

ISSN 2437-1181



INTERNATIONAL JOURNAL OF SOCIAL COMMUNICATION

Volume (13)
Issue 03
September 2026

INTERNATIONAL JOURNAL OF SOCIAL COMMUNICATION

Volume (13) Issue 03 (September 2026)

ISSN 2437-1181

INTERNATIONAL JOURNAL OF SOCIAL COMMUNICATION

A quarterly peer-reviewed academic scientific journal
Issued by Laboratory of Media and Communication Studies
Faculty of Humanities and Social Sciences
University of Mostaganem-Algeria

Volume (13) Issue 03 September 2026

ABDELHAMID IBN BADIS UNIVERSITY OF MOSTAGANEM-ALGERIA

FACULTY OF HUMANITIES AND SOCIAL SCIENCES

LABORATORY OF MEDIA AND COMMUNICATION STUDIES

INTERNATIONAL JOURNAL OF SOCIAL COMMUNICATION

A QUARTERLY PEER-REVIEWED ACADEMIC SCIENTIFIC JOURNAL

ISSUED BY LABORATORY OF MEDIA AND COMMUNICATION STUDIES

FACULTY OF HUMANITIES AND SOCIAL SCIENCES

UNIVERSITY OF MOSTAGANEM-ALGERIA

VOLUME (13)

ISSUE 03

SEPTEMBER 2026

Title: International Journal of Social Communication

Published by: Abdelhamid Ibn Badis University of Mostaganem

ISSN: 2437–1181

E-ISSN: 2710–8139

Legal Deposit: September 2026

Format: 17 × 27 cm

Volume: 13

N°: 03

Number of Pages:

Founder of the Journal

Prof. Dr. Larbi Bouamam

All rights reserved by the Laboratory

Address: University of Mostaganem – Kharouba

Tel./Fax: (+213) 045 42 11 29

E-mail: ijsicom.revue@univ-mosta.dz

journalsocialcommunication@gmail.com

Disclaimer

The articles published in this journal solely reflect the views and opinions of their respective authors.

HONORARY DIRECTOR OF THE JOURNAL

PR. BAGHDAD ATMANI

THE UNIVERSITY RECTOR

EDITOR-IN-CHIEF

PR. LARBI BOUAMAMA

EDITORIAL BOARD

Pr. Eljilali Haj Smaha (University of Mostaganem) Pr. larbi Bouamama (University of Mostaganem)
Pr. sallah chabra fellag (University of Mostaganem) Pr. Seffah Amel (University of Mostaganem)
Pr. Mohamed Said Baali (University of Mostaganem) Dr. Omar Oussama (University of Sidi Belabès)

SCIENTIFIC ADVISORY BOARD OF THE JOURNAL

Pr. Ahmed Guidoum(University of Mostaganem)	Pr. Imen Metouli Arafat (University of Cairo)
Pr. Abderrahmen Azzi (University of Sharjah	Dr. Mohamed Ben Jediah (University of Mostaganem)
Dr. Abdelwahed Amin Reda (University of Al-Azhar)	Pr. Badreddine Zouaka (University of Batna)
Dr. Belkacem Berouan (University of Algiers)	Dr. Imad Jaber (University of Fujairah UAE)
Pr. Said Boumaiza (University of Algiers)	D. Hassan Ali Amhamed (University of El menia Egypt)
Dr. kamal Hamidou (University of Qatar)	Dr. HnifiHlaili (University of SidiBel Abbes)
Dr. Mohamed Rebabaa (University of Jordan)	Pr. Ahmed Bendriss (Univeristy of Oran)
Dr. Abdullah Al Hamoud (Saudi Arabia)	Pr. Amina Khaldi (Univeristy of Mostaganem)
Dr. Elyamin Boudahen (Univeristy of Qatar)	Pr. Redouan boujemaa (Univeristy of Algiers)
Drr. Hatem Mohamed Athif (Al-Azhar University Egypt)	Dr. Fatima Bendounia (University of Mostaganem)
Dr. Bouabdellah Benajmia (University of Mostaganem)	Dr. Aissa Merrah (Univeristy of Bejaia)
D. feten benlaga (manoubatunis)	Pr. Djamel zarn (UniveristyQuater)
Pr. Afif Larbi (University of Kuwait)	Dr. NasrDine Bouziane (University of Constantine 3)
Pr. Fodil Delio (University of Constantine 3)	Pr. Manelle Kabour (University of Batna 2)
Dr. Messahel Mohamed (University of Constantine 3)	Pr. Saadi Wahida (University of Anaba)

