



The use of social media platforms in parliamentary media A forward-looking vision for the Algerian parliamentary media

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Abstract ;

Parliamentary media is considered one of the most important activities and various operations aimed at transmitting information and news related to the work of Parliament and the activities of Deputies to public opinion, including public coverage of Sessions and discussions of laws and legislation that are presented for approval or expressing an opinion, on the other hand, the important role of parliamentary media has recently emerged with the spread of various social media platforms, which in turn, On the other hand, we find that social media platforms have created new opportunities for both legislative bodies and parliamentary representatives that are far from the traditional process of political participation, as they offer new ways to communicate and participate with the public, consult on legislation, provide educational resources, in addition to supporting and enhancing transparency, which requires those in charge of media bodies in legislative institutions to keep abreast of the event and integrate as required by the information transition and control the use of social media platforms to activate and activate public participation and decision-making, and the Algerian parliament is not immune from this transformation , the Algerian authorities have been keeping up with Abdul Majid Tebboune, the president of the Republic, for his part, also gave instructions on the need to open the way for various media outlets and enable them to enter and keep abreast of the sessions in parliament, in addition, for the first time by Presidential Order, which decides to establish a special TV channel in parliament (parliamentary channel), which shows various sessions, and also provides the interventions of Deputies by hosting them in the studio and opening the discussion with them live.

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1. **Introduction**

Parliamentary media is one of the most important means of communication between the legislative branch and the public. It aims to provide information about the activities and decisions of the parliament, and to clarify its role in the formulation of policies and laws. The media contributes to enhancing transparency and accountability, and can help direct public attention towards key issues related to society and the state, through live coverage of Sessions and debates, the parliamentary media can provide an opportunity for citizens to participate and interact with the legislative process. In addition, the parliamentary media can play an important role in directing light on specific issues and focusing on the challenges faced by society. It can also help spread awareness about the importance of political participation and participation in election processes. Besides, parliamentary media can contribute to enhancing interaction between members of Parliament and the public, by providing platforms for dialogue and discussion on various issues. In general, the parliamentary media promotes communication and interaction between democratic institutions and citizens, which contributes to the achievement of the best kind of governance and community participation.

On the other hand, it should be emphasized that the parliamentary media plays an important role in guiding public opinion and shaping political trends. By highlighting the positions of Deputies and parties, voting on laws and initiatives, the media can influence the formation of public opinion and raise awareness of various political issues. Thus, parliamentary information can be considered one of the influential factors in guiding the course of policy and decision-making.

Parliamentary media can also play a role in monitoring and highlighting corruption or mismanagement within parliamentary institutions. By analyzing the actions of Deputies and following up on their performance, the media can reveal any excesses or unethical actions, thereby enhancing accountability and transparency within the parliament. When the media has an active role in monitoring parliamentary activities, a better balance can be achieved between the powers of the government and parliament and between the interests of officials and the interests of the public.

Parliamentary media can be a means of directing communication between the parliament and the local community. By covering the issues of Regions and local communities, the media contributes to conveying the needs and opinions of these entities to the parliament, which

contributes to bringing legislative and political decisions closer to the needs of people. This promotes effective communication between the authorities and citizens, contributes to the construction of a more interactive and transparent participatory democracy.

1. The concept of parliamentary media

parliamentary media is the type of media that focuses on covering and providing information and news related to the activities and operations of Parliament and its members. Parliamentary media aims to provide a reliable and transparent transmission of the parliament's activities, highlight legislative and political decisions, and explain the role of Parliament in the political process (Al-Said, 2005).

2. Parliamentary media functions: the functions of the parliamentary media include the following (Ali, 2013):

1) **coverage of parliamentary events and Sessions:** the parliamentary media covers the sessions of Parliament and the debates and debates that take place during them. This contributes to the provision of vivid information to the public about the decisions and issues raised.

2) **analysis and interpretation of news:** the parliamentary media helps in the analysis and interpretation of events and decisions taken by the parliament. He can submit

explanatory reports and articles on the impact of these decisions on society.

3) **impactful news transmission:** the parliamentary media transmits news that affects politics and society. He can highlight issues of great importance and influence people's lives.

4) **enhancing transparency and accountability:** parliamentary media contributes to the transparency of the political process and accountability, as it allows the public to monitor the work of Parliament and the performance of its members.

