



*The political communication during the 2017 legislative elections in
Algeria in the era of digital technologies.*

الاتصال السياسي خلال الانتخابات التشريعية 2017 بالجزائر في عصر التكنولوجيات
الرقمية.

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Abstract:

The subject of communication practice in the political sphere is currently undergoing many changes, reflecting the massive and rapid development of the means of communication. Modern communication practices have emerged; we will address them in this research. Through our interviews with the representatives of the ten parties selected for the study, we attempted to provide an understanding of the structure of political parties, their communication, and their relations with the media and with voters in the electoral campaign. The emergence of new means of communication, notably digital, has enabled political parties to improve their communication strategy and reach the electorate dispersed in geographical regions that are difficult to access by traditional means of communication.

Keywords: communication strategy, digital technologies, election campaign, political communication, political marketing.

ملخص:

يقع موضوع الممارسة الاتصالية في المجال السياسي على محك العديد من التغيرات في الوقت الراهن، وهذا انعكاساً للتطور الهائل والسريع لوسائل الاتصال. حيث ظهرت ممارسات اتصالية حديثة سنتناولها في هذا البحث. ومن خلال المقابلات التي أجريناها مع ممثلي الأحزاب العشرة المختارة للدراسة حاولنا تقديم فهم بناء الأحزاب السياسية، من خلال اتصالاتهم، علاقاتهم مع الإعلام ومع الناخبين في الحملة الانتخابية. خاصة مع بروز وسائل الاتصال الجديدة التي سمحت للأحزاب من الوصول إلى جمهور الناخبين المنتشرين في أقاليم جغرافية متباعدة يصعب بلوغها بالوسائل الاتصالية التقليدية.

الكلمات المفتاحية: الاتصال السياسي، التسويق السياسي، الاستراتيجية الاتصالية، الحملة الانتخابية.

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I. INTRODUCTION

Communication is an important part of the work of politicians at all times, especially during election campaigns. Today it is not possible to talk about politics without talking about communication, the latter being the pillar of the animation of political life in the different political systems. Political communication is an important research topic for many studies, whether in communication sciences or political sciences.

Due to the tremendous and accelerated development of the means of communication, the process of communication in the political field has undergone many changes, it has gradually changed from the use of one-way means of communication to two-way and multi-way means of communication, that allow individuals to participate in political issues.

However, in the midst of this important spread of the means of communication, the power of the media remains dominant over the uses of politicians, because of the strength of its influence on the masses, and constitutes in turn a link between politicians and the different types of electoral masses distributed over the geographical perimeter. Given the credibility that the journalism profession has acquired, the journalist plays the role of an opinion leader who has an important influence among the masses. This makes him an important factor that can lead him to be a key player in the process of political communication, we therefore see that the political parties court him and work to consolidate relations with him.

The importance of this study lies in understanding the relationship between the three main players, which are; politicians, the media and the public, based on the approach proposed by Dominique Wolton for political communication. It is also an attempt to project this approach on the cultural, social space and political context of Algerian society to understand the relationships between these three actors.

Since political parties are the main actors in the process of political communication, the starting point is from this angle, because the major responsibility lies with the party to revitalize political life through its activities, to attract the attention of the media and citizens. The fact that electoral campaigns are considered as the most important period in the work of politicians increases the value of the process of communication, because the electoral campaigns are communication operations quintessentially. Political parties are obliged to think about the construction of a clear communication strategy based on realistic data to achieve victory in the elections.

Through the above, this research aims to reveal the communication practices of the political parties participating in the animation of the 2017 legislative campaign, and to try to understand these practices by reviewing the different strategies adopted by these parties during the campaign .

