



Public Authorities in the Face of Digital Uses in Algeria

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Abstract:

This text addresses the use of new digital information and communication technologies and how public authorities are adopting them in order to create a reliable atmosphere between citizens and the administration, on the one hand, and to enhance the image of public organizations and contribute to user satisfaction on the other hand. Through scientific articles and research that have already been conducted on the digitization of public institutions and their administrations, content analysis has revealed that the integration of digital technology into the communication system of organizations has become a necessity imposed by the evolution of modern societies.

Keywords: public communication – digital communication- digital information and communication technology- digital social networks- public collectivities.

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1. INTRODUCTION

The advent of digital technologies has transformed Algerian society in profound ways. These changes have affected many aspects of daily life, including the way public authorities communicate with citizens. In today's increasingly connected world, digital tools are essential for public administrations. They offer new opportunities and present challenges that must be met.

In order to adapt to the digital age, public authorities have had to rethink their communications strategies. Social media, websites, mobile applications and other digital tools are now essential for reaching a wider and more demanding public, informing citizens, facilitating access to public services and promoting transparency and citizen participation.

These digital tools are an effective means of creating direct and instant interaction between public authorities and citizens. Online platforms allow citizens to stay informed about local news, ask questions, give their opinions and even play an active role in decision-making. This direct relationship between citizens and public administrations is created by the use of new forms of digital communication (Cardon, 2010). These tools facilitate the emergence of participatory democracy, in which citizens are more involved in public affairs.

Integrating digital devices into the communication system of public authorities also presents challenges, but these can be overcome. It is essential to guarantee the protection of personal data, the security of information and equal access to digital services for all citizens. Furthermore, managing the flow of abundant and sometimes contradictory information is a complex task that requires the ability to filter and verify reliable sources.

This article will demonstrate the importance that Algerian public authorities place on digitising their organizations and improving public communication to serve the general interest. It will also show how citizens can interact with the actions and projects carried out by local players and elected representatives.

2. Issues

Digital public communication is a constantly evolving field that has transformed the ways in which information is disseminated and the interactions between governments, public institutions and citizens. In Algeria, as in other countries, this development has created significant challenges and new opportunities for citizen participation, government transparency and administrative efficiency. Modern technologies (ICT) offer public institutions and administrations a real opportunity to improve the services they provide to citizens (Borhane & Soltani, 2020).

Digital public communication in Algeria refers to the use of digital media and platforms, such as websites, social networks, mobile applications and other online tools, to communicate information and interact with the public. As in many other countries, digital public communication is a necessity due to the rapid growth in the use of the Internet and digital communication technologies. In an increasingly connected world,



Algeria is following the global trend where digital public communication is becoming an essential element. The rapid growth in the use of the Internet and digital communication technologies has undoubtedly contributed to transforming and reconfiguring the relationship between public authorities and citizens. Algeria must seize the opportunities offered by ICT, given its size and the remoteness of certain local authorities, known as landlocked areas. (As a result, the various national stakeholders, be they government institutions, businesses or even citizens, are keen to seize the opportunities offered by these platforms to establish links and exchange information efficiently and instantly.

Digital media offer Algerian citizens a space to express their opinions, obtain information and actively participate in public debates. Social networks, in particular, have made it possible to mobilise around socio-political issues, thus promoting democratic participation and dialogue between those in power and those governed.

The use of digital technology in government, also known as e-government or electronic government, refers to the adoption and use of information and communication technologies (ICTs) to improve the delivery of public services, enhance citizen participation, increase administrative efficiency and promote transparency, as Borhane Djafer Mohamed and Soltani Mohamed Reda point out: "E-governance has become an essential tool for transforming government processes, especially in terms of modernising local public services and improving the way public affairs are managed" (Borhane & Soltani, 2020).

Public and digital communication by local authorities refers to the efforts of local governments, such as municipalities, committees and regions, to communicate effectively with citizens and stakeholders using digital and online technologies. This form of communication aims to inform, engage and involve local people in local government activities, policies and services.