5) **directing the light on public policy issues:** the parliamentary media can direct the light to the important and diverse political issues addressed by the parliament, and this contributes to deepening the public's understanding of Public Policy.

6) **encouraging political participation:** parliamentary media can encourage citizens to participate in the political process by providing information on how to influence and participate.

7) **communication with the public:** parliamentary media is a way for Parliament to communicate with the public and listen to their opinions and concerns.

8) parliamentary media contributes to strengthening democracy and transparency by providing accurate and reliable

information about decisions and policies that affect society.

3. Social media platforms and parliamentary media (Al-Naimi, 2013)

social media platforms Perform a very important role in promoting parliamentary media. These platforms provide instant channels for transmitting information and news about the activities and decisions of the parliament to a wider audience. Members of Parliament and parliamentary institutions can use social media to communicate directly with the public, publish live information from inside the sessions and debates. For example, MPs and parliamentary committees can post Live updates on Twitter or Facebook during parliamentary sessions, allowing the public to follow details and decisions instantly. Platforms such as YouTube enable live streaming of sessions or subsequent recordings to increase access to parliamentary content. However, it should be borne in mind that the reliability of information is very important, as it must be ensured that the information posted on social media platforms is accurate and correct. Parliamentary institutions need to develop strategies to effectively manage these platforms and provide reliable information to the public. Social media platforms can also contribute to enhancing community interaction and participation in Parliamentary Affairs. The public can express their opinions and suggestions

faster and easier via comments and discussions on these platforms. This interaction can help bring out different points of view and provide diverse voices for parliamentary debate. On the other hand, social media platforms provide an opportunity for parliamentarians to build broader relationships with voters and the public. MPs and members of Parliament can share their activities and opinions and communicate with people more closely and transparently, which enhances trust and communication between parliament and society. It can also be said that the use of social media platforms contributes significantly to achieving the goals of parliamentary media, from raising public awareness and encouraging political participation, to enhancing communication and transparency within parliamentary institutions.

4. The importance of parliamentary media (Jamal, 2012)

parliamentary media is of great importance in a democratic system and good governance.

1) enhancing transparency and accountability: parliamentary media can play an important role in increasing the transparency of the parliament's work and activities. By covering parliamentary sessions, debates and votes, the media allows the public to know what is happening and how decisions are made,

which contributes to strengthening the principle of accountability.

2) *transfer of votes and participation:* parliamentary media helps to effectively transfer the votes of Deputies, parties and the public. It allows parliamentarians to communicate with the public, present their views and listen to the opinions of citizens, which enhances the legislative decision-making process.

3) *guiding light on issues:* parliamentary media can highlight important issues and clear priorities. It can have a significant impact in directing the public's attention towards certain issues and raising awareness about them.

4) *encouraging political participation:* parliamentary media can motivate citizens to participate in the democratic process, both by voting in elections and participating in dialogues and debates related to political issues.

5) *monitoring and control:* the media contributes to monitoring the performance of parliamentarians and verifying the implementation of their promises and duties. The media can reveal cases of corruption or mismanagement, prompting a review and improvement of the functioning of parliamentary institutions. In short, parliamentary information contributes to the strengthening of democracy, makes the decision-making process more transparent and participatory. It contributes to building

bridges of communication between the legislative authorities and the public, which leads to the growth of a legitimate and interactive style of governance.

5. *Characteristics of parliamentary media (messaadi, 2011)*

parliamentary media is characterized by a number of characteristics that distinguish it from other types of media. The main ones are:

1) *live coverage:* the parliamentary media provides live coverage of the Parliament sessions and ongoing debates. This allows the public to follow the events of the Parliament live and live.

2) *analysis and interpretation:* the parliamentary media analyzes and interprets legislative decisions and initiatives. It provides clarification of complex information and helps to understand its impact on society.

3) *provide background information:* the parliamentary media provides information about the context, history and developments related to the issues presented in Parliament. This helps the audience to understand things more consistently.

4) *highlighting individuals and decisions:* the parliamentary media highlights MPs and members and provides information about their backgrounds and opinions. It

also highlights the decisions made and their possible impact.

5) community participation: the parliamentary media encourages community participation by publishing the opinions and comments of the public on the issues presented in Parliament.

6) enhancing interaction: the parliamentary media offers opportunities to interact with the public through opinion polls and debates via social media.