The choice fell on the 2017 legislative campaign, even if other elections followed, due to the growing role of digital technologies, social networks in particular, in the Algerian political scene. In this regard, the 2017 legislative elections mark a turning point in the uses and expectations expressed by the Algerian politician, and which found an important echo in the campaigns that followed. In addition, the law on the modernization of justice, promulgated in February 2015, constitutes a preliminary basis for the introduction of the use of new information and communication technologies in the functioning of the Algerian judicial system, and by extension on the political scene. (Meister, 2017).

Amateur political cyber activism was also at the center of politicians' concerns during this 2017 campaign. Political parties tried to react, through digital social networks, to attacks initiated by youtubers and influencers during the campaign for the legislative elections. of 2017. The impact of the latter is increasingly growing among the young public, the video posted by the youtuber "DZ Joker" in 2017 that he titled «MANSOTICH» is more than significant in this regard. It reached more than 17 million views, and created strong reactions in the Algerian political class.

For all these reasons, we believe that the 2017 election campaign is a very important time marker in political communication in Algeria.

1. Research problem:

Communication plays a central role in the political process, as it supports the mechanisms of political practice in modern societies. Political institutions and organizations have recourse to it because of its great importance in communicating and exchanging ideas with the populations and in activating dialogue between the parties forming the political process represented by (the political parties, the media and voters), especially at certain times, such as during election campaigns.

Since the media has undergone remarkable and rapid development, this has had a clear impact on political practice in Western countries. Moreover, with the emergence of communication technologies, it has become necessary for political professionals to develop skills to address populations through the media. The modern understanding of politics is characterized by its being seen as a field of conflict over goods, power, and symbols, a conflict that takes many forms that can focus on perceptions and visions. Conflict can be peaceful, as it can be a bloody conflict, when one of the parties in conflict exhausts the existing peaceful means and solutions on dialogue and debate. (Sébila, 2010, p 09). Hence, talking about election campaigns necessarily means talking about fierce competition between political parties to gain the confidence of the greatest number of voters; the latter (competition) in fact takes many forms. A key element is political marketing based on the power of promotion of communication. In this context, this trend is based on the basic idea that political marketing is the contemporary development of political communication through the formation of a perceptual vision made by the media and advanced communication technology. (Basiouni, Remili, 2014, 69). Political marketing aims to present and promote the opinions of candidates and their platforms, and to seek to gain the confidence of the population in general and voters in particular. Besides to carry out the necessary studies on public opinion, and to design programs and events commensurate with the aspirations of voters, adopting a scientific methodology in the analysis, planning, organization and preparation of communication activities and identification of strategies to improve the image of the candidate or party.

If these techniques were developed in Western countries at the beginning of the last century, developing countries are still in their infancy. The features of applying these techniques in election campaigns are gradually appearing, which prompted us to pay attention to this issue as an attempt on our part to understand the application of the political communication approach by the method of political marketing in the electoral campaign for the 2017 legislative elections in Algeria. Furthermore, we try to identify the steps taken by the political parties - having obtained the required percentage to be a Member of Parliament - in the communication process for the elections. In addition, to see if the political parties in Algeria have really been able to put in place new communication mechanisms and strategies allowing them to take leadership positions or win the elections. it should be noted that Algeria has experienced many stages of evolution in its political practice; the period before 1989 was dedicated to the one-party system. The Algerian political scene has evolved towards the multiparty system enshrined in the 1989 constitution, which has experienced a political revival in terms of the creation of political parties, cultural associations, the opening of the field of the media (printed press). .etc.

And if it seems that the "democratization" of politics is more linked to the liberation of the political spirit, and to the highlighting of the internal growth of the political field, which means demonstrating the distinguished development of the agents of society, including journalists, politicians, researchers, public opinion scholars, communication specialists...etc (Champagne, 1990, p 28). We understand the political passion that led to the adoption of many political parties; so much the Algerian political scene was filled with parties insofar as it reached 57 political parties in 2012 under the electoral law 12/01 of January 12 2012, in addition to a number of parties recently officially approved. Each of them has a program and political ideas that differ from the others, divided into different currents, each with a precise orientation, which entered the electoral campaign for the legislative elections of 2017 after the modification of the organic law in 2016, which made the task difficult for certain political parties.