CONDITIONS OF SUBMISSION AND INSTRUCTIONS FOR AUTHORS

The International Journal of Social Communication is an international quarterly academic journal specialized in media and communication studies and the field of social sciences, published in Algeria with the rate of one volume per year, distributed into 4 issues. The Journal is concerned with original and innovative studies carried out by researchers in the field of media and communication studies, as well as various related fields of research, including the sociology of communication.

This scientific platform is an initiative that intends to provide opportunities for researchers in the different branches of humanities and social sciences, in order to capitalize on their academic efforts for the common benefit of all.

THE PUBLICATION PROCESS IS SUBJECT TO THE FOLLOWING CONDITIONS AND CRITERIA:

- *The journal publishes researches in the following languages: Arabic, French and English.*
- *The Journal is supervised by two boards: an editorial board and a scientific board. All the submitted papers are subject to secret peer-reviewed scientific arbitration by qualified specialists in the field, who will determine academic papers suitability for publication.*
- *The researchers who submit their papers must respect the following conditions: authenticity, documentation, novelty, scientific value, knowledge, linguistic correctness, style and accuracy.*
- *The researchers must respect the required scientific and methodological conditions.*
- *-The research should not be taken from a previous research that has been published, and also should not be published or submitted to be published in another journal.*
- *The number of research pages should not exceed (25) pages, including tables and references. As for the appendices and questionnaires forms, they should be placed after the list of references. Appendices and questionnaires forms will be reserved for the sake of evaluation and will not be published.*

- *The name of the researcher should not be mentioned nor indicated in the content of the research, for the confidentiality of the peer review evaluation process.*
- *Papers in Arabic should be written with a computer in **Sakkal Majalla font**, font size 14, and papers in foreign languages should be written in **Times New Roman font**, font size 14.*
- *A research summary should be written (100 words or fewer), in addition to a translation of the summary in one of the two languages: French or English, with the keywords placed below the summary.*

❖ ***Papers should be sent to the following e-mail:***

ijssicom.revue@univ-mosta.dz

journalsocialcommunication@gmail.com

❖ ***Or the following address:***

*International Journal of Social Communication, Faculty of Social Sciences, Abdel Hamid Ibn
Badis University of Mostaganem – Algeria, Postbox Mostaganem- Algeria 27000*

Phone number: +213 045421129

Table of Contents

		8
01	Transformations of the Communicator in the Digital Environment: A Theoretical Approach to the Role of Influencers on Social Media Platforms <i>Dahmani Fatima</i> <i>Belaada Halima</i> <i>University of M'Sila (Algeria)</i> <i>University of Blida 2 (Algeria)</i>	10-30
02	The Theoretical Foundations of Public Relations in the Digital Environment: From Classical Theories “Excellence and Dialogic Theory” to the Contemporary Model of “Digital Coexistence” <i>Metrouh Ouafa</i> <i>University of Tebessa (Algeria)</i>	31-56
03	The Semiology of Machine Humanization in Contemporary Cinema: An Analytical Reading of the Film I'm Here <i>Benyahia Fatima Zohra</i> <i>Amar Telidji University of Laghouat (Algeria)</i>	57-69
04	The Role of Social Media in Shaping the Mental Image of Nations During International Crises: The U.S.-Iran Conflict over the Strait of Hormuz as a Model <i>Ali Belkacemi</i> <i>University Laghouat (Algeria)</i>	70-94
05	The Role of Digital Parenting in Achieving Intellectual Security for Children in the Algerian Family <i>Elmahmel Ghorabi</i> <i>University Of Bordj Bouariridj (Algeria)</i>	95-111
06	The Reality of Electronic Communication in Algerian Private Institutions A Field Study on a Sample of Workers in the City of Biskra <i>Daoudi Cherif</i> <i>University Laghouat (Algeria)</i>	112-128
07	Strategies for Enhancing Academic Communication through the Use of Social Media: A Descriptive Study of the University of Oran 1 Facebook Page <i>Amel Taibi</i> <i>Maroua Nour El Houda Bekhedda</i> <i>University of Oran 1 (Algeria)</i> <i>University of Oran 1 (Algeria)</i>	129-148
08	Specialized Radio Broadcasting in Algeria: Assessing Performance and Technological Challenges through the Holy Quran and Cultural Radios <i>Samira Latreche</i> <i>Sonia. Gourari</i> <i>University of Biskra (Algeria)</i> <i>University of Biskra (Algeria)</i>	149-162