7) performance criticism: the parliamentary media can provide a critical assessment of the performance of the parliament and its members, which enhances accountability and urges improvement.

8) directing the light on the main issues: the parliamentary media helps to identify and highlight important issues, which contributes to directing attention and stimulating public dialogue. These characteristics reflect the role of the parliamentary media in providing reliable and transparent information about parliamentary activities and decisions, enhance communication between parliament and the public and encourage political participation.

6. Social media platforms (Fakhri, 2014)

social media platforms play an important role in promoting parliamentary

media and enabling better communication with the public.

Examples of social media platforms that can be used in a parliamentary context include:

1) Twitter : this social media platform is widely used to publish parliament News and live updates during debate sessions and votes. MPs and parliamentary institutions can share their opinions and direct questions and responses directly through Twitter. (Douib,belkhiri, 2023)

2) Facebook: Facebook pages are used to publish detailed articles and news about the activities of the parliament and its decisions. Live events can be organized via live streaming to clarify issues and listen to audience comments.

3) Instagram : although it is a platform based mainly on photos and short videos, Instagram can be used to provide a behind-the-scenes look at the activities of the parliament and to interact with the public through direct stories and publications.

7. The importance of social media platforms in society (Fakhri, 2014) .

social media platforms Perform a great importance in society from multiple aspects.Including:

1) global communication: social media platforms enable individuals to connect with people from all over the world easily.

People can interact with different cultures, exchange ideas and experiences.

2) transfer of news and information: these platforms are a fast and efficient way to transfer news and information. Individuals can follow current developments and share useful content with the audience.

3) enhance social communication: social media platforms enable friends, family and colleagues to stay connected despite the geographical distance. Individuals can share their experiences and events of their daily life.

4) provide a space for expression: social media platforms give individuals an opportunity to openly express their opinions and points of view. People can express their interests and important issues.

5) draw attention to issues: social media platforms can be used to draw attention to important social and environmental issues. Campaigns and social movements can gain wider support through these platforms. (Djeffal, belkhiri.2023).

6) encourage learning and awareness: social media platforms can be used to share knowledge and experiences. Tips, tutorials, awareness content can be provided. (Echemalia, 2015) .

7) influence on politics and decision-making: individuals and groups can use these platforms to express their opinions

and pressure to achieve political or social changes.

8) trade and shopping facilitation: social media platforms are also used to advertise products and services, and this contributes to facilitating communication between brands and the public.

9) promote innovation and creativity: social media platforms give creators and artists the opportunity to showcase their work and interact with their fans and followers. (belkhiri I. d., 2023)

10) support charity campaigns and donations: charities and non-profit organizations can use these platforms to promote donation campaigns and fundraisers. In short, social media platforms play a vital role in shaping and changing the culture of society and enhancing communication and interaction between individuals and groups.

8. Parliamentary media in Algeria (Djamel, 2012)

parliamentary media in Algeria represents an important part of democracy and transparency in the political system. The parliamentary media in Algeria aims to provide accurate and transparent information about the activities of the parliament and the topics it addresses.

The most prominent tasks of the parliamentary media in Algeria include:

1) **media coverage:** there are various media outlets covering the news and activities of the National People's Assembly (Parliament) in Algeria. Such means include newspapers, magazines, television and radio stations, websites.

2) **broadcasting of parliamentary sessions:** some parliament sessions are broadcast live on TV and radio. This allows the public to follow debates and discussions on important issues.

3) **social media communication:** social media platforms are used in Algeria to spread news and information about the parliament. These platforms provide a way to communicate directly with the public and exchange ideas and opinions. (Fakhri, 2014).

4) **website of the parliament:** there is an official website of the Algerian parliament that provides information about the members of the council, laws and legislation, the schedule of Sessions, and other news related to its activities.

5) **newsletters:** The National People's Assembly and the National Assembly of Algeria issue periodic newsletters containing information on the news and activities of the parliament and issues related to politics and laws.

6) **seminars and media events:** the Algerian parliament organizes seminars and media events aimed at clarifying

political and legislative issues and providing platforms for dialogue between parliamentarians and the media.

Parliamentary media in Algeria seeks to provide comprehensive and transparent information to the public about the work of the parliament and the issues it addresses, in order to enhance community participation and achieve accountability and transparency in the political process.

