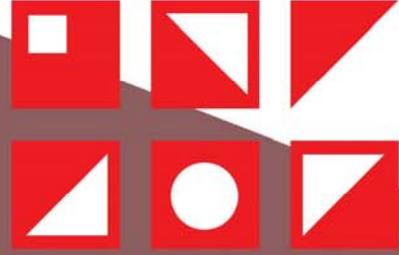


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# المجلة الدولية للاتصال الاجتماعي

مجلة علمية أكاديمية محكمة فصلية  
تصدر عن مخبر الدراسات الاتصالية والاعلامية  
كلية العلوم الإنسانية والاجتماعية  
جامعة عبد الحميد بن باديس مستغانم - الجزائر

المجلد: 10 العدد: 03 (سبتمبر 2023)

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Volume N° 10 Issue N° 03 (September 2023)

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Faculty of Humanities and Social Sciences  
University of Mostaganem-Algeria

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**Laboratory of Media and Communication Studies**

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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.
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- 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- The research should not be taken from a previous research that has been published, and also should not be published or submitted to be published in another journal.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 Appendices and questionnaires forms will be reserved for the sake of evaluation and will not be published.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 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.

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## **Preamble :**

It is with great pleasure that I present to you the latest volume of the *The International Journal of Social Communication*, featuring a diverse array of articles that delve into the multifaceted realm of communication. In this issue, our contributors explore topics ranging from organizational change in Algerian universities to the impact of Facebook updates on communication value. Each article brings a unique perspective, contributing to the richness and depth of discourse within the field:

1. *Communication and Consultation in Accompanying Organizational Change: The Case of the Algerian University*
  - A comprehensive field study at the University of Badji Mokhtar Annaba, shedding light on communication dynamics during the transition from the classical system to the LMD system.
2. *Communication Culture as a Defense System in the Midst of Crises*
  - An exploration of positive communication culture as a unifying approach within organizations, emphasizing its role in strengthening human resource behaviors and business systems.
3. *Exploration de l'Utilisation des Assistants Vocaux Basés sur l'IA dans l'Apprentissage des Langues*
  - An examination of the impact of AI-based voice assistants on language learning among Algerian university students.
4. *Generating New Meanings: Once Upon the Evolution of the Wundermärchen*
  - A captivating journey through the evolution of fairytales, exploring their transformation from oral tradition to literature.
5. *The Green Library Project in Algeria*
  - A focused study on the concept of green libraries and their significance in achieving sustainable development in Algeria.
6. *The Impact of Facebook Updates on the Value of Communication: A Critical Approach*
  - A critical examination of Facebook updates and their contribution to the overall value of communication, analyzing posts from 2004 to 2022.
7. *The New Investment Trends of Digital Companies in the Metaverse World*
  - A discussion on how information and communication technology companies can invest in the emerging space of the metaverse.
8. *The Online Archive and the Internet Archive: Challenges and Stakes*
  - An exploration of the Internet Archive, its objectives, and its significance for researchers across Arab and European national archive websites.
9. *The Role of Arab Social Influencers in Tourism Marketing for Algeria*
  - An analytical study uncovering the roles played by Arab social media influencers in promoting tourism in Algeria.
10. *The Role of Online Tourist Communication in the Promotion of Medical Tourism*
  - A dual-focused study discussing the relationship between medical services, tourism development, and the contribution of online communication in promoting medical tourism.
11. *The Role of Public Media in Achieving Social Responsibility of Algerian Youth*
  - An examination of the role of public media in addressing the needs and concerns of the marginalized youth in Arab societies.

*The Territorial Communication: The Logic of Building the Concept and Its Historical Development*

- A comprehensive review of the literature on territorial communication, exploring its conceptual and historical development.

12. *Users or Used: Surveillance Capitalism in James Ponsoldt's The Circle (2017)*

- An insightful analysis of surveillance capitalism portrayed in the film "The Circle," examining its implications on freedom and choice in contemporary society.

We trust that this volume will stimulate thought, encourage further research, and contribute to the ongoing dialogue in the field of communication studies. We extend our gratitude to the authors for their valuable contributions and invite our readers to immerse themselves in the diverse perspectives presented in this issue.

Best regards,

**Pr. Bouamama Larbi**

Editor-in-Chief of *The International Journal of Social Communication*  
Université Abdelhamid Ibn Badis de Mostaganem

## Table of Contents

N		Page
	Preamble	05
01	The role of online tourist communication in the promotion of medical tourism: Study with a sample of Algerian tourists who have chosen Tunisia as a treatment destination. AHMEDI Dalila University of Béjaia , Algeria	06 - 23
02	The role of public media in achieving social responsibility of Algerian youth Ali Guechi Lotfi University of Constantine 3 , Algeria	24 - 35
03	The Green Library Project in Algeria Ameur Djamila University Oran 01, Algeria	36 - 53
04	The territorial communication : The logic of building the concept and its historical development ANAS EL AZIZI EL ALAOUI University of Mohammed V in Rabat , Morocco	54 - 70
05	Tik tok: life and emotions of a teenager during covid Douida Amina University of Algiers 3 , Algeria	71 - 86
06	The Role of Arab Social Influencers in Tourism Marketing for Algeria Guedjali Amina Constantine 3 University , Algeria	87 - 98
07	Generating New Meanings: Once Upon the Evolution of the Wundermärchen Rania Hamsi Tlemcen University, Algeria	99 - 110
08	The impact of Facebook updates on the value of communication:A critical approach SAHEB OUIAM University of Skikda, Algeria	111 - 122
09	Communication culture as a defense system in the midst of crises Zahia Abaz University of Batna 1 , Algeria	123 - 135
10	Communication and consultation in accompanying the organizational change: the case of the algerian university when passing from the classical system to LMD system –A field study at the University of Badji Mokhtar Annaba- TOLBI RADJA ALGIERS UNIVERSITY	136 - 158
11	The Online Archive and the Internet Archive: Challenges and Stakes BOUCHETA Rahmouna ORAN 1 Ahmed ben bella University , Algeria	159 - 178
12	Exploration de l'Utilisation des Assistants Vocaux Basés sur l'IA dans l'Apprentissage des Langues : Une Étude sur les Étudiants Universitaires Algériens Amel DJAFAR Université de Mostaganem , Algerie	179 - 192