The main question of this research is therefore,

How has digital technology reconfigured the communication practices of public authorities in Algeria?

3. Research Methodology

In this study, we adopted a qualitative content analysis approach to the results of previous research related to our research topic. Our methodology is based on an in-depth content analysis of 10 scientific articles published in Algeria, typically chosen for their direct relevance to the variables of our study. This approach, which is based on textual analysis and the search for meaning, allows us to explore different viewpoints and contexts, thus significantly enriching our qualitative analysis.

Content analysis is an approach that involves coding and categorising the data extracted from the selected articles. In our approach, we will use thematic coding techniques to identify recurring themes and motifs in the texts studied. This approach will allow us to capture the central ideas and recurring elements that emerge from the previous research. Thematic coding will allow us to organise the information extracted from the articles in a systematic way. By identifying and grouping relevant themes, we will be able to better understand the links between the different ideas and concepts addressed in previous studies. The aim is to



provide an overview of the digital uses of public authorities and to highlight the evolution of digital public communication in Algeria.

The following table represents a typical sample of 10 scientific articles published in Algerian journals.

Full Name	Title of Article	Publication	Date
Laidli Chahinez	Interactivity, a challenge for healthcare organizations in Algeria	International journal of management, entrepreneurship and communication	2020
Rachid BENAMIROUCHE	The impact of information and communication technologies on local authority management	Journal of Economics and Applied Statistics ENSSEA	2016
Akhenak Atmane	E-administration in Algeria: state of play and findings	The Future Journal of In-depth Economic Studies. Centre universitaire Relizane	2018
Borhane Mohamed Djafer-Soltani Mohamed Reda	E-Government as a lever for modernising public administration	The Algerian journal of political sciences and international relations	2020
<u>Anissa Khelladi, Houria Ait Sidhoum</u>	Use of digital technologies by the public administration of Algerian cities: an evaluation of e-Administration in the city of Bejaïa in Algeria	RIMEC	2023
Leila Benlatreche	Public communication in Algeria: between professionalism and recognition	Humanities magazine	2014



Diffallah Kamelia , Amnache-Chikh Sabrina	Information and Communication Technologies as a tool for improving the adaptation of hospital performance in health crisis situations in Algeria	EL-Manhel Economique	2023
Henane ALDJIA	the use of information and communication technologies: a challenge for public health establishments in Algeria	El-Tawassol magazine	2023
Warda Baba Hamed	The digital public space in the light of socio-political changes in Algeria	Synergies Algérie magazine	2021
Essaid Taib	e-Algeria 2013: modernising government through ICTs	ASJP magazine	2013

Public Communication at the Service of Citizens

Public communication plays a vital role in modern society by fostering interaction and engagement between governments and citizens. It aims to inform, raise awareness and mobilise individuals on societal issues, public policies and government initiatives. It is crucial to building a democratic and participatory society. It creates a space for exchange and dialogue between those who govern and those who are governed, thereby promoting transparency and trust. Public communication addresses both citizens and the media. For the former, it transmits information of public interest, making them aware of their rights and of issues of social importance. For the latter, it publicises the activities and results achieved by the administration, a way of promoting the image of the institution.' (Benlatreche, 2014)

Public communication is closely linked to the State and major public institutions, as its main objective is to promote the dissemination and exchange of information useful to the public, while maintaining social links within a given territory. The communication of public authorities, especially local authorities, has specific strategic implications. As the institutions closest to the people, local authorities face high expectations from their citizens in terms of participatory democracy.

Moreover, local authority communication plays a crucial role in promoting citizen participation and establishing a direct link between local elected representatives and citizens. Citizens' expectations of local authorities are often linked to local issues such as urban planning, the environment, public services, education and culture. Dominique Mégard points out that 'the culture of consultation is becoming an integral



part of local life, with the need to inform and communicate before, during and after the process, to encourage participation and to communicate the results' (Mégard, 2012).

