تمكين المرأة من خلال الإعلام في المنظمات الجزائرية غير الحكومية

Empowering Women through Media in Algerian Non-Governmental Organizations

أ. سهام دياب: طالبة دكتوراه: جامعة عبد الحميد بن باديس مستغانم (الجزائر).

د. بن نغروزي فاطمة زهرة: أستاذ مشارك في اللغة والتواصل، جامعة عبد الحميد بن باديس مستغانم (الجزائر).

DIEB Siham, a PhD Student: Abdelhamid Ibn Badis Mostaganem University (Algeria), email: marwamaster09@gmail.com

Dr. BENNEGHROUZI Fatima Zohra, **an Associate Professor in language and communication**, Abdelhamid Ibn Badis Mostaganem University (Algeria), email: benfati79@gmail.com

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1069

ملخص:

تعد وسائل الإعلام أداة تستخدمها العديد من المنظمات غير الحكومية في جميع أنحاء العالم. تهدف هذه الدراسة إلى التحقيق في الاستراتيجية التي تستخدمها المنظمات النسائية غير الحكومية في الجزائر لتعزيز ومناصرة المشاكل التي تؤثر على حقوق المرأة وتمكينها. يتم تحقيق ذلك من خلال النظر في كيفية تعبئة المنظمات غير الحكومية لمواردها واستخدام تقنيات محددة لدعم برامج تمكين المرأة. وتنتمي هذه الدراسة إلى البحوث الوصفية التي تختار طريقة مختلطة تجمع بين المقاربات النوعية والكمية. بتعبير أدق، استخدمت استبيانًا منظمًا وزع على 200 مستجيب و16 مقابلة شبه منظمة موجهة إلى مديري المنظمات غير الحكومية من 14 منظمة غير حكومية مختلفة في الجزائر العاصمة. تكشف النتائج أن المنظمات غير الحكومية تختار أدوات وسائل الإعلام اعتمادًا على صلتها بالجماهير والممارسات المستهدفة. في حين أن القنوات الإعلامية التقليدية لم تكن تستخدم بشكل متكرر من قبل المنظمات غير الحكومية وكانت فعالة من حيث الوصول إلى أهدافها الدعائية، كان لوسائل التواصل الاجتماعي تأثير أكثر عمقًا على الناس. ومع ذلك، استخدمته بعض المنظمات غير الحكومية للتأثير على الجمهور من خلال تعزيز النشاط وزيادة الوعي بقضايا المرأة. النظر في ظهور المرأة في أماكن جديدة، مثل وسائل التواصل الاجتماعي، والتحقيق في وظيفة المساحات التي تم تشكيلها حديثًا في عملية التمكين يجب استكشافها وتقييمها بشكل أكبر لمساعدة المنظمات غير الحكومية على القيام بعمل أكثر فعالية في هذا المجال.

الكلمات المفتاحية: الإعلام، تمكين المرأة، المنظمات غير الحكومية.

Abstract:

The media is a tool that many NGOs employ all over the world. This study aims to investigate the strategy used by women's non-governmental organizations in Algeria to promote and advocate for problems impacting women's rights and empowerment. This is accomplished by looking into how non-governmental organizations mobilize their resources and use specific techniques to support women's empowerment programs through an exploratory analysis. This study is descriptive and opts for a mixed method

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1070

that combines qualitative and quantitative approaches. More precisely, it used a structured questionnaire distributed to 200 respondents and 16 semi-structured interviews directed to NGO administrators from fourteen different NGOs in Algiers. The findings reveal that NGOs select media tools depending on their relevance to their intended audiences and methods. While conventional media channels were not widely utilized by NGOs but were successful in achieving their PR aims, social media had a greater influence on individuals. However, some non-governmental organisations utilized it to influence the public opinion through encouraging activity and bringing attention to women's problems. In light of women's increased exposure in new environments, such as social media, and investigating the function of newly formed spaces in the empowerment process should be explored and assessed further to help NGOs do more effective work in this area.

Keywords: Media, Women's empowerment, NGOs

1. INTRODUCTION

A non-governmental organization is a non-profit, volunteer members' group that is organized on a local, national, or international level. Non-governmental organizations (NGOs) conduct a broad variety of humanitarian and service roles, including conveying public concerns to governments, supporting and monitoring policies, and encouraging political engagement via the dissemination of information. The growth of non-governmental organizations (NGOs) during the previous several decades has given them a greater prominence and forced them to emerge as a separate sector within civil society. The term "non-governmental organization" (NGOs) has come to refer to a wide variety of organizations. The term "non-

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1071

سـهام ديـاب & بـن نغـروزي فاطمـة زهـرة ||تمكـين المـرأة مـن خـلال الإعـلام فـى المنظمـات الجزائريـة غيـر الحكوميـة || مجلـة ابـن خلـدون للدراسـات والأبحـاث || المجلـد الثـاني || العـدد السابع || الصفحات 096 – 1094.

E-ISSN: 2789-3359 || P-ISSN: 2789-7834 || AIF: 0.5 GIF: 1.5255

governmental organization" (NGO) has no universal definition, and its meaning changes depending on the situation.