The subject of political practice in Algeria is an interesting subject, although it has been approached by some scholars in different historical periods, each of them has approached the question of politics in Algeria from a different angle. Through our study, we seek to link the subject to the communication phenomenon, by emphasizing the systematic mechanisms of campaigns on the one hand, and on the other hand, the disclosure of the electoral communication of Algerian political parties.

Through the above, we will work to develop the problem of our study by researching the context of the communication practice of political parties in Algeria during the legislative elections of May 4, 2017. Attention is paid to the communication of political parties participating in elections, and therefore we have decided to pose our problem as follows:

What are the communication practices that characterized the campaign of the Algerian political parties participating in the legislation of May 4, 2017, and their uses of information and communication technologies?

2. Methods:

Our study is part of qualitative studies, in which we will address the issue of electoral communication in Algeria, by describing, reviewing, analyzing and understanding the communication process of Algerian political parties during the electoral campaign. We focus on the communication model adopted by the political parties in their electoral campaigns, on an important electoral date in Algeria: Legislative elections of May 04, 2017.

We delimited this research in time by fixing the electoral date in Algeria, which is the legislative elections of May 04, 2017. The mother population is represented in the political parties participating in the elections and which campaigned to win seats in the chamber low of the Parliament, by excluding the free lists, the study relates only to the political parties approved officially near the Algerian ministry for the interior. The respondents concerned by this study belong to political parties that have obtained the minimum percentage of seats legally required (in accordance with article 86 of organic law 16-10 of August 25, 2016).

The respondents who were interviewed are from parties that obtained significant results in the legislative elections of May 4, 2017. These results will allow us to determine the units of our sample, which is an intentional sample. This type of sample is used in qualitative research. The process focuses on the fact that the researcher can sort cases that fall within the intentional sample, as well as train them based on the choice of units with characteristics related to the subject's needs. (Bonneville, Grosjean, Lagacé, 2007, p 95). Our objective here is not to represent all the political parties, but rather to obtain data allowing us to interpret the practice of the political actors in the parties studied and their communication during the electoral campaign. For the theoretical and conceptual framework of this study, we focused on Dominique Wolton's approach to political communication, (Wolton, 1989, pp 27-42)), in which understanding the impact of political communication during an election period requires identifying the logic of the interactions of the three actors - politicians, media and public opinion - forming the model of the political communication triangle.

3. Research Hypothesis:

The starting point of this study is that communication is an essential element of the political process, in various societies and political systems. We assume that the communication practices of Algerian political parties have changed due to the massive and rapid development of information and communication technologies, which has produced modern practices that have reshaped the relationship between the three actors forming the model of political communication.

4. Results:

First: Elements of the communication process of Algerian political parties in the electoral campaign for the 2017 legislative elections:

It is not possible to imagine a political party that enters the elections and conducts an electoral campaign without prior identification of communication objectives to translate its participation. It has been shown to us through this study that the political parties studied have carried out this process, as the electoral campaign is a very particular period in the communication process of the parties, and that their objectives differ from participation. Patrick François believes that "the goal of elections is not to directly bring the candidate or the party to power; the goal can be strategic and determined with more ingenuity, part of a medium and long-term project." (François, 2013, P 316)

Political parties mainly focus on the goal of persuading voters to vote for their lists. "Political election campaigns which are prepared and implemented by political parties at periodic times to incite voters and convince them to support their candidates for election, are the clearest, strongest, most effective methods of political communication in democratic countries." (Alem, 2007, P 10). This seems quite logical insofar as the party is seeking representation in the National People's Assembly, in particular from the opposition parties, which have carried out a campaign, which aims for change, that is to say obtaining a majority that would allow implementing the projects and political programs that they proposed in the electoral campaign. Unlike the parties in power, which work to maintain or strengthen their position in Parliament, and which seek continuity. These parties focus in their programs and political discourse during the campaign on the element of stability, in addition to the newly created parties, which have launched a notoriety campaign to make the party known to citizens.