9. The relationship of the media with the parliament in Algeria (Djamel, 2012)

The relationship of the media with the parliament in Algeria is an important part of democracy and transparency in the political process. The interaction of the media with the parliament contributes to the transfer of information and news about its activities and decisions to the public.

There are several points that contribute to the formation of this relationship:

1) **NEWS and Sessions coverage:** the media regularly covers the Parliament sessions and current debates in various media such as television, radio and newspapers. This contributes to the transfer of information and events related to the parliament to the public.

2) **analysis and interpretation:** the media analyzes and interprets legislative decisions and initiatives taken by the parliament. This helps the public to

understand the impact of these decisions and how to apply them.

3) **providing platforms for dialogue:** the media provide platforms for dialogue and debate on issues related to Parliament. TV and radio channels host talk shows and debates, bringing together parliamentarians, experts and analysts.

4) **communication with the public:** the media contribute to the parliament's communication with the public. News, analysis and talk shows enable to provide a way for the audience to express their opinions and direct their questions.

5) **monitoring and control:** the media plays an important role in monitoring the performance of the parliament, monitoring the implementation of its promises and ensuring compliance with laws and legislation.

6) **directing attention to issues:** the media contribute to directing light to important issues and priorities addressed by the parliament. The media can highlight certain issues and draw attention to them.

On the other side, the media should have freedom and independence in covering parliamentary news without interference or influence from the government or the authorities. This ensures that reliable and impartial information is presented to the public.

10. Parliamentary media functions include the following: (Al-Sadiq, 2013).

1) **coverage of parliamentary events and Sessions:** the parliamentary media covers the sessions of Parliament and the debates and debates that take place during them. This contributes to the provision of vivid information to the public about the decisions and issues raised.

2) **analysis and interpretation of news:** the parliamentary media helps in the analysis and interpretation of events and decisions taken by the parliament. He can submit explanatory reports and articles on the impact of these decisions on society.

3) **impactful news transmission:** the parliamentary media transmits news that affects politics and society. He can highlight issues of great importance and influence people's lives.

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7) **communication with the public:** parliamentary media is a way for Parliament to communicate with the public and listen to their opinions and concerns.

8) parliamentary media contributes to strengthening democracy and transparency by providing accurate and reliable information about decisions and policies that affect society.

11. Parliamentary media initiatives (Ali A. 2014)

There are many initiatives that can enhance the role of the parliamentary media and enhance communication between parliament and the public These initiatives include:

1) **live broadcasting of Parliament sessions:** providing live broadcasting of Parliament sessions allows the public to follow debates and discussions live, this enhances transparency and allows citizens to watch the decision-making process.

2) **providing information via social media:** creating official accounts of the parliament on social media platforms that enable it to

publish news, events and photos from the parliament on a regular basis.

3) **issuing newsletters:** providing periodic newsletters containing a summary of the most important decisions and issues addressed by the parliament, and distributing them to the public.

4) **interviews and meetings with parliamentarians:** organizing interviews and meetings with members of Parliament to discuss important issues and explain the details of decisions and legislation.

5) **organizing seminars and press conferences:** organizing press events that contribute to clarifying important issues and directing light to topics of interest.

6) **providing awareness and educational content:** providing content that explains the process of Parliament and how to influence decision-making, in order to increase political awareness among the public.

7) **launch podcasts and awareness videos:** create podcasts and awareness videos that provide a detailed explanation of the work of Parliament and legislative processes.

8) **interact and listen to the audience:** launch polls, receive comments and questions from the audience and respond to them on a regular basis.

9) **providing educational materials for schools and universities:** providing educational materials that help students understand the role of Parliament and its processes.

10) **cooperation with other media:** cooperation with other media to provide comprehensive coverage of the parliament's news and exchange information.

These initiatives are aimed at enhancing communication and interaction between the parliament and the public, enhancing transparency and community participation in the decision-making process.

12. Organizational structure of the parliamentary media: (essayed. 2011)

The organizational structure of the parliamentary media varies from country to country and depends on the political system and legal arrangements. However, the organizational structure can include common elements that contribute to the organization and implementation of the information activities of the parliament. Among the elements that may be part of the organizational structure of the parliamentary media in Algeria, we mention the following:

1) **Parliamentary Information Department:** this department is responsible for coordinating all information activities related to the parliament. This can include

editing news, reports and interviews, organizing media events.