Over the previous two decades, Algerian women's status and function have changed dramatically. According to socioeconomic indexes, some substantial progress has been accomplished. Furthermore, as social changes continue, problems relating to women and women's rights have become a key subject of debate in Algeria's public arena. Many Algerian NGOs use the media as one of their strategies to promote change. The media reflects the fast growth and appearance of many contemporary technologies by conveying information and engaging swiftly. The media has also had an important role in addressing current political, social, economic, cultural, and other concerns. To prepare public opinion, in addition to explaining, analyzing, and addressing its many elements. However, the media has provided a fertile ground for the spread of incorrect or misleading information. This has created a huge challenge to those who have relied on digital media and its different venues to distribute their news via traditional media.

The statement of the Problem

In this article, one of the techniques employed by NGOs to promote women's empowerment and negotiate change is via the use of the media. Some individuals feel the media is a voice of the majority that educates others about social, cultural, economic, and political issues, while others say the media is exploiting people and that their primary objective is to make a profit rather than tell the truth about the world. How do these non-governmental groups help women's empowerment projects using specialized techniques? And how do they use the media to advocate and fight for issues that impact women's rights and development?

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1072

The approach of the Study

We attempted to develop methods to creatively blend qualitative and quantitative techniques, believing that combining the two would give the most comprehensive and deep knowledge of the issue under investigation. With all of this in mind, Fairclough's CDA dimensions may be used to describe the methods used in the study. The current study follows this framework or strategy since it analyzes the data in three stages: description, interpretation, and explanation.

According to Fairclough (1989: 24), language is a kind of social practice: *'discourse refers to the whole process of social interaction of which a text is just a part'*. He believes that critical analysts should look at the interrelationships between texts, production processes, and their social environment in addition to the texts, the process of text creation, and the interpretation of the texts. The language choices of the texts are therefore analyzed in the first two phases. (Texts) are regarded as objects in the first step, 'description' (discourse as a text). Text and conversation should be rigorously examined, including word choices and text structure. Apart from analyzing, attention should be brought to other aspects such as intertextuality in the second stage of 'interpretation' (discourse as discursive activity). Link the text to its surroundings, in other words. The explanatory portion of the study (discourse as social activity) is based on historical, social, and cultural considerations (plea for diversity). "The complete process of social interaction, of which a text is merely a component," says Fairclough (1989: 24). Some of the Islamic Feminist paradigm is also used in this article's research philosophy.

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1073

سـهام ديـاب & بـن نغـروزي فاطمـة زهـرة || تمكـين المـرأة مـن خـلال الإعـلام فـي المنظمـات الجزائريـة غيـر الحكوميـة || مجلـة ابـن خلـدون للدراسـات والأبحـاث || المجلـد الثـاني || العـدد السابع || الصفحات 096 – 1094.

E-ISSN: 2789-3359 || P-ISSN: 2789-7834 || AIF: 0.5 GIF: 1.5255

Importance of the Study

This research is noteworthy because it is one of few that focuses explicitly on the history of women's empowerment in Algeria, and it gives an inside look into the NGOs under investigation's 'woman spaces.' It also considers women's perspectives, as well as their ideas and objectives for Algerian women. The findings of the study add to the body of knowledge by describing the various methods used to promote and foster empowerment. Examining various goals and plans for addressing issues that women in Algeria face. This work is also critical in aiding our understanding of the relationship between media use and issues of women's empowerment. To have a better understanding of the internal and external dynamics of non-profit organizations. The examination of NGO planning processes in Algeria is prompted by the study of NGO strategy in Algeria. The gender planning process assists us in recognizing the foundations on which NGOs work to empower women and identifying the various approaches taken by NGOs toward women. As a result, the results will be used to design an effective program to rethink women's concerns in Algeria.

2. Literature Review

Examining the literature on NGO strategies, with a focus on the use of the key technique outlined in this paper. In particular, identifying studies that discuss the use of the media strategy and how NGOs have used it to empower women.

2.1 The Media in NGOs

The media's information may be utilized to engage, inspire, influence, and empower people. Wall (2002) investigates the impact of the internet on non-governmental organizations, finding that it has changed the way they communicate in a variety of ways, including the speed with which they can

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1074

سـهام ديـاب & بـن نغـروزي فاطمـة زهـرة ||تمكـين المـرأة مـن خـلال الإعـلام فـى المنظمـات الجزائريـة غيـر الحكوميـة || مجلـة ابـن خلـدون للدراسـات والأبحـاث || المجلـد الثـاني || العـدد السابع || الصفحات 096 – 1094.

E-ISSN: 2789-3359 || P-ISSN: 2789-7834 || AIF: 0.5 GIF: 1.5255

disseminate information, the barriers they face being reduced, and an increase in efficiency and cost savings. Furthermore, NGOs' online communications aid them in achieving social change via strategies including information generation, self-empowerment, and allowing website visitors to participate in discourse (Wall, 2002). In Algeria, the spread of social media on the internet has accelerated since it offers a more flexible media format than conventional media.

New technological modes of communication, according to Hilbert (2011), have altered global social, political, and cultural structures, as well as our methods of interacting and conversing with one another. Seo, Kim, and Yang (2009) investigated the media's present power and how NGOs have exploited the new platforms it affords to shift their focus from the local to the global, where various sorts of information may have a huge impact. In Algeria, social media was just recently introduced, yet it has swiftly spread throughout the nation. It has sparked a societal upheaval, with younger generations quickly adopting it, and has given a new dimension to Algerian women's identities, who, after being heavily protected and constrained by their responsibilities within the family system, have begun to voice their opinions more openly in public, becoming better-informed people as a result of the links that social media has provided. Because media technologies are always evolving, NGOs have employed a range of media to accomplish their goals. Researchers investigate the function of the media in NGOs and feel that "media advocacy" is one of the most successful lobbying strategies used by NGOs. The organizations may influence the social-political climate by mobilizing the public via media advocacy. They point out that the bulk of NGO lobbying strategies are geared toward women's violence.