To meet these expectations, local authorities use specific communication strategies to inform, consult and mobilise citizens. They use a variety of communication channels such as public meetings, online consultations, municipal newsletters, social networks, websites and mobile applications. The aim is to encourage citizens to take an active part in local decision-making, to express their opinions and to contribute to the democratic life of their local authority.

This type of communication by public authorities, especially local authorities, takes on a special dimension because of their proximity to citizens and their high expectations of participatory democracy. It is an essential tool for promoting civic engagement and strengthening social ties within local communities.

Clear objectives are essential for good public governance. It is therefore essential to listen carefully to society's demands in order to modernise the way public administration works. At present, public services are still too siloed when offered to citizens. Building a relationship with citizens helps to get messages across more effectively. In order to provide effective information, it is important to understand the expectations of the recipient. This innovative form of good governance has changed the nature of our relationship with the public.

Communication by public authorities, whether local, regional or national, has both strengths and weaknesses.

4. The Issues and Challenges Facing Public Administrations in the Digital Age

In the digital age, public administrations face a number of challenges that require them to adapt and transform their practices in order to meet the growing needs of citizens and take advantage of the opportunities offered by digital technologies. In this sense, "digital technologies are establishing themselves as a reality that is driving a renewal of the way public administrations, and even more so territorial administrations, manage and communicate" (Inaghnane & Adrdour, 2020).

With the advent of digital media, public organisations have had to adapt to an ever-changing landscape. Previously focused primarily on the passive dissemination of information, their approach has undergone a significant shift towards one that is more focused on active communication and interaction with the public. As Soumaya El Mendeli points out, 'the use of new forms of digital communication in public services makes it possible to establish a direct relationship between the citizen and the administration, which helps to create a more open relationship with the territory' (El Mendeli, 2022). (El Mendili, 2022)

Similarly, digital media have opened up new opportunities for public organisations to reach a wider, more diverse, more active and more demanding audience. Social media platforms, websites and mobile applications have become essential channels for disseminating information and establishing direct dialogue with citizens.



Thanks to these new tools, public organisations can now interact in real time with their public: 'Digital technologies are presented as a godsend for transforming the relationship between public administration and individuals and territories' (Khelladi & Sidhoum, 2023). This interactivity promotes a better understanding of citizens' needs and concerns: "Interactivity has become an everyday practice and a subject of research with the development of technology, especially the Internet and multimedia. It is one of the main characteristics of the new communication based on exchange, feedback and user participation" (Laidli, 2020). Public comments, suggestions and feedback enable public organisations to better shape their initiatives and make more informed decisions. The advent of interactivity has brought about a profound change in communication practices. This evolution is rooted in major technological advances, notably the emergence of the Internet and the development of multimedia. This phenomenon has ushered in a new era of dynamic and participatory communication in which users have become key actors in the creation and dissemination of information.

Digital communication also enables citizens to become more involved in the decision-making process. Online public consultations, surveys and petitions are all ways in which public organisations can gather the opinions of the population and take account of different points of view when drawing up public policies.

- However, this transition to digital communication also brings challenges. Information management and data protection are becoming key issues for public organisations. The virality of content can also amplify misinformation, in this case fake news, which can have a negative impact on public confidence, requiring greater vigilance in the dissemination of reliable and verified information.
- The use of digital technologies in public administrations and the integration of digital technologies in public administrations offer a number of benefits, as cited by Borhane Djafer Mohamed and Soltani Mohamed Reda (Borhane & Soltani, 2020):
- Administrative efficiency: Digital technology makes it possible to automate many administrative tasks, reducing the workload of civil servants and improving the overall efficiency of public administration.
- Accessibility of services: Digital technology allows public services to be delivered online, making them more accessible to citizens. This saves time and reduces queues at counters.
- Transparency and accountability: Digital tools enable better traceability of administrative actions, making government more transparent and civil servants more accountable in the performance of their duties.
- Citizen participation: Digital technology offers more accessible means of communication and citizen participation, enabling citizens to express their opinions, make suggestions and become more involved in the decision-making process.
- Cost reduction: By automating certain tasks and digitising processes, governments can reduce their operating costs, freeing up resources for other investments.



