

Media treatment of the issue of the popular movement in Algeria through blogs

An analytical study of a group of articles in “the blogs of Al-Jazeera”

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Abstract:

The study deals with an important topic, which is "the media treatment of the issue of the popular movement in Algeria," so that it aims to answer a set of questions in order to get to know how the media handles the issue of the popular movement in Algeria, and to clarify its ideological objectives. In addition to clarifying the topics, issues, and taboos that he focused on, we will use content analysis as a tool for data collection. The various media outlets have dealt with the issue of the popular movement in Algeria, each according to its intellectual affiliation on the one hand, and the degree of its closeness and interest in this issue on the other hand

Key words: Media treatment; blogs; popular movement, Al-Jazeera, Media

المعالجة الإعلامية للحركات الاحتجاجية في الجزائر من خلال المدونات الإلكترونية

دراسة تحليلية لمجموعة من المقالات في مدونة الجزيرة

الملخص:

تتناول الدراسة موضوعا هاما وهو "المعالجة الإعلامية للحركات الاحتجاجية في الجزائر"، في ظل تزايد الاهتمام بالمنصات الرقمية كالمدونات الإلكترونية التي أصبحت تمثل دورا محوريا في صناعة الوعي السياسي، وهو الأمر الذي أتاحته الخاصية التكنولوجية للممارسة الإعلامية في العصر الراهن، حيث استخدم تحليل المضمون كأداة لجمع البيانات لمعرفة كيفية معالجة وسائل الإعلام لهذه القضية في الجزائر، إلى جانب توضيح الموضوعات والقضايا التي ركزت عليها.

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Introduction:

Since 18 February 2019, the Algerian street has witnessed a decisive political milestone in rehabilitating the political debate that has been absent from the Algerian space for many decades. The popular movement in Algeria rearranged the media agenda in Algerian and international channels and newspapers on the one hand, and became the most talked about issue on Algerian communication sites on the other, especially since it was associated with large mass demonstrations in all provinces and carried popular slogans demanding comprehensive political, economic and social change and reform.

Online blogs also contributed to opening the space for political debate as another facet of participatory alternative media that provides the possibility of interaction (Feedback) through spaces dedicated to readers' responses, as an added feature that allows for the exchange of ideas between the authors of articles and blog readers of different persuasions and opinions.

In this way, the Al Jazeera blog, as one of the largest blogs in the Arab world, gave political and academic elites the opportunity to participate in reformulating the political debate in Algeria and interact with all its parties by analysing the media contents and slogans that accompanied the popular demonstrations, which reflects the return of interest in political awareness to the forefront to participate in providing clear visions of the popular movement as an issue of public concern.

Through this study, we seek to analyse and extrapolate a set of articles published on Al Jazeera's blog site, which paid great attention to covering the issue of the popular movement in Algeria in light of the high rate of political interest in the period accompanying the movement.

This leads us to pose the following research question

The following research question: **How did Al Jazeera's blog address the issue of the popular movement in Algeria?**

To answer this central question, we developed a set of sub-questions:

In terms of the category of form:

- 1) What kind of links are available on the Al Jazeera Blog site?
- 2) What are the explanatory supports available in the Al Jazeera Blog?
- 3) What are the journalistic templates used in the Al Jazeera blog?

In terms of content:

- 1) What are the topics covered in the Al Jazeera Blog articles?
- 2) What are the frameworks used in Al Jazeera's blog articles?
- 3) What are the personalities featured in Al Jazeera's blog articles?
- 4) What are the values contained in the Al Jazeera Blog articles?

1- Weblogs are a new space for information circulation:

As a new media practice, weblogs are a fertile and important area for research into the nature of media treatment of political and social phenomena and issues in the digital environment, which has become a major reference for readers and followers of different orientations

1.1 The new media is the new frontier in the handling of information:

For numerous social groups in Algeria, the Internet has emerged as a platform for engaging in novel forms of relationships that transcend conventional social structures. The political movement has leveraged new media, including the Internet and electronic dialogue forums, facilitating the emergence of a fresh discourse on liberation. This discourse now increasingly occupies public spaces that were previously inaccessible to the populace, who relied solely on information disseminated through books and newspapers (El Hamami, 2007, p. 13)

The evolution of information and communication technology, along with the advent of the World Wide Web, has significantly bolstered the role of Electronic Media as a primary reference point in contemporary society. This innovative approach has garnered the attention of numerous researchers and scholars, establishing it as a distinct academic discipline. It effectively combines traditional communication methods to present content in varied and more impactful formats, with a primary reliance on the Internet. (Aisha, 2010, p. 99).