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1075

2.2 New media tools

"New media technologies" have allowed NGOs to organize and connect with people all around the globe, according to Seo and colleagues, offering "interactivity and autonomous information dissemination" (2009). They use websites, blogs, videocasts, and wikis as examples of new media used by NGOs, and they look at how NGOs choose which new media to use based on the purpose and audience for their message, whether they are directly addressing the public on specific issues or indirectly attempting to influence the public through the mass media. The new media, according to Seo et al. (2009), serves five functions for NGOs: promoting the NGO's image, obtaining finances, engaging with the general public, working with other NGOs, and giving information to NGOs (Seo at al. 2009:124). This study uncovered the potential of new media, how NGOs have shifted their focus to new media, and how information may be delivered in a number of ways. Information is used by NGOs to engage, inspire, persuade, and empower people via new media.

3. Methodology, Data Analysis and Discussion

3.1 Research Design and Procedures

A collection of standards and practices that serve as the basis for research is known as methodology. This section examines how non-governmental organizations (NGOs) utilize media networks, mobile phones, publications, advertisements, and other forms of communication to get access to and share information with the general public. The research uses a mixed method approach, which blends qualitative and quantitative methods. It employed a structured questionnaire with 200 responses and 16 semi-structured interviews with NGO managers from fourteen different NGOs, with two NGOs doing two interviews each, for a total of 14 females and 2

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1076

سـهام ديـاب & بـن نغـروزي فاطمـة زهـرة || تمكـين المـرأة مـن خـلال الإعـلام فـى المنظمـات الجزائريـة غيـر الحكوميـة || مجلـة ابـن خلـدون للدراسـات والأبحـاث || المجلـد الثـاني || العـدد السابع || الصفحات 096 – 1094.

E-ISSN: 2789-3359 || P-ISSN: 2789-7834 || AIF: 0.5 GIF: 1.5255

men aged 30 to 65 in Algiers. All of the interviews took place in semi-formal settings, both inside and outside of NGOs, and were organized ahead of time. The non-probability samples used in this study were specifically chosen to include a range of NGOs that focus primarily on women and deliver women's programming. This sample includes national, advocacy, professional, internet-based NGOs, and religious organizations in Algeria. Table 1 lists the NGOs that were researched in this study, as well as their sectors of interest and the number of interviews conducted in each..

Table 1 List of Selected Algerian NGOs

NGO	Fields of interest	Number of interviews	NGO's Nature
1	Youth, Women empowerment	1 Female Manager	A non-profit organisation
2	Services, issues research	1 Female manager	Social Charity
3	Charity housing	1 Female manager	Social philanthropy
4	Facebook-based	1 Female manager 1 Male manager	A non-profit organisation
5	Women's empowerment	1 Female manager	Social Charity
6	Assistance and support	1 Female manager	NGO
7	Women's awareness of Islamic studies	1 Female founder 1 Female manager	Community organization
8	Women's empowerment	1 Female manager	A non-profit organisation

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1077

9	Contribution to efforts and lobbying	1 Female manager	C. of Commerce
10	Social advancement	1 Female manager	A non-profit organisation
11	Women's empowerment	1 Female manager	A non-profit organisation
12	Human rights	1 Male manager	NGO
13	Domestic violence	1 Female manager	Social Charity
14	Breast Cancer	1 Female manager	Health Charity

Source the Sample investigated.

3.2 Data Analysis

In Algeria, social media has just recently been introduced and, surprisingly, has flourished rapidly. It has triggered a cultural revolution, with younger generations quickly embracing it. Women's NGOs in Algeria, in particular, utilize the media to promote women's empowerment through educating, informing, and awakening people. Furthermore, one might argue that social media has given Algerian women's identities a new dimension, as they have started to express themselves more freely in public and have grown more informed as a consequence of the connections made possible by social media. According to Hilbert (2011), new technological communications have had a significant influence on social, political, and cultural institutions, as well as our methods of connecting and communicating with one another. Research by Seo et al. (2009) looked at the media's current strength and how NGOs have used the new platforms it provides to move their attention from local to global, where different types of information can be extremely influential. Carpenter and Jose (2012) also said that the web gives NGOs

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1078

سـهام ديـاب & بـن نغـروزي فاطمـة زهـرة || تمكـين المـرأة مـن خـلال الإعـلام فـى المنظمـات الجزائريـة غيـر الحكوميـة || مجلـة ابـن خلـدون للدراسـات والأبحـاث || المجلـد الثـاني || العـدد السابع || الصفحات 096 – 1094.

E-ISSN: 2789-3359 || P-ISSN: 2789-7834 || AIF: 0.5 GIF: 1.5255

with a low-cost, rapid tool that helps them to have a greater impact and enhance their functions.

4.1 The Media's Roles and Functions in NGOs

Because the media is their major way of connecting and communicating with people, all NGOs must utilize it. According to the interview analysis, NGOs utilized the media for a number of purposes, including connecting with people and recruiting them to their causes, promoting and publicizing their NGO's advocacy, and mobilization. The interviews revealed that although some NGOs have very clear aims and methods for utilizing media channels, others are a bit more hazy. The new media, according to Seo et al., serves five functions for NGOs: image promotion, fund-raising, public contact, collaboration with other NGOs, and access to NGO information (Seo et al. 2009). According to the results, NGOs perform two sorts of media functions: communication tools for recruiting people and promoting the organization, and mobilization tools for advocating for their causes and effecting change.