From there, the success of the electoral process depends on the strength of the political work carried out by the party, and this work is the heart of the political process. The great responsibility lies with the political parties. They are real schools for educating and enlightening the people on their rights and duties. (Alaoui, 2015, P 82)

Before convincing the citizens, the Algerian political parties should do substantive work, which falls within their fundamental missions, which is to make the citizens aware of the importance of exercising their constitutional right, even if the political parties have concentrated on this point during the legislative campaign in May 2017. The process is more effective if it takes place before the elections. Ultimately, the citizen is free to vote or boycott. Abstention is also a direct expression of the citizen's rejection of the political situation and the outcome of the political process, faced with the inability of the majority of the parties to propose new ideas to attract the voter and convince him of getting a vote. The process here is - in the words of one of the respondents - to present the result of what the candidate has submitted to assess what he has achieved in previous promises and to explain the reasons that have prevented him from achieving some things.

When defining the communication objectives of the campaign, the element of measurement must be taken into account. Non-measurable objectives are ineffective, and this measurement of course depends on precise, realistic and tangible indicators that allow you to know in advance, how far the objective can be achieved. Here, a distinction must be made between the strategic objective, which translates the medium and long-term vision of the party, and the procedural objective, which translates the strategic objective into a set of measurable procedural objectives.

Through this study, we found that the political parties studied relied on all the means of communication made available to them during the legislative campaign of May 2017, but that they still favor traditional means of communication, which been confirmed by the massive use of advertising posters, banners and printed matter.

However, some parties still tried to come up with new creative ideas to catch the attention of the receiver. We can deduce it through the way the images are used in the advertising poster, and the mixing of colors. Even if these creations often contradict the visual identity of the parties, and this is due to the lack of recourse to specialized agencies for advice on communication.

We also noted during the electoral campaign for the legislative elections of May 2017 that certain parties deliberately concealed the identity of certain female candidates. This practice of certain parties, both Islamist and laic, has been a subject of debate in the media and social networks.

The political parties studied relied on electoral rallies to show the strength of their popular mobilization. However, these unidirectional means do not allow the receiver to participate in the communication process, especially since only the militants of these parties are present. This is what has prompted political parties to resort to local communication by visiting popular neighborhoods, cafes and markets to meet citizens to discuss with them, listen to their concerns, and collect their suggestions. Despite the importance of door-to-door in election campaigning, as it is a process of obtaining voter information, or additional campaign volunteers, meeting people face-to-face, which increases their trust and personalizes the communication process. However, this method was not widely used during the 2017 legislative campaign, and this is due to the effort that this method requires on the one hand, and the social and cultural context of Algerian society on the other. The recourse to direct contact is stronger in the electoral campaign of local elections because the candidate is close to the citizens.

The results of this study have confirmed to us that television still plays the main role in electoral campaigns, and that it is the preferred medium for political parties, which rely heavily on intense appearances through various channels, whether public or private, because they attach great importance to media coverage of their activities. These parties have exploited the spaces made available to them by the TV channels, in particular in short interventions, and have tried to present new ideas by programming several speakers at the same time to create a kind of dialogue between them.

During this campaign, as for the previous ones, the political parties had recourse to the opening of regular permanent offices, to receive the citizens and listen to them. The structuring of the party plays an important role in this process, because the parties, which possessed regional offices before the campaign, use them as a permanent office during the campaign. The process therefore begins before the campaign with the structuring and creation of local branches for the party in all cities, and they must be open at all times, not just during the election period.