Blogging, often-referred to as new electronic media, represents a contemporary format accessible through the Internet. It leverages the diverse media capabilities available online and employs digital technologies to convey information in various formats to the audience. This approach offers a significantly higher level of freedom and choices compared to traditional media, which typically resorts to electronic alternatives to adapt to technological advancements and fulfill the demands of the media market. (Ski, 2007, p. 5)

Accordingly, weblogs are the most contributing new media in bringing the issue of public affairs to the virtual surface due to their association with political movements supporting democracy in the Arab world, in order to provide a higher ceiling of social and political interaction on the Internet (Messaedi, 2019, p. 05).

2-2 Centralization of weblogs in the Arab media map:

Arab blogs share similar characteristics with international weblogs; however, they are distinguished by specific political and cultural contexts. These blogs often reflect national issues and aim to establish blogging as a formal institution, viewing it as a platform for democratic engagement and fostering a culture of dialogue. Although the number of Arab blogs is relatively small compared to their Western counterparts, many adopt a political stance, particularly in regions where freedom of expression is limited. They have gained significant importance as alternatives to

censored media and as channels for critical discourse. In this regard, blogger and radio commentator Mona Eltahawy highlighted during the conference 'Effectiveness: Has the World Changed?' that the recent revolutions in Tunisia, Egypt, Libya, and Syria can be likened to the women's liberation movement that emerged in the Western world during the 1970s, both in purpose and significance. (Shaqra, 2014, p. 108).

Arab blogs share many characteristics with international blogs; however, they are influenced by unique political and cultural contexts. This results in a focus on national issues and an aspiration to establish blogging as a formal institution. Additionally, Arab bloggers often view their platforms as a means to promote democratic practices and foster a culture of dialogue. Nevertheless, the number of Arab blogs remains limited in comparison to their Western counterparts. (Messaedi, 2019, p. 6).

2- Media and the inevitability of going digital:

This is the approach put forward by Marshall McLuhan in the 1970s through his theory of 'technological determinism', where he put forward the idea of the global village, a concept that is very similar to the current era. For many years, the media work environment has been following a linear model in which media content moves from point to point in a specific path until it reaches the audience in the form of news, report or a message through the air that is picked up by the ear or on television or through paper newspapers, in contrast, the linear path of the electronic media work environment has changed to take a path that is diverse and based on diversity, alternatives, options, ease and simplicity.

2.1 The Internet as a key variable in the digitization process:

A team of specialists and experts asserts that electronic media, in its present form, possesses several distinctive characteristics that set it apart from traditional

media. These include its nature as an open medium driven by modern technology, which lowers costs and broadens its user base. Additionally, it transcends national boundaries and enhances the diversity of cultures and perspectives among participants in the communication process. Electronic media is marked by a wide range of content, the free flow of information, and an increase in media competition. Furthermore, e-media utilizes interactive services, positioning the audience as a vital collaborator in content creation, and increased the role of the private sector in the field of media work (Mahmoud, 2011, p. 67)

A team of specialists and experts asserts that electronic media, in its present form, possesses several distinctive characteristics that set it apart from traditional media. These include its nature as an open medium driven by modern technology, which lowers costs and broadens its user base. Additionally, it transcends national boundaries and enhances the diversity of cultures and perspectives among participants in the communication process. Electronic media is marked by a wide range of content, the free flow of information, and an increase in media competition. Furthermore, e-media utilizes interactive services, positioning the audience as a vital collaborator in content creation. (Al-Ghamdi, 2012, p. 9).

The revolution in information and communication has facilitated the emergence of numerous independent information sources that operate beyond the influence and control of prevailing political systems. This development undermines the monopoly these systems have traditionally held over various information channels, or at the very least, diminishes their capacity to maintain such control. Electronic communication tools enhance the public's knowledge, understanding, and awareness of other nations' experiences, expertise, and successful practices in areas such as development, democracy, civic engagement, human rights advocacy, anti-corruption

efforts, the enforcement of citizenship rights, and the principles of transparency. (Alamri and Saadi, 2009, p. 162).

