)
- 11) Did you manage to get the target to believe, want and be yours, through connivance? How in the case of the answer yes, and why in the case of the answer no?
- 12) What kind of interest does your association have for communication action?
- 13) Is there a digital communication strategy adopted by your association? Could you explain to us the principles of this strategy?
- 14) What does social communication mean to you?
- 15) What are the objectives of social communication within your association?
- 16) Do you think that digital will replace traditional communication? Why?
- 17) How does your association demonstrate the relevance of social communication in the digital age?

Axis N ° III: The social network facebook influences the way of adopting the social communication set up by the associations of general interest of the study

- 18) How do you show us the concept of digital communication?
- 19) What are the most relevant social networks that the association uses to communicate with the outside world?
- 20) How do you know that your mission and goals have reached people through digital social communication?
- 21) In your opinion, do the social networks you use help you spread and communicate the message you want?
- 22) What is the content of the topics that you post on your facebook page?
- 23) Has the Facebook page become an important support in your association's communication strategy?
- 24) What is the main motivation for your use of the facebook page in your association?
- 25) Do you think that awareness on the Facebook page is more important than the companions?
- 26) Does facebook contribute to the good visibility of your association which defends a general interest?
- 27) Does your association manage to influence better using the social network facebook? Come again?
- 28) Does your association ensure the dissemination of social communication via the social network Facebook? Come again?