2) **official Speaker of the parliament:** there can be an official Speaker of the parliament who speaks on his behalf in the media and directs official statements and clarifications on matters related to the parliament.

3) **Public Relations department:** this department deals with communication with the media and the public, and can organize events and meetings with the media and the public.

4) **social networking department:** this department manages the social media accounts of the parliament, publishes news and interactive content to attract the public.

5) **editing and media production:** the role of this department is to edit and prepare various media content, be it news, reports, interviews or video materials.

6) **press and Media Relations Department:** manages the parliament's relations with the media and contributes to the organization of press conferences and visits to media professionals.

7) **marketing and promotion:** there can be a marketing and promotion apparatus that seeks to increase awareness of the parliament's activities and attract the public.

8) **website and social media management:** publication and content are coordinated via the parliament's website and social media platforms.

9) **visual and audio production unit:** this unit is responsible for producing visual and audio content such as videos and podcasts that enhance the parliament's communication with the public.

10) **international media relations:** if there is international interaction, a unit can exist to deal with international media and communicate with international organizations.

13. Conclusions and recommendations on parliamentary media in Algeria:

1) **enhancing transparency:** a recommendation to increase the transparency of the decision-making process in the Parliament by providing accurate and comprehensive information about the sessions of the parliament and the decisions taken.

2) **expanding the scope of media coverage:** a recommendation to increase media coverage of the parliament's activities, including broadcasting its sessions live and providing detailed reports on the issues raised.

3) **Improving the quality of content:** a recommendation to improve the quality of media content provided by the

parliamentary media to ensure the accuracy and objectivity of information.

4) **encouraging interaction with the public:** a recommendation to activate the role of the parliamentary media in encouraging interaction with the public by receiving comments, questions and participating in dialogues.

5) **development of social media platforms:** a recommendation to strengthen the presence of Parliament on social media platforms to provide diverse content and effective communication with the public.

6) **strengthening media training:** a recommendation to provide trainings and workshops for journalists and media workers on how to effectively and accurately cover the parliament's news.

7) **directing light to the main issues:** a recommendation to highlight important issues and priorities addressed by the parliament, and to clarify their impact on society.

8) **strengthening communication with community organizations:** a recommendation to strengthen communication between parliament, community organizations and associations to better convey the voices of citizens.

9) **strengthening the role of media control:** a recommendation to strengthen the role of media control in monitoring

media coverage of parliamentary news to ensure accuracy and balance.

10) **developing diverse media platforms:** a recommendation to develop a variety of media platforms such as podcasts and explanatory videos to communicate information in innovative ways.

14. Suggestions on the quality of Parliamentary Information:

Improving the quality of parliamentary media can contribute to enhancing transparency and community participation in the political process. In this regard, we outline some suggestions that may help improve the quality of Parliamentary

Information:

1) **accuracy and credibility:** media content must be accurate and reliable, and facts must be verified before publication. This contributes to building trust between the public and the parliamentary media.

2) **balance and diversity:** balanced and diverse coverage of the activities of the parliament and the issues raised should be provided. The light can be directed to various issues and emphasize various opinions and voices.

3) **transparency:** the content should include explanations about legislative and political processes and procedures. This helps the audience understand how the decision is made and its impact.

4) **interaction with the public:** the quality of Parliamentary information can be improved through effective communication with the public. Listening to and responding to public comments and questions enhances communication and makes parliament more engaged.

5) **provide explanatory content:** videos and illustrations can be used to explain legislative processes in an easy-to-understand and simplified way to the public.

6) **organizing awareness sessions:** organizing awareness sessions or workshops that shed light on how Parliament works and how to influence politics contributes to increasing political awareness.

7) **cooperation with other media:** cooperation with other media can expand the reach and bring multiple voices.

8) **use technology innovatively:** develop mobile applications, interactive electronic platforms, podcasts, demonstration videos that can attract the audience and increase its interaction.

9) **Quality Assessment and control:** regular assessment of the content and performance of parliamentary media can help improve quality over time.

10) **interaction with specialists:** interaction with experts in the field of media and communication can contribute to the

exchange of experiences and the development of performance.

Improving the quality of parliamentary media is an ongoing process, and the application of these proposals can contribute to enhancing the influence of Parliament in society and enhancing communication between it and the public.

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