4.1.1 Promotion and communication

NGOs have adopted a variety of media, each of which is used to reach certain audiences and achieve specific objectives. Publicity was one of the key motivations for utilizing the media, with some NGOs claiming to utilize newspapers to disseminate information. Traditional forms of media, such as radio, newspapers, and sometimes television, were used by the NGOs in the research in the following ways. The press was invited to cover NGO 1's yearly conferences, providing them a lot of exposure. However, as the manager pointed out, they had no control over the substance of the news media, which was concerning. NGO 5 (women's empowerment group) sought attention as well, with the manager stating that they utilize

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1079

سـهام ديـاب & بـن نغـروزي فاطمـة زهـرة ||تمكـين المـرأة مـن خـلال الإعـلام فـى المنظمـات الجزائريـة غيـر الحكوميـة || مجلـة ابـن خلـدون للدراسـات والأبحـاث || المجلـد الثـاني || العـدد السابع || الصفحات 096 – 1094.

E-ISSN: 2789-3359 || P-ISSN: 2789-7834 || AIF: 0.5 GIF: 1.5255

newspapers to contact with government officials or to inform officials and sponsors about their operations in order to recruit people and raise funds. or to keep authorities and sponsors informed about their actions in order to recruit people and cash. NGO 2 (charity) said that their news is published in newspapers. Having their events covered by the press appeals to all of these NGOs since it raises their visibility and draws authorities' attention to them.

Clients, sponsors, donors, volunteers, and the general public have all been reached via the media by NGOs. Many NGOs emphasize the need of utilizing both conventional and social media to reach out to others, and the media offers a variety of tools that may be tailored to specific requirements. One form of communication approach for reaching consumers was highlighted: using a mobile phone text SMS service. NGOs 6 and 7 utilize the reachable SMS as predicted since they are traditional religious NGOs with a substantial number of senior clients. They've learned that texting their regular clients on their mobile phones is an effective approach to engage with them and capture their attention.

"I mainly depend on Phone SMS to notify people about human issues that would generate profound emotional responses since the messages have a deeper effect," says NGO 6's manager. "These direct communications have a higher impact, targeting particularly older age groups." I contact them to inquire about their well-being and to let them know if I have a case that needs their help or to invite them to an event. (female in her fifties).

Clients, sponsors, donors, volunteers, and the general public have all been reached via the media by NGOs. Many NGOs emphasize the need of utilizing both conventional and social media to reach out to others, and the media offers a variety of tools that may be tailored to specific requirements. One form of communication approach for reaching consumers was

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1080

سـهام ديـاب & بـن نغـروزي فاطمـة زهـرة ||تمكـين المـرأة مـن خـلال الإعـلام فـى المنظمـات الجزائريـة غيـر الحكوميـة || مجلـة ابـن خلـدون للدراسـات والأبحـاث || المجلـد الثـاني || العـدد السابع || الصفحات 096 – 1094.

E-ISSN: 2789-3359 || P-ISSN: 2789-7834 || AIF: 0.5 GIF: 1.5255

highlighted: using a mobile phone text SMS service. NGOs 6 and 7 utilize the reachable SMS as predicted since they are traditional religious NGOs with a substantial number of senior clients. They've learned that texting their regular clients on their mobile phones is an effective approach to engage with them and capture their attention.

This employer gives three reasons for texting: staying in touch, generating cash, and inviting people to their activities. This NGO generates donations and awareness by giving riveting examples of poor women's stories, and the manager appreciates the method's efficacy, adding that it encourages swift responses from the NGO's regular older customers. Text messaging is utilized not just to remain in touch with repeat customers, but also to urge individuals to take action and get involved in a cause, which helps the NGO develop its network and give access and possibilities. In his examination of media relations in non-governmental organizations, James Weidman (2003) described the NGO strategy of humanizing ideas by giving an emotive argument or offering a fascinating tale. He attempts to "capture the reader's attention and imagination" (Weidman, 2003). Randall and Harms (2012) concur with Weidman (2003) that "important communication tools" for NGOs are tales that "win both the listeners' hearts and minds." As a consequence, NGOs consider them as a strategy for persuading audiences (Randall and Harms, 2012).

Both NGO 7 (an old and traditional business organization) and NGO 11 (a women's empowerment group) utilize phone messages to communicate with consumers, as does NGO 6. When both managers and consumers are of an older generation who favor traditional direct messaging, they connect with clients using phone messages. NGO 1 (a youth empowerment group) said that they utilize SMS for a different reason:

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1081

We advertise, but we found that most moms, with the exception of those between the ages of 25 and 40, do not utilize social media. When moms are older than that and have Facebook profiles, we send text messages in a professional and courteous tone. (Empowerment of Youth) (Female, 30s)

This NGO cited the fact that they texted older groups of consumers rather than communicating with them on social networking platforms to support the aforementioned premise that phone texts are more often used with older customers. As a consequence of their lack of (often) usage of social media platforms, there is still a group of individuals from previous generations who prefer to be contacted by phone messages. As a consequence, NGO 1 determined which media tool was most beneficial for each target population. To put it another way, they choose media tools wisely depending on the target audience. NGOs, on the other hand, have challenges in attracting both moms and their children, since each has distinct interests and will be pulled to a different media tool as a consequence. The method used by this NGO in selecting the right instrument for the task is well-thought-out and in accordance with the target audience's thinking.