- Improved public services: Digital technologies enable governments to improve the quality of their services by making them faster, more efficient and more responsive to citizens' needs.
- Data management: Digital technologies make it possible to collect and analyse data more efficiently, which can lead to better decision-making and planning of public policies.
- Innovation and modernisation: Integrating digital technology into public administrations fosters innovation and modernisation of working methods, which can help improve citizen satisfaction and attract new talent to the public sector.
- Mobility and flexibility: Digital tools enable civil servants to work remotely, which can improve their quality of life and promote a better work-life balance.
- Economic development: By facilitating access to information and reducing administrative barriers, digital technology can stimulate innovation and economic development within government.

However, it is important to note that integrating digital technology into public administrations also means addressing challenges such as personal data protection, IT security and the training of community managers, who are responsible for managing the entity's social media accounts, such as Facebook, Twitter, Instagram, LinkedIn and so on. They regularly publish relevant content, respond to comments and direct messages, ensure an active online presence and facilitate communication between the public organisations and the public by disseminating important information, announcements, news and updates. They can also develop communication strategies to raise public awareness of government initiatives, policies and programmes.

The use of digital technology in public communities and its integration into public administrations has many benefits, ranging from efficiency and modernisation of services to better citizen participation and more transparent governance. However, it is essential to ensure that these digital advances are implemented in a responsible and secure manner to guarantee respect for citizens' rights and the protection of their personal data.

5. Results of the Analysis

Based on the analysis of the results of the research selected for this study, we present the following:

5.1. The Transformation of Public Communication in Algeria

The transformation of public authority communication in Algeria represents a major change in the way the government, through its various institutions, interacts with citizens, the media and stakeholders. This transformation is driven by a number of key objectives aimed at modernising and strengthening government communication in the country:

- Access to resources: Public Authorities generally have access to significant financial and human resources to carry out large-scale communication campaigns, such as the campaigns carried out by the Ministry of Health as part of Health prévention against covid 19, as Diffllah Kamelia and Amnache- Chikh Sabrina point out in their article entitled "Les Technologies de l'Information et de la Communication comme outil d'amélioration de la fonction d'adaptation de la performance hospitalière en situation de crise sanitaire en



Algérie" (Diffallah, Amnache, Sabrina: "Les Technologies de l'Information et de la Communication comme outil d'amélioration de la fonction d'adaptation de la performance hospitalière en situation de crise sanitaire en Algérie"). (DIFFALLAH, AMNACHE, & CHIKH, 2023).

- Authority and credibility: As official institutions, public authorities enjoy a certain authority and credibility with the public, which can enhance the impact of their messages.
- Dissemination of public information: Their role is to provide citizens with essential information about public policies, programmes and services, thereby contributing to a better informed society. Warda Baba Hamed, in her article "L'espace public numérique à l'aune des mutations sociopolitiques en Algérie", states that "the rapid development of information technologies has profoundly changed the way we interact with the digital world, particularly in terms of our participation in online life" (Baba Hamed, 2021).
- Access to the media: Public authorities often have privileged access to traditional media, enabling them to reach a wide audience. This allows them to communicate effectively with a wide audience and disseminate important information, policies, programmes, awareness campaigns and other relevant messages. This form of communication also helps to improve the organisation's image and change its attitude towards users. (Laidli, 2020)
- Interaction with citizens: They can facilitate direct interaction with citizens through public forums, consultations and meetings, promoting open and transparent dialogue.

5.2. Limits to the communication approach of public authorities in Algeria:

The analysis shows that the communicative action of public authorities aims to consolidate the principles of modern democracy. By following a process ranging from informing, mobilising and then engaging citizens in public life. However, despite its noble intentions, this approach is not without its inherent limitations and challenges. Indeed, behind the elaborate communication campaigns and carefully crafted speeches lie various constraints that can alter the effectiveness and transparency of public communication, as Essaid Taib points out: 'Algeria is lagging far behind in the field of information and communication technologies. As a result of multiple pressures, both endogenous and exogenous, the government wanted to speed up development using these technologies'. (Taib, 2013).