It was found through this study that the Algerian political parties have a superficial knowledge of the characteristics of the electorate in the absence of studies of the electorate and opinion polls. For this reason, the majority of parties address the public in the same way and do not adapt the message according to the characteristics of each group of society, even if their electoral programs have included proposals according to gender, of age, groups...etc. However, a careful study of the electorate to know its tendencies, its concerns and its uses of the means of communication will give an additional factor of success of the message of communication and the electoral campaign. . "It was assumed that opinion polling operations would take place before and during the electoral campaign to measure the evolution of voters' opinions and to know their tendencies in order to modify the content of electoral campaigns according to the reality of the electorate of each candidate". (Gherbi, 2010, p 85).

The political parties relied heavily on their usual electorate, as they worked during the campaign to preserve their voters, and this is the case of the two majority parties, which worked to win over the silent class as they saw it.

On another note, the political language used by Algerian parties during the 2017 legislative campaign emphasized stability and security as two main elements. The majority of political speeches included these two elements in their political arguments. The change, according to her, comes gradually, but on condition that the unity of the nation is preserved, and many speeches focus on what is happening in neighboring countries, and exhort the people on the need for cohesion to preserve the security. It must be emphasized that political parties have largely applied emotional strategies, due to the lack of interest of the electorate, political parties, have tried to attract and persuade them to vote by emotional appeal.

The communication process of the parties is part of the strategy of concentration, since they concentrate all their capacities on the electoral campaign and the use of all the means of communication. This strategy is part of media strategies that aim to inform voters by all means, which is normal as long as the actors are targeting a geographically dispersed and undefined audience. Although the use of this strategy requires coordination between all the communication processes, we noted the absence of this element in the communicative content presented by certain actors.

Second: The parties' dealing with the media in the 2017 legislative campaign

The 2017 legislative campaign saw significant media coverage, with all legally authorized media participating in coverage of the election campaign and party activities. The study revealed the negative role played by certain media in the electoral campaign, by presenting media productions in which they presented a negative image of the parliamentarian and the legislative institution, a practice that certain politicians attributed to the will of certain parties to increase the boycott and reinforce electoral reluctance to maintain the status quo. The influence of the media on the electorate varies from one medium to another, depending on the orientation of the medium. The attraction of the audience towards the political issues raised during the campaign through the few programs of the private channels remains relative. Moreover, the study showed the absence of real political debate through the media in the legislative campaign of 2017, and this is due to the lack of face-to-face debate, as it takes place in Western countries. The relationship between political parties and the media has always been characterized by complexity, as the media play the role of regulator of the activities of politicians. Through this study, we noted that the relation between the parties and the media is mutually beneficial and interdependent; the candidates must appear in the media, as an intermediate target, which plays an important role in influencing public opinion, in forming a positive image with the electorate. In addition, the media need politicians to exist and position themselves.

Political parties are aware of the importance of the media in the election campaign and the relative strength of their influence, as we have seen that the influence of newspapers is decreasing due to the decline in their readability, and that the influence of audiovisual media is still very strong. The parties' reliance on the media aims to reach the broad and dispersed masses, and that is why the parties have worked to consolidate their relations with them. The majority of parties confirmed that they have good relations with the media, and this is explained by the personal relations that some party communication officers have with the media. Professional and partisan experience play an important role here. However, some parties have more complexities with the media. Moreover, this because of the way in which certain media treated information relating to these political parties. In conclusion, the quality of this relationship varies from party to another, but the process of building the relationship with the media requires constantly working with them, answering their questions and providing feedback on issues of concern. News, and to invite them to cover party activities even outside of election periods.

Third: The use of digital means of communication in the 2017 legislative campaign

Algerian political parties are aware of the importance of digital means of communication at present, given that they are widely used by the category of young people in particular. For this reason, the parties have given them an important place in their organizational structure, and created national cells or secretariats for digital communication. The task of managing these

means is entrusted to the communication manager of the party, who is in charge of forming a team for continuous monitoring and control of what is happening on the Internet.