As previously indicated, NGO 1 has utilized social media to acquire new members. NGO1's manager (a 30-year-old woman) explained how they employ both conventional and social media. They target young children using social media platforms such as Facebook and YouTube, with colorful and stylish advertising in the French language, yet they utilize scientific, academic language for official and public events. However, in order to educate teenagers the importance of preserving their identities, the manager said that they are changing their audience-drawing techniques to include more Arabic and less French.

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1082

One of our goals over the first three years was to get comfortable with French titles, have fun, and not look unduly serious. As a consequence, we started to use French on a more regular basis. However, now that we've grown in popularity and gained a large following, we'd want to get back to our origins by using Arabic more regularly. (Empowerment of Youth) (Female, 30s).

This manager went into great depth on the purpose and substance of her NGO's usage of social media. This non-profit is particular about the look of its social media sites, customizing the terminology and language used to the audience who would be engaging with their messages. Furthermore, while speaking with children, they take into account what their moms may think and avoid any religious themes that might be seen as insulting. "tight." Surprisingly, this non-profit organization has already changed the material it uses to attract consumers on social media sites. As their popularity grew, they started progressively changing their material to one that aims to preserve the identity of a lowly community, as part of their "strategy," as the manager put it. According to Seo et al. (2009), NGOs carefully choose which new medium to utilize based on the goal it serves as well as whether or not they are directly addressing particular subjects to the general public via mainstream media.

Furthermore, both NGO 2 and NGO 11 utilize social media, responding that "we have Facebook accounts" when questioned about their NGOs' usage of social media. Social media platforms are employed to recruit younger generations, according to NGO 1, NGO 3, NGO 5, and NGO 8. For example, the manager of NGO 3 said that social media assists in the recruitment and engagement of young volunteers. "We may attract... them later for recruitment and engagement via social media," the manager (female, 30s) remarked previously. She also stated that drawing an audience via social

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1083

media makes it easier for them to interact and recruit from this pool for future events since they would be added to their list of possible volunteers.

Furthermore, NGO 4 (a Facebook-based organization) uses social media exclusively to connect and engage with its volunteers. According to the manager of this NGO, they utilize Facebook to communicate with volunteers on a daily basis. The manager stated, "Facebook makes it easy to communicate and be explicit about what we're doing in front of the authorities." In this situation, mentioning the government was uncommon, since they are fully aware that the government may monitor their social media statements. "Social media platforms are enticing venues and two-way channels for users to learn information not only about citizens but also about government," Agarwal et al. write (2012).

"[We communicate] in French because it is simpler, and since there are also other nationalities participating," the male manager replied when asked why NGO 4 utilizes the French language largely in its postings, similar to NGO 1. They picked French not simply to appeal to a global audience, but also to eliminate those who would not be interested in the language. "You know, French was simpler for us at first," the manager (a 30-year-old guy) observed, "but now it's more of a strategy." The language has become a point of entrance into a zone where people who are uncomfortable with it are individuals with whom no contact is sought. The target audience for this NGO has been purposefully targeted to appeal to a more open-minded, educated, French-speaking population, as well as the younger generation.

Both NGOs 1 and 4 used the word 'strategy' to describe their use of the French language for communication, and both demonstrated a knowledge of the importance of the social media material they were delivering, as well as the kind of audience they were aiming for. They also demonstrated that

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1084

سهام دياب & بن نغروزي فاطمة زهرة || تمكين المرأة من خلال الإعلام في المنظمات الجزائرية غير الحكومية || مجلة ابن خلدون للدراسات والأبحاث || المجلد الثاني || العدد السابع || الصفحات 096 – 1094.

E-ISSN: 2789-3359 || P-ISSN: 2789-7834 || AIF: 0.5 GIF: 1.5255

speaking French was an explicit'strategy' they had undertaken. Surprisingly, they both used the word "strategy" to describe their use of French in media communication because it appeals to moderate, fashionable, multilingual, and open-minded audiences. The goals of NGOs 1 and 4 in utilizing French, on the other hand, are different: NGO 1 utilizes it to appeal to younger audiences and position itself as a "trendy" organization, whilst NGO 4 uses it to attract a moderate audience while excluding others. Media content is significant because it paints an image that is likely to influence the audience and, as a consequence, elicit particular results.

4.1.2 Mobilization and Activism

Non-governmental organizations (NGOs) in Algeria use the media to encourage community engagement in problems and concerns. According to several research, media advocacy is one of the most successful NGO involvement strategies. Through media campaigning, NGOs may rally the public and change the social-political climate. NGOs choose an issue, run a campaign to raise awareness about it, and provide remedies, with the media (particularly social media) enabling NGOs to discuss formerly taboo topics Randall and Harms (2012). Women's empowerment is inextricably tied to media activism because it gives activists a forum to express their opinions on and draw attention to problems that affect women, as well as organize others to address these issues. For example, one of the main concerns of Algerian women's NGOs is raising awareness about violence against women. On the other side, these mobilization efforts are ineffectual and need more knowledge and time to develop.

NGOs employ campaigns to promote their positions on different topics and build public awareness. NGO 12 (a human rights organization, for example) is aiming to raise public awareness of the value of human rights

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1085

سـهام ديـاب & بـن نغـروزي فاطمـة زهـرة || تمكين المـرأة مـن خـلال الإعـلام فـي المنظمـات الجزائريـة غيـر الحكوميـة || مجلـة ابـن خلـدون للدراسـات والأبحـاث || المجلـد الثـاني || العـدد السابع || الصفحات 096 – 1094.