The incorporation of audio and visual elements to capture the reader's attention allows bloggers to enhance their writing through the use of design, images, audio, and video. It is essential to optimize these creative methods to elevate the presentation of various blog types while adhering to the relevant guidelines when selecting multimedia content. (Rettberg, 2014, p. 2).

3. Methodological steps of the study:

In order to set the topic methodologically, this study entitled: 'The media treatment of the popular movement in Algeria - an analytical study of a group of articles in Al Jazeera's online blog -' to the following methodological steps:

3.1 Type of study and methodology:

This study belongs to descriptive-analytical studies, as it relied on a descriptive survey method that does not stop at collecting data and describing topics, but rather analyses and interprets the information contained in the vocabulary of the sample.

3.2 Research population and sample:

The research community in content analysis encompasses all sources where the content under investigation was disseminated or aired within the designated research timeframe, elucidating the contexts and motivations underlying the phenomenon (Skye, 2007, page 7). In our study, the research community specifically pertains to all articles that discussed the topic of the popular movement on Aljazeera Blog during the specified period. (February 2019 to May 2020).

As for the study sample, it is defined as a model that includes an aspect or part of the units of the original community of the research and its representative, as it bears common characteristics (Obeidat and Abu Nasser, 2007, p. 83)

Our study sample consists of ten (10) articles that dealt with the issue of the popular movement and were purposefully selected from Al Jazeera's blog. All of them are available on the following link: <https://www.aljazeera.net/blogs>

Given our extensive understanding of the research community, we opted for a purposive sampling method. A purposive sample is characterized by the researcher's deliberate selection of participants, eliminating any element of randomness. The researcher personally identifies individuals who are representative of the information and data sought, drawing upon their prior knowledge and familiarity with the key components of the research community that accurately reflect its essence. (Morselli, 2010, p. 285).

We chose the purposive sample because the platform in question does not deal with topics that deal with the popular movement in Algeria in a hierarchical and organised manner, because it is committed to a diverse agenda, and therefore the blog deals with topics that are topical, in addition to the fact that the articles representing the research community vary in terms of the most controversial and complex. In view of our adequate knowledge of the research community, we felt that a purposive sample is the most appropriate for our study in order to select the most important articles that serve the topic under study, which are as follows in the table below, arranged in chronological order:

Articles selected as a sample for the study through the Al Jazeera Blogs platform

***Titles of Samples:**

- 1- How does Malik Ben Nabi explain the popular movement in Algeria?
10/03/2019 Ahmed Wabel.
- 2- The Popular Movement and the Authority in Algeria between reality and solutions ,20/03/2019 Hamza Abdelkader.
- 3-The popular movement in Algeria towards a dead end 14/04/2019.

4-The most prominent scenarios for the failure of the Algerian Hirak 10/5/2019
Mohamed Abdelnour.

5- Flattening, Repetition and Emptiness The Hirak reveals the crisis of political
analysis in Algeria 11/05/2019 Al-Khair Shawar.

6-Algeria. The Hirak reiterates its demands and the national dialogue faces
complications 02/08/2019 (quoting Reuters).

7-The Algerian popular movement between corruption cliques and the radical
opposition 11/09/2019 Harzallah Mohamed Lakhdar.

8- On the 46th Friday... Algeria's Hirak criticises the regime and demands radical
change 03/01/2020 (quoting Reuters).

9 - Algeria's draft constitution ... The most prominent amendments and reactions
08/05/2020 Abdelhakim Haddaqa.

10- Algeria summons its ambassador to France over the broadcast of
documentaries defaming the popular movement 27/05/2020 Mustapha Dabbash.

3.3 Data Collection Tools:

The research utilized content analysis as a method for data collection. This method is characterized as the process of breaking down the outputs generated by those responsible for written, audio, and visual mass media across various communication formats into fundamental components. This breakdown facilitates the identification of the diverse symbols and formulas employed in conveying specific values and ideas to the recipient in the communication exchange. (Al-Hassan, 1986, p. 60) .

In our research, we focused on the unit of thought to analyze the vocabulary of the study sample through various analytical categories concerning both form and content. These categories are defined as the divisions, distributions, and aspects

utilized by the researcher to categorize the units of analysis present in the examined material, based on their distinct or varying characteristics. (Morselli, 2010, p. 285).

It is also worth mentioning that we utilised the unit of the word, which is interrogated by the nature of some categories, and from this point of view, we chose a set of categories that we believe serve the orientations of our study, namely:

- The category of form (how was it said?).