The 2017 legislative campaign saw strong use of digital media, as the majority of parties surveyed have a website, and some parties have resorted to launching their own news sites that publish party news and political contributions on topical issues. In this regard, the political parties studied consider digital media as an alternative medium, at a time when the media practice a kind of closure on their activities, and this new medium has offered greater spaces to express their ideas, present their projects and vision and present their programs whether political or electoral.

Digital means of communication have facilitated the communication process of political parties, especially internally, between the national leadership, regional leaders and activists. It was found through this study that political parties use e-mail to communicate with their activists in all wilayas.

Digital media, and social networks in particular, have allowed political parties to achieve virtual organization, they have helped to create pages for their regional branches, even those that do not exist in reality. This is a process carried out by most Algerian political parties, in addition to e-mail, and allows party branches to communicate directly with the national leadership.

However, despite the fact that the use of digital means of communication is today an indicator of the modernization of the communication system, and some parties have told us that they are working with the aim of developing their communication system based on modern means of communication. The problem is not in the technology, but in the way, Algerian political parties use it. In this regard, it should be noted, for example, that we sent an e-mail to some of the parties under consideration in order to obtain an appointment for the interview, but we did not receive any response to this subject.

The use of digital means of communication by the Algerian political parties is confined to the logic of the media, that is to say that they apply above all a media strategy, and strive to provide the greatest number of information as possible, whether on their website or on the pages of social networks. Despite the possibilities offered by these means to implement an interactive strategy, allowing the participation of citizens through a real exchange based on dialogue with the users of these means. We can say that this process is almost non-existent in the communication of parties through social networks, which are mainly content to publicize their activities by publishing photos or videos of their electoral rallies and their field trips.

The study showed that Facebook is the most used site during the 2017 legislative campaign compared to other sites such as Twitter, Google+...etc. This is due to the large number of subscribers to this site, especially young people, who interact through this network.

Otherwise, some new political practices have emerged that are part of digital activism, which takes place on virtual platforms in general and on social networking sites in particular. The youth category is now completely dependent on the Internet, both to follow the media through its official pages on social networking sites, and to follow the pages of politicians. Given the communicative and discursive properties of online information and its uses: expression, participation, interaction, and the relative anonymity allowed by technology, actors and ordinary citizens acquire a new use: political participation. (Merah, 2015, pp. 197-212) It should be noted that the 2017 legislative campaign was marked by the exponential use of digital media. After the campaign, the Facebook pages created by politicians multiplied. This indicates that Algerian politicians are aware of the importance of these means and their wide dissemination in society. The latter today represent the new spaces of political competition, and this is what this study shows. Algerian political parties have started forming special teams to manage their communication through these media to optimize their relations and modernize their image.

The study showed that citizens' lack of interest in political participation is somehow compensated by interactivity on social networking sites, especially Facebook. This network is a

space for Algerian youth to express their opinion on political and other issues. These sites have enabled the emergence of new influencers who exert a strong influence on users, which encourages political parties to work to find a language that corresponds to the aspirations and needs of young people, but also to work to get closer to these influencers to profit by drawing them into political action. Today, the political parties have only one option, that of including these means in their communication strategy, which must be built on interaction through exchange, discussion and dialogue with the citizens.

Fourth: The relationship between the three actors in the model of political communication applied in the 2017 legislative campaign

Political parties often have a good relationship with the media, based on two-way communication, where these two components interact with each other, given the interdependent relationship between them. Any political project requires the inclusion of a communication strategy in which it emphasizes the media presence. (Koutroubas, Lits, 2011, p 43). Although this relationship is sometimes strained due to different and conflicting tendencies, it shares a major role in informing public opinion through the proper provision, interpretation and commentary of the information that the public needs.