E-ISSN: 2789-3359 || P-ISSN: 2789-7834 || AIF: 0.5 GIF: 1.5255

and to teach people about human rights culture. "We seek to raise awareness of human rights culture via a variety of channels, such as campaigns, radio, publications, seminars, and lectures," says the manager (Male, 40s), "but we are still... limited to [reaching] certain individuals." As a consequence of the investigations, the NGO discovered that "an lack of understanding [on] rights in general and human rights in particular," according to the manager. The importance of the media in propagating human rights ideas was also underlined by this management. The "I am a person" campaign, sponsored by NGO 12, seeks to ban the use of threatening phrases aimed at women and raise awareness of women's and children's rights. They're also ramping up public awareness campaigns in places where human rights culture is underdeveloped or misunderstood.

The use of the media by NGO 13 and NGO 14 has one of the key purposes of raising women's awareness. Newspapers, television, radio, and all other kinds of social media are used to market and support NGO 14 (a breast cancer group). In addition to their conventional use of the media, they have been able to offer a new sort of activism via it. As a consequence, the media has played an important part in this NGO's efforts to raise breast cancer awareness in Algerian society, enabling them to offer innovative techniques for doing so. This NGO was able to boost public awareness throughout October, the worldwide month for breast cancer awareness. For the previous five years, they've been able to provide innovative concepts to raise public notice to the need of getting breast cancer investigations throughout this month.

The manager expressed concern about Algerians' resistance to discussing cancer in general, and breast cancer in particular, as well as how cultural barriers have rendered the disease taboo. This NGO was able to capture the public's interest and shatter the cultural taboo around addressing

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1086

سـهام ديـاب & بـن نغـروزي فاطمـة زهـرة || تمكـين المـرأة مـن خـلال الإعـلام فـى المنظمـات الجزائريـة غيـر الحكوميـة || مجلـة ابـن خلـدون للدراسـات والأبحـاث || المجلـد الثـاني || العـدد السابع || الصفحات 096 – 1094.

E-ISSN: 2789-3359 || P-ISSN: 2789-7834 || AIF: 0.5 GIF: 1.5255

the disease by presenting the matter in a novel way. Throughout the month of October, they would share personal tales of survivors, including the manager's struggle with cancer, in order to encourage women to take action and seek early diagnosis and regular check-ups. This demanded a new kind of lobbying, in which the NGO worked directly with the local media to increase awareness of the issue and urge women to obtain breast cancer tests. As a consequence, this non-profit organization has not only increased awareness about breast cancer but has also inspired women to take action.

In addition to media appearances, this NGO developed various initiatives that took on a different form each year. The pink ribbon, for example, was made in 2018 by utilizing females who wore pink. This was covered by a number of local periodicals. In October, a group of women gathered to create a human pink ribbon. Last October, they released short films and awareness booklets featuring celebrities wearing pink in support of their mothers, spouses, and other female family members, ushering in a new social trend in which celebrities and TV hosts wear pink throughout their YouTube videos. All of the efforts undertaken by these non-profits are novel approaches to raise awareness and educating Algerian women about the problem. The manager (female, 40s) proudly asserted that they "were regarded one of the most transparent NGOs" in 2019 due to their significant usage of new media.

NGO 13 also engages in advocacy work, particularly in the issue of domestic abuse. Because of the character of Algerian culture, domestic violence, like breast cancer, was a contentious issue of discussion. The problem of child abuse has long been disregarded and unspoken about, according to the NGO's manager (a psychologist in her 40s). The story of a child called Khawla, who was tortured and murdered by her father and stepmother and was publicized in the local press, provoked popular

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1087

سـهام ديـاب & بـن نغـروزي فاطمـة زهـرة || تمكـين المـرأة مـن خـلال الإعـلام فـى المنظمـات الجزائريـة غيـر الحكوميـة || مجلـة ابـن خلـدون للدراسـات والأبحـاث || المجلـد الثـاني || العـدد السابع || الصفحات 096 – 1094.

E-ISSN: 2789-3359 || P-ISSN: 2789-7834 || AIF: 0.5 GIF: 1.5255

indignation because of the horrific images revealed. Both the public and the government were touched by the story, and public pleas to eliminate violence against women and children were made. NGOs, physicians, psychiatrists, and activists tackled this issue in Algiers. Workshops were organized in hospitals, with police, physicians, human rights activists, sociologists, and psychiatrists participating in talks demanding the criminalization of domestic violence and pushing for its prohibition. Surprisingly, news releases served as a channel for organizing the general public, authorities, and activists, and the media's power was the key facilitator of the whole mobilization. Domestic abuse, on the other hand, takes a long time for police to acknowledge as a severe crime in the case of khawla.

Both NGOs 13 and 14 have promoted awareness of topics in Algerian society that were previously considered controversial. The media was used to disseminate these concerns and bring these problems to light. According to M. Hilbert (2011), the internet has become "a popular platform for seeking thoughts on social problems and taboos," and it has shown to be an effective tool for expressing opinions on topics that were previously taboo in many developing nations.