09	Robot Journalism in the Age of Artificial Intelligence: The Future of the Media Profession between Innovation and Employment Opportunities <i>Assia Boutahra</i> <i>University of Skikda (Algeria)</i>	163-176
10	Representations of Algerian Cultural Identity in the Digital Space: A Semiotic Analysis of the Ministry of Culture and Arts' YouTube Channel Posts <i>Samia Abdelkrim</i> <i>Chahira Bouhella</i> <i>University of Blida 2 (Algeria)</i> <i>University of Blida 2 (Algeria)</i>	177-202
11	Producing Specialized Digital Content in Algerian Archival Science: An Analytical Study of Creators' Efforts <i>Moustafa AMROUNE</i> <i>University of Biskra (Algeria)</i>	203-223
12	Prerequisites for Developing a Corporate Communication Strategy in Algerian Economic Enterprises: A Case Study of Condor Electronics <i>Ziad CHAIBEDDRA</i> <i>University of Algiers 3 (Algeria)</i>	224-247
13	Orientalism and Media Studies: Western Media Framing of the War in Gaza <i>Amel LAHLOUH</i> <i>University of Ali Lounici Blida2 (Algeria)</i>	248-260
14	Mobile Phone Application Use and Mental Distraction among University Students: A Field Study at Blida 2 University <i>Behloul Imane</i> <i>University of Lounici Ali Blida 2 (Algeria)</i>	261-277
15	Is artificial intelligence reshaping corporate identity? Read about the transformations of digital corporate communication <i>Bensetti Nadia</i> <i>University of Relizane (Algeria)</i>	278-293
16	Image, Body, and Linguistic Codes A Comparative Semiotic Analysis of Advertising Spots for Tourism Booking Applications "Yamsafer" and "Trivago" as Models <i>sahar oumertem</i> <i>University of Setif 2 (Algeria)</i>	294-317
17	From Newsroom to Algorithm: The Influence of Artificial Intelligence on Journalism, Content Production, and Ethical Frameworks <i>Lotfi Ali Guechi</i> <i>University of Constantine 3 (Algeria)</i>	318-334
18	Entrepreneurial Communication in Start-Ups in the Digital Era <i>Mahachi Nesma</i> <i>University of Annaba (Algeria)</i>	335-353