The category of links used: Imposed by the digital characteristic of the nature of the media medium used (Al Jazeera blog) that would facilitate or complicate the process of reading or browsing and differ between internal links that facilitate the transition between related or similar articles, and external links that facilitate the browser's transition to other websites and blogs, such as agency links, email links, etc.

The category of electronic and illustrative supports: This category represents the technical and digital means and supports available to the 'Al Jazeera Blog' browser, such as photos and videos, social networking sites, and statistics. These supports attract the interest of the new media audience and develop the level of interaction and participation in the opinion and ideas, in addition to the simplicity of use.

The category of journalistic templates: It represents the type of templates used in the editing process (inverted pyramid, long text, etc.)

- Topic category (what was said?)

The subject category: This category is often employed in media and communication studies because of its straightforward nature, as it aims to explore the question: What are the most prominent themes found within the content (Tamar, 2007, p. 60)

We aim to identify the subjects related to the popular movement in Algeria and subsequently categorize them based on the frequency of their occurrence. This ranking will, to a certain degree, indicate the significance of this topic for the administrators of this blog.

Values category: This category deals with the criteria for selecting the news and its elements, i.e. the implicit values targeted by the Al Jazeera blog to communicate and persuade readers and browsers.

Frames category: This category looks at the intellectual approaches and philosophical concepts implicit in the study sample (Al Jazeera blog articles)

The category of actors: This category looks for the main drivers of the content, i.e. the group of people or bodies that create the event in the analysed content (Sultania and Jilali, 2012, p. 61) and helps us in our study to identify the influential figures in the issue of the popular movement in Algeria through their frequency of occurrence in the articles.

4- Presentation and discussion of the analytical study data

After the data was collected through the content analysis questionnaire, the data obtained was summarized in the form of statistical tables that yielded the following results:

*Analyzing the data for the form category:

Table1: The nature of the links available on the Al Jazeera Blog

Link Type	Frequencies	Percentage
Internal	40	66.67%
External	20	33.33%
Total	60	100%

Reference: Prepared by the researcher

We can see from the table that the percentage of internal links used in the ‘Al Jazeera Blog’ browser is 66.67%, while the percentage of external links used is

33.33%. Digital links serve as shortcuts to related articles or those addressing similar subjects, and they may also direct users to websites or social media platforms. The significant proportion of internal links can be attributed to the fact that 'Al Jazeera Blog' operates as an extension of its parent entity, the Al Jazeera Media Foundation. This internal linking strategy promotes further exploration of the organization's content and media, which plays a crucial role in influencing algorithmic performance. The level of engagement and access to these links enhances the dissemination of articles and content.

External links direct the browser to various platforms, including news agency websites, authors' personal sites, or advertisements and sponsorships related to this blog. The primary objective of the linking policy, encompassing both internal and external links, is to enhance the browsing and reading experience by enabling swift navigation between different sites. This capability exemplifies the technological benefits offered by the electronic format of blogging.

Table 2: The distribution of the interactive supports used in Al Jazeera Blog

Interactive props used	Frequencies	Percentage
Images	17	28.33%
Videos	03	05%
Social media	20	33.33%
Adverts	20	33.33%
Total	60	100%

Reference: Prepared by the researcher

We can see from the table that the idea of using links is more evident, as the social media links pillar recorded the highest percentage of use (33.33%) equally with the advertising links pillar, while the percentage of using images was 28.33%, while we noticed a decrease in the use of videos by (05%).

As audience migration to new media continues to rise, bloggers across various genres strive to fulfill a primary objective: to foster engagement from browsers and

readers with the content of their published articles. This engagement can be observed through reactions in the blog's comments section or via links to popular social networking platforms, particularly Facebook and Twitter, which boast substantial user bases. Additionally, the presence of advertising links within the blog serves primarily commercial purposes. It is important to note that mere interaction is insufficient to sustain the blog's ongoing activity; rather, it must be complemented by financial support through online advertising and sponsorship.

The dependence of Al Jazeera's blog on diverse sources illustrates the interactive nature of discourse and the pluralistic approach to presenting ideas. This strategy appears to be an effort by the platform's administrators to maintain a semblance of neutrality, aiming to garner the allegiance of Arab audiences, especially Algerians, during a critical phase in the nation's history marked by a significant uprising in the streets of Algeria.