Through the study, we found that the majority of the parties studied have good relations with the media, they appreciate the coverage they have achieved and the shares they have allocated to political debate during the campaign. 2017 election, especially private channels. However, in certain cases, the relations that unite the political parties to these means are tainted by ambiguity, because of the tendencies of these media. Political parties have put in place a media strategy focusing on the inclusion of the media as a main actor, as they are fully aware that it is impossible to reach large and spatially dispersed audiences without the help of the media.

Conclusion :

Through what we have presented, it has become clear to us the importance of communication in electoral campaigns, to which political parties and officials in Algeria have begun to pay increasing attention, to gradually move away from traditional communication and reduce the use of conventional means. The latter are for the most part unidirectional, do not allow the participation of citizens in the animation of the political scene, in particular during the period of electoral campaigns. Modern, interactive and fast means allow voters to participate in party activities during the campaign, and to get involved in public debate.

During the electoral campaign for the 2017 legislative elections, Algerian political parties relied heavily on media strategy. They worked through it to provide information on their electoral program and the proposals submitted by their candidates to solve the problems experienced by society, in particular the difficult economic situation caused by the collapse of oil prices.

The communication process in the political field is based on the interactions of three main actors, namely the politician who represents the main actor in the process, the media, who are the mediator between politicians / political parties and the third actor, which is the public opinion that represents the electorate in the situation of this study.

Moreover, study showed that the relationship between politicians and the media is in most cases a strong relationship based on mutual benefit and dependency. Politicians depend on the media to form a positive image in the public, and the media depends on politicians for information and feedback on political, economic, social, etc. issues of public interest. In the cultural, social and political context of the Algerian society, the need imposes to think about a model of political communication in the context of the Algerian society, which takes into account the quality of the political and electoral system in Algeria. In addition, we found through the study that the relational model privileges a two-way communication between the actors, the political parties and the media. And a one-way communication between these actors with the third one, which is the electorate. The lack and absence, in certain cases, of the effective participation of the

electorate in the activation of political life in general and the electoral campaign in particular is the main reason.

The growing disinterest of citizens in political affairs in general and in the electoral campaign in particular has become an obsession and an obstacle for political parties in Algeria. The latter must take full responsibility for this, because they are the main actors in the process, and they must find more effective ways to encourage citizens to participate in political life and therefore in the election. Due to the lack of knowledge of the characteristics of the public, and the lack of political activities directed to engage citizens, especially the youth, the latter has created new ways to participate through social networking sites, especially Facebook.

In the 2017 legislative elections, Facebook represented an open space for political expression and discussion, as productions appeared and gained unprecedented popularity - albeit circumstantial - whether pro-party or pro-opposition and criticize them, directly or indirectly affecting the course of the electoral campaign. The fact is that today the majority of young people follow the course of the electoral campaign by modern means of communication, from browsing newspapers on the Internet to the use of social networking sites to interact with posts, whether related to various media outlets or posts by parties and politicians.

From there, we can say that social media has reshaped the relationship between the three actors, since these means have paved the way for the public to participate by commenting on various events. Today, even the media rely on these platforms to obtain information and include it in their media agenda, whether it is the pages of parties or officials, or even the interactions of Internet users on a specific event, and this is what has forced the political parties to pay more attention to these means.

After the elections, we noticed that some politicians became aware of the importance of digital communication even outside the election period, which is explained by the considerable number of social networking sites, through which they express their positions in political affairs and publish their activities, whether parliamentary, partisan or even social. Participation in television and radio broadcasts has increased; this practice aims to form a positive image among citizens, and is part of previous campaigns by politicians.

In the absence of opinion polls on political issues in Algeria, social networking sites can be seen as indicators of participation. We can know the general tendencies towards a particular issue through these means. Political parties today can find out what is happening on the political scene by analyzing the content of these sites.

From this, it clearly appears to us that future studies in the field of communication can contribute to understand the new relationship that has been formed between the actors of political communication. They must take into account the hypothesis that the participation of the audience through social networking sites is a force that pushes political parties to rebuild their communication strategies by focusing on what these means provide notably speed and interactivity.

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