

**Digital Media and Its Relationship to Environmental Development
Dimension: A Review of Algeria's Experience in Supporting Afforestation
Campaigns—An Analytical Study of the Ministry of Agriculture and Rural
Development's Facebook Page.**

Mekri Khedidja

Department of Humanities, Faculty of Social and Human Sciences,
University of Saida. Dr. Moulay Tahar
Laboratory for Research Development in Social and Human Sciences
khadidja.mekri@univ-saida.dz

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Abstract:

This study examines the role of digital media, particularly social media platforms, in raising issues with a developmental dimension. These platforms have come to play a fundamental role in influencing societies by disseminating important topics. This has increased the public's reliance on social media in the media consumption process. Unlike traditional media, social media allows users to access preferred content, ask questions, comment freely, and share desired content. This creates a dynamic, interactive relationship between the source and the audience. These features have led governments to rely on digital media as an open space that serves as a digital bridge between them and their audiences.

This descriptive-analytical study sought to uncover the relationship between digital media and discussions of environmental protection issues. It aimed to identify the impact of digital media content related to environmental development, particularly content on afforestation issues adopted by Algeria's Ministry of Agriculture and Rural Development. The ministry uses this content to disseminate environmental matters and raise public awareness. This supports the state's efforts to motivate society to take initiative, revive the culture of afforestation, and foster concern for forest cover.

This study employed media dependency theory to frame research questions and issues regarding the efforts of digital media content produced by ministries and organizations on afforestation issues. The study analyzed the digital content of Algeria's Ministry of Agriculture and Rural Development on its Facebook social media platform from 20 October 2025, to 14 February 2026. Content analysis was employed as the field research method. The analysis focused on specific categories of form and content, using a comprehensive sample survey of all digital media content related to afforestation issues during the specified study period.

The study's findings emphasized the importance of the Ministry of Agriculture and Rural Development's Facebook platform and the nature of its content. Photos and videos were an easy way to produce content that yielded visible results and contributed to follower engagement. Most of the persuasive techniques used appealed to both the emotions and the intellect, thanks to simple, clear language and a consistent posting schedule. The Ministry's page focused on diversifying activities, including afforestation campaigns, calls to citizens, and engagement

with associations and activists. This increased public interest in and interaction with tree-planting issues, as well as awareness of and support for government agencies, due to collective participation. This reinforced the idea that protecting forests and green spaces is a shared responsibility.

Keywords: Digital media, Developmental dimension, Environmental development, Afforestation issues, Facebook platform.

Introduction:

In this era of technological explosion, the pace of digital transformation is accelerating through social media networks. These networks serve as a new form of modern media, integrating various traditional communication methods with the internet. This unifies them into a single medium with a technological and knowledge-based framework. This framework delivers meaningful and relevant content and programs in distinctive and impactful ways. Digital media is associated with media that uses the internet to convey information specifically.

Indeed, the legitimacy of digital media, particularly social media, and its role in society is no longer debated among researchers. Rather, it is accepted as an integral part of each society's information system, influencing the presentation, dissemination, and processing of information. Building on Marshall McLuhan's thesis, we are living in an era of technological inevitability and widespread electronic dissemination ; we cannot live in isolation from it. This confirms humanity's connection to digital media in an age of technological explosion, communication diversity, and electronic media. In most cases, the medium has come to outweigh the message, shaping the recipient's consciousness. Recipients reconstruct media messages based on their cognitive structures, imagination, level of perception, sense of belonging, and psychological motivations. Modern electronic media have reshaped the "communicative ergonomics" of our society, combining technological diversity, the information sphere, and trends to create a new social environment. This new public space is more attentive and active regarding current issues.

Digital media's ability to reach individuals quickly without geographical barriers classifies it as a communication tool for spreading awareness and social culture. This parallels the changes occurring in all fields. Additionally, digital media fosters interactivity among various segments of the global population, enabling the exchange of interactions, opinions, and suggestions. Digital media facilitates interaction in various forms and adds a variety of content, making it easier for the public to engage with it through text, graphics, images, or videos.

Perhaps the most prominent roles that digital media has focused on, particularly in Algeria, are disseminating ideas related to sustainable environmental development, enhancing citizens' knowledge and culture, securing their support and participation in development projects, and directing public opinion toward environmental and ecological issues. Digital media is considered a new form of practice that shares with traditional media the concept, general principles, and objectives, but differs in its boundless reach and the dissemination of content across the internet, where it has come to play a complementary role in raising awareness and mobilizing the public.

This research paper provides a comprehensive review of the literature on previous studies specializing in the developmental dimension of digital media. It focuses particularly on the

current era of openness and explosive growth, which has coincided with the widespread dissemination of media messages. This shift has been driven by the transition of publishing to the digital environment, transforming how audiences receive and interact with media content.

Among digital media platforms, we specifically highlight Facebook platform, which is regarded as one of the most significant and reliable social media sites for raising environmental awareness and promoting afforestation campaigns in pursuit of development. Consequently, official and non-official organizations and bodies have come to rely on it as a news and informational channel.