Table 3: The type of journalistic templates used in writing articles

Press Templates	Frequencies	Percentage
Inverted Pyramid	04	40%
Sequential Narrative	04	40%
Long text	01	10%
Hourglass	01	10%
Total	10	100%

Reference: Prepared by the researcher

We can see from the table above that the authors relied heavily on the Inverted Pyramid and Sequential Narrative (40% for each journalistic template), along with the exclusive use of the Long Text (10%) and Hourglass (10%) in editing their articles on Al Jazeera's blog.

The prevalent use of the inverted pyramid structure can be attributed to its effectiveness in assisting writers in organizing information by prioritizing it from the most significant to the least significant. This format is widely favored for composing

news articles and demonstrates considerable versatility for various other text types, including blogs.

In contrast, the sequential narrative structure is particularly well-suited for articles that embody a storytelling approach, especially concerning political and social issues. For instance, titles from the study sample such as "The Popular Movement in Algeria towards an Impasse" and "The Algerian Popular Movement between the Corruption Clique and the Radical Opposition" exemplify this. In these instances, the bloggers utilized the sequential narrative format in alignment with the thematic nature of their content.

A notable observation was the frequent utilization of the long text template, recognized as one of the most appropriate journalistic formats for digital platforms due to its compatibility with rapid browsing. Additionally, the hourglass template was identified, which, like the inverted pyramid template, emphasizes the most critical information and events within the article, subsequently presenting them in a manner that builds suspense.

*** Analyzing the data for the content category:**

Table 4: The nature of the frameworks included in the Al Jazeera blog articles

Frames	Frequencies	Percentage
Freedom	07	14.59%
Change	21	43.75%
Peace	05	02.4%
Violence	00	00
Bureaucracy	04	08.33%
Corruption	11	22.91%
Total	48	100%

Reference: Prepared by the researcher

Through our review of the articles within the framework of the analytical study, we observed that they included a range of intellectual concepts and major

philosophical approaches in varying proportions, topped by the idea of the Algerian citizen's urgent desire for change as a main demand with a percentage of 43.74%, 74%, the articles also talked about the concept of corruption in Algerian society with a significant percentage of 22.91%, followed by the idea of freedom with 14.59%, and the articles addressed the idea of bureaucracy with 08.33%, in addition to including the concept of peace with 02.4%, and we noticed the complete absence of any concept or idea that encourages the use of force and violence in the vocabulary of the sample.

The primary demand of the demonstrators in the popular movement was change, a response to the psychosocial and political challenges faced by the Algerian populace over extended historical periods. These challenges span from the legacies of the colonial era, through the tumultuous Black Decade, to the turn of the millennium, which was marked by the two-decade-long regime of former President Abdelaziz Bouteflika, during which political discourse was largely absent from the public sphere. The demands of the popular movement did not stop at rejecting the fifth term, but demanded a radical change at all political and economic levels, rejecting former regime officials, in addition to economic and social demands represented in improving the standard of living and advancing the economic sector in the country.

The articles included in this study encompass a range of significant philosophical concepts, such as freedom and peace. These concepts reflect the contemporary aspiration of societies to exist within an environment that upholds their dignity and meets their needs for a respectable standard of living. The popular movement in Algeria serves as a tangible illustration of this notion, particularly when taking into account its unique historical and social context. Furthermore, the authors contributing to the 'Al Jazeera Blog' are recognized as part of the intellectual elite, comprising media professionals, university professors, human rights advocates, and

civil society representatives. This background elucidates the underlying intellectual and philosophical inclinations present in the articles.

Table 5: The nature of the values contained in Al Jazeera's blog articles

Values	Frequencies	Percentage
Development	13	14.94%
Excitement	18	20.69%
Empathy	03	03.44%
Awareness	14	16.10%
Authority	39	44.82%
Total	87	100%

Reference: Prepared by the researcher

Our examination of the aforementioned table reveals that the focus of our study sample pertains to the popular movement, which is fundamentally a political matter. The values utilized in the development of the articles encompass social, cultural, economic, and intellectual references that illustrate the varying perspectives of different factions in their interpretation of the political landscape in Algeria. Notably, there is a significant prevalence of ideas associated with political conflict, with 82% of respondents asserting that all significant events in Algeria since its independence have revolved around issues of power—specifically, who possesses it, who ought to possess it, and who defines the nature of the governmental system. This also sheds light on the reasons why certain parties remain committed to the decision-making processes within the country.