Table 2: The respondents' viewpoints on the media's function regarding women's issues

What is your opinion of the contemporary role of the media in women's concerns?		Responses	
		N	**Per cent**
	Tool for expression	21	20.2%
	Tool for change	20	19.2%

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1088

سـهام ديـاب & بن نغـروزي فاطمـة زهـرة ||تمكـين المـرأة مـن خـلال الإعـلام فـى المنظمـات الجزائريـة غيـر الحكوميـة || مجلـة ابـن خلـدون للدراسـات والأبحـاث || المجلـد الثـاني || العـدد السابع || الصفحات 096 – 1094.

E-ISSN: 2789-3359 || P-ISSN: 2789-7834 || AIF: 0.5 GIF: 1.5255

	Tool for communicating and recruiting efforts	14	13.5%
	Tool for gaining knowledge	14	13.5%
	Tool for raising awareness	20	19.2%
	Tool for investing time	8	7.7%
	Not an important tool	4	3.8%
	Don't Know	2	1.9%
	Other	1	1.0%
	Total	104	100.0%

Source: Respondents' responses from the questionnaire.

The survey findings in table 2 show respondents' perspectives on the role of the media in women's concerns, stressing the media's influence on women's lives. The most common answer (20.2 percent) was that the media has developed into a medium for expression, with twenty respondents in two groups each claiming that the media is a tool for change and increasing awareness. Another two-thirds of those polled (13.5%) agree that media is a beneficial tool for communication and information acquisition. The majority of respondents say that the most important function played by the media in the lives of women is that it allows them to express themselves. Women have been able to break out of their passive roles and fully exploit high-tech potential owing to social media, which has transformed societal dynamics, despite the fact that this expression happens in virtual settings. Almost as many people said the media was mostly used to raise awareness and bring about change, both of which are empowering outcomes. Following that, one of the "primary functions of the media" was to serve as a practical resource for learning and interacting with people. This is intriguing because, despite

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1089

سهام ديـاب & بـن نغـروزي فاطمـة زهـرة || تمكـين المـرأة مـن خـلال الإعـلام فـي المنظمـات الجزائريـة غيـر الحكوميـة || مجلـة ابـن خلـدون للدراسـات والأبحـاث || المجلـد الثـاني || العـدد السابع || الصفحات 096 – 1094.

E-ISSN: 2789-3359 || P-ISSN: 2789-7834 || AIF: 0.5 GIF: 1.5255

the media's role as a source of information is perhaps the most obvious and obvious, the majority of respondents did not choose this function. According to the poll, the majority of Algerian women realize the media's effect on them and its ability to help them improve.

3.3 Discussion

NGOs utilize the media to send messages to the public about women, which is a method that NGOs use to empower women. The media was primarily employed by the NGOs under investigation for a variety of purposes, including publicity and advertising. Non-governmental organizations (NGOs) used it to influence the public by encouraging action and raising awareness about women's issues. More crucially, social media has created a virtual space for activity in Algeria, where the absence of civil society and activism is regarded in a difficult light owing to the country's geography. As a consequence, social media has emerged as a strong agent of change in Algerian culture, enabling a vast number of individuals to have their voices heard quickly (Agarwal et al. 2012). Furthermore, social media has opened the way for NGOs to bring about change by obtaining exposure and mobilizing support, providing them an edge in their activism. As a consequence of the virtual space provided by social media, activists, especially female activists, have been able to mobilize the public, lobby for issues, or at the very least be visible in a society where women were previously mostly sidelined or invisible.

On the other hand, the ongoing fight between conservatives and liberals has spilled over into social media, escalating the conflict. The antagonism between conservatives and liberals is apparent, and people are becoming more conscious of the risks that such differences represent to national progress as a consequence of social media. Nonetheless, such disagreements

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1090

سـهام ديـاب & بن نغـروزي فاطمـة زهـرة || تمكـين المـرأة مـن خـلال الإعـلام فـى المنظمـات الجزائريـة غيـر الحكوميـة || مجلـة ابـن خلـدون للدراسـات والأبحـاث || المجلـد الثـاني || العـدد السابع || الصفحات 096 – 1094.

E-ISSN: 2789-3359 || P-ISSN: 2789-7834 || AIF: 0.5 GIF: 1.5255

are a positive indication of progress, since conservatives fight change and seek to preserve the status quo, whilst liberals want to accelerate change and modernisation. Despite monitoring social media, the administration has been relatively quiet.

Another strategy used by NGOs to create awareness and communicate concerns in a non-threatening and culturally appropriate way is to frame and contextualize them by presenting them in a certain fashion. Many non-governmental organizations (NGOs) skilfully leveraged the increasingly popular social media platforms to promote awareness of non-controversial events and issues, according to the results. Domestic abuse, despite its association with a male-dominated culture, is seen as a legitimate subject for debate, as are issues like as women's health awareness. Press accounts of her father's brutality towards a little child caused this change in public perception of such a private matter, and The litigation, rather than being a family problem, became a subject of public opinion. This example elevated the issue to a national level of debate, allowing non-governmental organizations (NGOs) to address the problem and campaign for new laws.

NGOs, on the other hand, must carefully analyze their audiences, frame problems in a culturally appropriate way, and use effective language to project a convincing image in order to make strategic use of the media. According to this survey, many NGOs consider their target audiences and the messages they wish to deliver when determining which kind of media to use. In addition, some NGOs modify their language and visuals to appeal to their target clientele. For example, French was used in two scenarios to appeal to a younger, more educated, and more open-minded audience. As a consequence of adopting French, this NGO was able to attract a more moderate audience with its message. Arabic was utilized while connecting

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1091

with older age groups, but a more formal language was used instead, much as other NGOs used French to attract and converse with a younger age group.