- Bureaucratic complexity: Cumbersome bureaucracy can slow down decision-making and hamper the responsiveness of communication, particularly in emergency situations.
- Lack of effectiveness: Communication can sometimes be too formal, impersonal or poorly adapted to the specific needs of different groups of citizens, which can reduce its impact.



- Risk of politicisation: Public authority communications can be influenced by political interests, which can alter the transparency and objectivity of the messages conveyed.
- Low public engagement: Local authority communication campaigns do not always actively engage citizens, leading to limited participation.
- Lack of innovation: Public authorities may be less inclined to adopt new communication approaches, sometimes sticking to traditional methods that may no longer be as effective.
- Unidirectional communication: Local authority communication can often be perceived as unidirectional, with little room for dialogue and citizen participation.

Discussion of the Results

The results obtained from this study highlight the growing importance of digital uses in the context of public communication by local authorities. Technological advances and the widespread use of the Internet have profoundly reconfigured the relationship between local authorities and citizens, and have transformed their communication practices. The aim of this discussion is to analyse the main conclusions of the study and to highlight the challenges and opportunities emerging from this evolution.

The results of this analysis, taking into account the common points of the studies that have already been carried out, reveal a growing adoption of digital communication channels by local authorities to disseminate information and interact with citizens. Social media, online communication platforms and mobile applications have become essential tools for reaching a wider and more diverse audience. This transition to digital enables local authorities to disseminate information quickly, gather feedback and create more interactive communication with citizens, demonstrating the willingness of public authorities to commit to improving their communication processes by innovating in their approaches and practices.

The use of digital technology in public communication has led to greater citizen involvement. Citizens now have the opportunity to take an active part in local debates, give their opinion on municipal decisions and contribute to the formulation of public policies. As Laidli Chahinez points out in her article on 'Interactivity, a challenge for public health organisations in Algeria', local authorities can thus benefit from a change in the way in which the public relates to organisations, resulting in more diversified expertise and better-informed decisions thanks to this citizen participation.

However, the results also highlight the persistent existence of a digital divide that may exclude certain segments of the population from these new modes of communication. Not all citizens have equal access to digital technologies, which can create inequalities in access to information and citizen participation. Local authorities must therefore be aware of this reality and put in place measures to ensure inclusive and equitable communication.

Another major challenge cited in the study by Anissa Khelladi and Houria Ait Sidhoum in their article 'Usages des technologies numériques par l'administration publique des villes algériennes' (Use of digital technologies by the public administration of Algerian cities) is the protection of citizens' data and confidentiality. As local authorities collect more and more digital data to improve their services and



communication, it is essential to ensure that this data is secure and used ethically. Privacy concerns need to be proactively addressed in order to maintain citizens' trust in the use of digital communication channels.

The results of the study highlight the ability of local authorities to use digital tools for more targeted and personalised communication. Thanks to data analysis and segmentation tools, local authorities can tailor their messages to the specific needs of different groups of citizens. This increased personalisation can enhance the effectiveness of information campaigns and improve citizens' perception of the relevance of public communications.

As Henane Aldjia points out in her article *Usage des technologies de l'information et de la communication: un défi pour les établissements publics de santé en Algérie* (The use of new forms of digital communication in the public service confirms managers' desire to improve their approach to communication, based on transparency by putting the organisation's governance online and pragmatism as a way of operating and collaborating with partners). (Henane, 2023)

Digital communication requires local authorities to rigorously manage their online reputation. Citizens' opinions circulate rapidly on digital platforms, which can influence the community's image. The results highlight the importance for local administrations to monitor online discussions, respond to citizens' concerns and manage crisis situations effectively as Akhenak Atmane indicates in his article entitled “E-administration en Algérie: Etats des lieux et constatats” that Algerian administrations have proceeded to facilitate induced by the use of the internet to obtain various documents, following the example of the certificate of nationality, the criminal record or registration for various competitions. (Akhenak, 2018)

External communication requires internal collaboration within local authorities and encourages the exchange of experience between different administrations. Digital tools for sharing resources and best practice enable local authorities to draw inspiration from each other and work together to solve common problems.