The value of excitement also represented a significant percentage in the style of drafting articles (16.10%), especially headlines for the purpose of attracting readers' interest in content, and because the issue of popular movement topped the agenda of the priorities of the largest stations and media institutions, whether traditional or digital.

The articles under study recorded remarkable efforts of the elite group in society in providing recommendations and models for future solutions that can be adopted in the future policies of the country 20.69%, in addition to the need to spread sound political awareness in society that opens the way for freedom of expression and pluralism in putting forward ideas and adopting views 14.94%, as long as the common principle is to promote the development sector and serve the citizen, which was considered the biggest repeated demands in the slogans of the movement. We also sought a slight use of the value of sympathy 03.44% with the setbacks and difficult periods experienced by the Algerian people in their contemporary history and the extent of their entitlement to the model of a good governance system that achieves its demands and future outlook.

Table 6: Shows the nature of the values included in Al Jazeera blog articles

values	Frequencies	Percentage
Development	13	14.94%
Thriller	18	20.69%
Empathy	03	03.44%
Awareness	14	16.10%
Power struggle	39	44.82%
Total	87	100%

Reference: Prepared by the researcher

Through our analysis of the above table, and since the sample of our study is concerned with the issue of the popular movement, which is primarily a political issue, to the values employed in the formulation of articles extend to social, cultural, economic, and intellectual references that reflect the orientations of different parties in the interpretation of the political phenomenon in Algeria, and the high rate of repetition of ideas that carry the value of political conflict is that all those stations that Algeria has gone through since its independence were, about Who has the power and who should have it, and who determines the nature of the system of government

in it, and the value of excitement also represented a significant percentage in the style of drafting articles, especially headlines for the purpose of attracting readers' interest in the content, and because the issue of the popular movement topped the agenda of the priorities of the largest stations and media institutions, whether traditional or digital.

The examined articles highlighted significant legal precedents for the elite segment of society, offering recommendations and frameworks for potential future policies in the country. They emphasized the necessity of fostering a robust political awareness within the community, which would facilitate freedom of expression and the acceptance of diverse viewpoints. This discourse is anchored in the overarching goal of enhancing the development sector and serving citizens, a theme that has consistently emerged in the slogans of the popular movement. Furthermore, we aimed to subtly invoke empathy for the challenges and hardships faced by the Algerian populace throughout their recent history, underscoring their entitlement to a model of effective governance that meets their aspirations and future vision.

Table 7: shows the type of topics addressed by Al Jazeera blog articles

Topics	Frequencies	Percentage
Algerian Parliament	04	05,13%
Fifth Term	06	07,7%
Participation in the political dialogue	27	34,62
Elections	11	14,10%
Constitution	14	17,94%
Slogans and demands of the popular movement	16	20,51%
Total	78	100%

Reference: Prepared by the researcher

Through our reading of Table 8, we notice that the articles of the "Al Jazeera blog" dealt with a range of topics that preoccupied Algerian public opinion during the period of the popular movement, including the need for all parties in society to

participate in the political dialogue by 34.62%, followed by the slogans and demands of the movement by 20.51%, the articles also dealt with the Algerian constitution by 17.94%, 14.10% were devoted to talking about the presidential elections, 07.7% of the contents discussed the subject of the fifth term, and 05.13% were concerned with the Algerian parliament

This era marked a significant shift in the nature of political discourse, which had been largely missing from both the media and the streets of Algeria for many years. Despite a clear hesitance among local media and patriotic sentiments to engage with the topic, particularly in the initial weeks of the popular movement, it became evident that the issue of the popular movement in Algeria gained prominence in the agendas of major international media outlets, both traditional and digital. This attention was largely due to Algeria's status as a sovereign nation and its strategically important position within Africa and the Arab world.

The study sample encompasses various topics, including the issue of presidential elections and the perspectives of Algerian public opinion regarding the available alternatives. The popular movement in Algeria has drawn lessons from the experiences of other Arab nations during the Arab Spring revolutions, particularly in steering clear of foreign interference in the nation's internal matters, which could exacerbate the situation. This approach aims to prevent chaos among demonstrators and to guarantee that the protests remain peaceful and orderly, devoid of violence and vandalism that could jeopardize the country's public interest.