Using the media to create a positive image of women is a powerful strategy for influencing and establishing mental impressions of them among the general public. NGOs often use tactics to raise women's visibility and depict them in a positive light by using suitable speech. Additional importantly, this article shows how the numerous strategies employed by NGOs to reach out to their target audiences, as well as the diverse opinions revealed in the interviews, give more evidence of Algeria's fast socioeconomic changes, as well as multiple ideologies that emerge in the study. The emergence of these places that transcend beyond physical venues is a part of the study's social growth. Women's empowerment strategies have successfully employed social media to circumvent the limits imposed by women's traditional position inside the house, hence expanding women's visibility and involvement in Algerian society. Women have a new digital arena where their visibility and expression of opinions are often encouraged rather than controlled, as they are in public areas. In addition, a variety of audiences have visited NGOs' events and other work contexts. Such efforts not only assist in the creation of new environments that promote women's empowerment, but also in the development of a new discourse that promotes empowerment.

4. CONCLUSION

The use of media by NGOs necessitates carefully selecting the most appropriate media tool for each target audience, including communication, promotion, activism, mobilization, and public impact. NGO's choose media tools depending on their suitability for their desired audiences and methodology. While conventional media channels were not widely utilized

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1092

سـهام ديـاب & بـن نغـروزي فاطمـة زهـرة || تمكـين المـرأة مـن خـلال الإعـلام فـى المنظمـات الجزائريـة غيـر الحكوميـة || مجلـة ابـن خلـدون للدراسـات والأبحـاث || المجلـد الثـاني || العـدد السابع || الصفحات 096 – 1094.

E-ISSN: 2789-3359 || P-ISSN: 2789-7834 || AIF: 0.5 GIF: 1.5255

by NGOs but were successful in achieving their PR aims, social media had a greater influence on individuals. NGOs, on the other hand, utilized a range of social media channels to reach out to, attract, and interact with younger generations. Traditional media was often used when the target audience was older generations or government officials. Women's empowerment was also mentioned as a reason for utilizing social media, as it marks a huge step forward in enabling women to speak out and have their voices heard. Women in Algeria, who are often marginalized, have been mobilized in large part as a result of social media networks. If it weren't for social media, many projects might have gone unreported.

However, societal constraints still exist for women in Algeria, and many women have advocated for additional reforms and steps to overcome these impediments. The number of successes accomplished by women in such socially limited contexts, as well as how Algerian NGOs have effectively exploited social media, have been notable.

Women's empowerment tactics are a large subject of study; yet, the present study only looks at one component of it; thus, additional research is required. Consider women's presence in new areas, such as social media, and analyze the role of newly developed spaces in the empowering process as further suggestions to assist NGOs in doing more effective work in this area.

5. *References:*

● **Agarwal, N., Lim, M. and Wigand, R.** (2012). Online Collective Action and the Role of Social Media in Mobilizing Opinions. In Raddick, C. and Aikins, S (eds). Web 2.0 Technologies and Democratic Governance: Political, policy and management implications. London: Springer: 99-123.

● **Fairclough, N.** (1989). Language and power. London: Longman.

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1093

- **Wall, M.** (2002). "The Battle in Seattle: how Nongovernmental Organizations used websites in their challenge to the WTO". In: Ed. By. Gilboa, E., Media and Conflict: framing issues, making policy, shaping opinions. New York: Transnational Publishers, Inc: 25-44.

- **Weidman, J.** (2003). "Media Relations: building personal relationships with the media", In Hamed, T., Swart, F. and Smart, A. (eds.) Cultural Responsibility and the Role of NGOs. Minnesota: Paragon House, 243-274.

- **2. Journal article**

- **Carpenter, C. and Jose, B.** (2012). Transnational Issues Networks in Real and Virtual Spaces: The case of women, peace and security. Global Network. Vol. 12(4), 525-543. [Online]. Blackwell Publishing Ltd & Global Network Partnership. [20 October 2014].

- **Fares Salman abo shiha.** (2021). Attitudes of Palestinian Journalists Towards the Use of Modern Technology Techniques in the Verification of Information's Through Digital Media: "A Field Study". Ibn Khaldoun Journal for Studies and Research.Vol.1, (3), pp1444 - 1447. [Online]. https://www.benkjournal.com/archives/1546.

- **Hatem Ali Mustafa Al Assouli.** (2021). The Role of Social Media in Disseminating Jerusalem cause Ibn Khaldoun Journal for Studies and Research. Vol. 1 (3), pp1492- 1493. [Online].
  https://www.benkjournal.com/archives/1405.

- **Hilbert, M. (2011).** Digital Gender Divide or Technologically Empowered women in Developing Countries? A typical case of lies, demand lies, and statistics. Women's Studies International Forum. Vol. 34, 479-489.

- **Randall, D. and Harms, A.** (2012). Using Stories for Advantage: the art and process of narrative. Strategy and leadership. Vol. 4(1), 21-26.

- **Seo, H., Kim, J. And Yang, S.** (2009). Global activism and new media: A study of transnational NGOs' online public relations. Public Relation Review. Vol.35, 123- 126.

DIEB Siham & BENNEGHROUZI Fatima Zohra || Empowering Women through Media in Algerian Non-Governmental Organizations || Ibn Khaldoun Journal for Studies and Researches || Volume 2 || Issue 7 || Pages 1069 - 1094.

1094