19	Dimensions of Sports Influencers' Role in Shaping Nutritional Culture: A Descriptive-Analytical Approach Allague Moufida <i>University of Tiaret (Algeria)</i>	354-366
20	Digital Public Communication and Its Role in Destination Building and Tourism Product Marketing: A Study of the Saudi Experience within Vision 2030 Taieb Saoudi <i>University of Bejaia (Algeria)</i>	367-373
21	Cultural Elements In Okin And Tnt F.M's Ilera Wa Radio Messages On Female Genital Mutilation (Fgm) And Acceptability Among Female Residents Of Ilemona Community, Kwara State Victor Olusegun Babatunde Mumeen Tunde Adegboye <i>Kwara State University, Malete (Nigeria)</i>	374-400
22	Content Analysis in the Big Data Era: A Systematic Review of Applications and Challenges in Corporate Communication Bouchegoura Soulef <i>University of Tizi-Ouzou (Algeria)</i>	401-413
23	Audiovisual Media Regulatory Authorities in Tunisia and Algeria and International Standards -Comparative Study- Naima Bouaricha <i>University of Relizane (Algeria)</i>	414-429
24	<i>A Transitivity-Based Analysis of Hijab Meaning in Algerian Women's Narratives</i> Moulai Hacene Yacine Benyoucef Radia Ouali Farida <i>University of Tiaret University of Mostaganem University Mostaganem</i>	430-445
25	The Use of Artificial Intelligence Technologies in Qatari Media Practice: A Reading of Opportunities and Uses- Rayene Mebarek <i>University of Constantine 3 (Algeria)</i>	446-458
26	The Historical Foundations of National Identity in Military Media: El Djeich Magazine as a Nexus between Revolutionary Memory and Professional Readiness Sana medjaldi <i>University of Algiers 3 (Algeria)</i>	459-487

Introduction:

The field of Media and Communication Sciences is undergoing profound transformations in its theoretical foundations and professional practices, driven by the rapid expansion of digital media, the growing integration of artificial intelligence, and the changing patterns of content production, dissemination, and consumption. These developments have given rise to new research questions concerning media practices, the transformation of corporate communication, the evolving relationship between media organizations and audiences, and emerging issues related to identity, culture, ethics, and media regulation.

Against this backdrop, the new issue of the *International Journal of Social Communication* brings together a diverse collection of peer-reviewed scholarly contributions addressing a wide range of contemporary issues. The articles reflect the diversity of theoretical perspectives and methodological approaches employed in the study of media and communication phenomena. Among the prominent themes explored in this issue are the applications of artificial intelligence in media practice, the transformation of newsrooms, and the emergence of robot journalism, as well as their implications for content production, the future of the media profession, and professional ethics. Other contributions examine the transformation of corporate communication in the digital environment, the challenges of content analysis in the era of big data, and communication strategies in business enterprises and start-ups.

Particular attention is also devoted to the social and cultural dimensions of communication. Several studies investigate the representation of Algerian cultural identity in digital spaces, the role of influencers in shaping nutritional culture, and the relationship between digital parenting and children's intellectual security. Other contributions explore the meanings of the hijab in Algerian women's narratives and the representation of cultural values in media discourse. The issue also addresses the role of digital communication in tourism promotion and destination branding, as well as the construction of national images during international crises. In addition, one study examines the role of military media in preserving national memory and reinforcing professional identity.

In a related context, this issue addresses media regulation through a comparative study of audiovisual regulatory authorities in Algeria and Tunisia, examining their frameworks in relation to international standards. It also features research on the development of specialized radio broadcasting, academic communication through social media platforms, and the production of specialized digital content. The scope of the issue extends further to the analysis of media framing of international conflicts, particularly Western media representations of the war in Gaza. Other contributions examine the relationship between mobile application use and mental distraction among university students,

alongside research into the cultural and social dimensions of radio messages addressing female genital mutilation in Nigeria.

The thematic diversity of this issue reflects the expanding scope of research in Media and Communication Sciences and highlights the growing interconnection between its technological, social, cultural, and institutional dimensions. It also underscores the importance of interdisciplinary approaches to understanding contemporary communication phenomena and situating media practices within their broader social and cultural contexts.

In keeping with its scholarly mission, the *International Journal of Social Communication* remains committed to publishing original research that meets rigorous academic standards, adheres to sound methodological principles, and contributes to the advancement of knowledge and the expansion of research horizons in Media and Communication Sciences. The Editorial Board extends its sincere appreciation to all researchers and reviewers whose valuable contributions have made this issue possible. It also reaffirms its commitment to the journal's continuous development and to strengthening its editorial practices in accordance with international standards of scholarly publishing.

Prof. Larbi Bouamama

Editor-in-Chief

International Journal of Social Communication