Local authorities can monitor the performance of their digital communication initiatives in real time and make adjustments based on feedback. This continuous evaluation capability enables local authorities to constantly improve their communication strategy and adapt to the changing needs and preferences of citizens.

Rachid BENAMIROUCHE points out in his article entitled ‘The effects of information and communication technologies on communities’ that ICTs offer the invaluable possibility of accessing a wide range of online resources. These include information-rich databases and essential government data. This accessibility to diverse knowledge and government data fosters a well-informed and democratic society. By ensuring equitable access to these resources, communities help to strengthen transparency and citizen engagement (Benamirouche, 2016).

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Digital uses also enable communities to monitor trends and public opinion in real time. Analysis of online discussions, comments on social networks and citizen queries can provide valuable information on emerging



concerns and topics of interest. This proactive monitoring can enable local authorities to take appropriate action in response to citizens' changing needs and expectations.

Digital uses provide a platform for co-creation and participatory innovation. Local authorities can invite citizens to actively contribute to designing projects, solving problems and formulating policies. This collaborative approach strengthens citizens' sense of ownership and can lead to more creative solutions that are better adapted to local needs.

One of the strengths of digital uses lies in their ability to provide measurable data on the impact of communication campaigns. Local authorities can assess the rate of engagement, the number of views, social interactions and other metrics to evaluate the effectiveness of their communication efforts. This data-driven approach allows local authorities to adjust their strategies based on the results obtained.

The results of this analysis also highlight the need for local authorities to develop in-house digital skills in order to take full advantage of digital uses. Training staff in digital tools, social media and good online communication practices is essential to ensure effective and consistent use of these technologies.

Moreover, the integration of digital uses in public communication exposes local authorities to new challenges, such as online security and the spread of misinformation. Local authorities must be prepared to deal with potential cyber threats and put in place mechanisms to counter false information that could compromise public confidence.

Digital uses are redefining traditional models of citizen participation by enabling more diverse and flexible involvement. Online platforms, virtual consultations and digital surveys are widening access to participation, enabling a greater number of citizens to contribute to local decision-making. However, it is important to remain alert to potential inequalities in online participation.

The impact of digital uses on public communication goes beyond raising awareness and providing information. The results of this study suggest that citizens are increasingly using digital channels to influence local policy and participate actively in public debates. Local authorities must be ready to integrate these new forms of participation into their decision-making processes.

In conclusion, the results of this study show that digital uses are continuing to profoundly reshape public communications in local authorities. The opportunities are vast, ranging from personalised messages to innovative collaboration and increased citizen engagement. However, with these benefits come complex challenges, such as data protection, digital inclusion and managing misinformation. To maximise the benefits of digital uses, communities need to adopt a thoughtful, ethically-driven approach that incorporates the diverse needs and perspectives of citizens into modern public communication.



CONCLUSION

At the end of this study, we conclude that the rapid evolution of digital uses has brought about a profound transformation in the way local authorities interact with citizens. By adopting digital communication channels, local authorities have seized the opportunity to extend their reach, improve citizen engagement and increase the transparency of their actions. This transition has enabled the creation of diverse and attractive content, stimulating a more open and interactive dialogue, as well as increased collaboration with the private sector and stakeholders.

The transition to digital public communication represents a silent but profoundly significant revolution. The findings of this study highlight the scale of this transformation, with local authorities embracing the infinite possibilities offered by digital uses to reshape the way they interact with, inform and involve their citizens.

This evolution goes beyond the simple adoption of new technologies; it encompasses a redefinition of the very notion of citizen participation. Digital channels enable citizens to become engaged actors in decision-making, to shape public policy and to express their opinions in a more direct and instantaneous way than ever before. This transition is stimulating a more dynamic democracy, where citizens are more involved in the process of governance.

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