Table 8: Shows the distribution of active figures in the cause of the popular movement through the Al Jazeera blog

active figures in the cause	Frequencies	Percentage
Abdelaziz Bouteflika	17	44,73%
Said Bouteflika	02	5,26%
Ahmed Gaid Salah	05	12,63%
Mohamed Lamine Mediane	04	10,53%
Ahmed Ouyahia	01	2,63%
Ali Haddad	01	2,63%
Mustapha Bouchachi	03	7,89%
Abdelmadjid Tebboune	05	13,16%
Total	38	100%

Reference: Prepared by the researcher

We note from Table 9 that the most frequent figure in the articles of the study sample is the figure of former President Abdelaziz Bouteflika (44.73%), followed equally by Gaid Salah, the former Chief of Staff (13.16%) and the current President Abdelmadjid Tebboune (13.16%), then the figure of Mohamed Meï Mediene, nicknamed “General Tawfik” (10.53%), 16%), followed by Mohamed Lamine Mediene alias General Toufik (10.53%), Mustapha Bouchachi (07.89%), the former president's brother Saïd Bouteflika (05.26%), and businessman Ali Haddad (02.63%)

Former President Abdelaziz Bouteflika held the positions of Minister of Defense and Commander and Supreme Commander of the Armed Forces during his tenure. He was recognized for his diplomatic acumen on the international stage and enjoyed significant popularity domestically. In early 2019, following the official declaration of his intention to seek a fifth term, coinciding with foreign media reports regarding his declining health that impeded his ability to fulfill presidential responsibilities, he ultimately decided against pursuing a fifth term.

He subsequently declared his intention not to participate in the forthcoming presidential elections, a decision influenced by the widespread protests occurring

across various regions of the country. Among the prominent figures frequently mentioned in this context was Ahmed Gaid Salah, the Deputy Minister of Defense and Chief of Staff of the Algerian People's National Army. He played a crucial role in guiding the nation during the popular movement. Following constitutional protocols, he made the decision to detain several members of the Bouteflika family and various businessmen, including Saeed Bouteflika, the former president's brother, former minister Ahmed Ouyahia, businessman Ali Haddad, and others. Additionally, he oversaw the significant elections that resulted in the appointment of Abdelmadjid Tebboune as Algeria's new president, who passed away shortly thereafter in December 2019.

The articles within the study sample extensively addressed the figure of "Abdelmadjid Tebboune," who garnered significant attention across media and digital platforms during the election campaigns. His prominence in the media intensified following his victory in the presidential elections of December 2019, marking his ascent as the eighth president of the Algerian Republic. Upon assuming office, "Abdelmadjid Tebboune" faced a challenging internal landscape characterized by social and economic difficulties, prompting him to propose various solutions and initiatives that elicited mixed reactions from the Algerian populace, ranging from support to opposition.

Mustapha Bouchachi, an Algerian human rights advocate, was recognized by the media as the principal spokesperson for the popular movement. He was noted for his dissent against the policies of the previous regime and actively promoted the continuation of peaceful protests aimed at achieving genuine change.

Conclusion:

The analytical study of the media treatment of the issue of the popular movement through the analysis of the content of a sample of a group of articles on Al Jazeera blogs concluded a set of results as follows:

- ✓ Blogs are considered an elite platform in presenting and addressing media phenomena.
- ✓ Al Jazeera blog is an extension of its parent institution (Al Jazeera Media Channel) and therefore adopts the same opening line, and relies on the same slogans and ideologies in addressing Arab and international issues.
- ✓ Interaction alone is not enough to ensure the continuity of the blog's activity, but works in parallel with the financial funding of the blog through electronic advertising (Sponsoring).
- ✓ Blogs rely heavily on journalistic templates that have the ability to adapt to blogs.
- ✓ Among the most important topics addressed in the articles were the rejection of the fifth term and the protesters' demand for radical change at all levels.
- ✓ The values employed in the drafting of articles extend to social, cultural, economic, and intellectual references that reflect the orientations of different elites in explaining the political phenomenon in Algeria, most notably power, political conflict, awareness and development.
- ✓ Digital platforms have become the new media vessel that leads and controls public opinion.
- ✓ The figure of former President Abdelaziz Bouteflika is one of the most prominent names frequently addressed in the sample articles, as he is a pivotal figure in Algeria's modern history

At the conclusion of our study, we conclude that weblogs are another facet of the new media that directly attracts the intellectual elite, as an independent platform to put forward their ideas in the midst of the intense intellectual and political debate that accompanied the popular movement protests in Algeria, and “Al Jazeera blogs” are among the most popular Arabic blogs and receive a significant number of browsers.

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