This has greatly strengthened Facebook's standing and its role in publicizing sensitive and important issues related to comprehensive development, which aims to elevate society and move it from a static state to a higher and better one. It is a process of forward progress and continuous improvement, whether comprehensive or partial. Development is also an economic, social, cultural, political, and administrative process—not merely economic achievements—and is essential and vital for every human society to achieve the goals of its people and society, foremost among which is a better standard of living. Development is a comprehensive process rooted in various aspects of life that moves society toward a new stage of progress ; it is a fundamental element of human and social stability and development.

This study will examine the role of digital media in promoting sustainable environmental development, including afforestation. Given that the environment constitutes the setting within which we exist, it is imperative that we pay close attention to it. Therefore, we will examine the Algerian government's role in its efforts to build a sustainable system that fosters interaction and bridges the gap between the government and its citizens. For this reason, we have decided to promote afforestation initiatives on the Algerian Ministry of Agriculture and Rural Development's social media page. We aim to encourage collective and on-the-ground participation in these campaigns. We will achieve this by providing short, clear, and concise content.

1- Statement of the Research Problem:

Digital media plays an essential role in shaping public attitudes regarding issues intended to be communicated. It moves these attitudes from a state of stagnation and media blackout to visibility and action. This feature is considered one of the main drivers behind the spread of environmental digital content in virtual society and its circulation among individuals.

Its integration into media has enabled the effective dissemination of crucial subjects and data, transcending geographical and linguistic boundaries to foster inclusive dialogue and mutual respect. This communication and integration has led to the formation of conscious virtual communities and has resulted in numerous changes that have impacted all aspects of life. The power of this digital content, which spread across social media platforms—considered new electronic media—resulted in the transformation of these platforms into purposeful and influential media outlets for some, particularly those in the press, as well as sites for publishing, news, entertainment, and awareness, etc.

Digital media, particularly social media platforms, has emerged as a significant source of information, thereby fostering heightened public engagement. Consequently, environmental

awareness and development programs have garnered notable attention from official government bodies, civil society organizations, and individuals involved in environmental journalism, particularly with regard to "afforestation campaigns." This approach has contributed to the renewal of ideas and the fostering of a sense of self-awareness in bringing about change, sparking an intellectual shift in the value system, and raising the level of sustainable environmental culture among citizens. As a result, development and quality of life in Algerian society have been enhanced.

Consequently, the relevant Algerian ministries, led by the Ministry of Agriculture and Rural Development, have prioritized environmental issues by launching large-scale afforestation campaigns involving most government and non-governmental bodies, such as the "Green Algeria" association via Facebook. This communication strategy adopted an awareness-raising approach, recognizing the effective role that digital content plays in changing mindsets and building a conscious, responsible, patriotic, and proactive society. Digital media is a supporting partner in this strategy, focusing on disseminating ministerial programs according to organized plans that involve citizens in environmental development, combating desertification, land reclamation, and the revitalization of green spaces. As recently emphasized by media campaigns, appeals, and the hashtag #, civil society is being called upon to play an active role in tree-planting campaigns and forest conservation efforts. This level of engagement has enabled citizens to become active participants in various activities alongside official bodies, thereby reducing the communication gap between official bodies and Algerian citizens.

To achieve its development goals across various sectors—including the environment—the Algerian government has sought to keep pace with technological advancements and build strong relationships with its citizens. These digital connections facilitate a more comprehensive understanding of the socioeconomic and cultural requirements of these communities by the government. If each ministry can maintain continuous communication with the individuals it interacts with, primarily through social media, the government will ultimately possess a comprehensive, consolidated database of all its citizens, encompassing their diverse characteristics.

The objective of this study is to examine the role of government institutions, particularly the Ministry of Agriculture and Rural Development, in promoting their efforts to diversify content related to the environment and afforestation campaigns via their official digital platforms, particularly Facebook, in support of sustainable development plans. The government implements numerous development projects and utilizes various social media platforms to promote these initiatives and raise awareness among the Algerian public. Consequently, the government has become increasingly committed to establishing accounts on these platforms to educate different segments of the public about its role in sustainable development.

Hence, this study aims to examine the role adopted by the Ministry of Agriculture and Rural Development in highlighting issues of sustainable development, considering them vital and fundamental topics in our time and a central focus of its attention. This has contributed to the intensification of programs related to afforestation campaigns under the slogan **“Green Algeria, God willing.”** Among the topics promoted by the Ministry through its official Facebook page is a focus on digital advertising campaigns aligned with sustainable development frameworks

in the environmental, economic, social, and cultural plans and projects that nations around the world are planning and implementing to improve the standard of living for individuals in society both now and in the future, This is what is meant by sustainable development, which refers to the development of the environment for the current generation and future generations.

Therefore: How does digital media contribute to raising public awareness of environmental development? And has the digital content posted on Facebook platform by the Ministry of Agriculture and Rural Development played a role in increasing awareness of afforestation issues?

Sub-questions:

To address the research problem, we have formulated the following questions:

First: In terms of form—how was it communicated?

- What types of material are published on the Ministry of Agriculture and Rural Development's Facebook platform?
- At what times is content typically posted (morning, afternoon, evening)?
- What is the nature and extent of public engagement with the Ministry of Agriculture and Rural Development's content on Facebook platform?
- What languages are used to present the Ministry of Agriculture and Rural Development's content on Facebook platform?

Second: In terms of content – what is said?

- What persuasive techniques are used in the texts and content posted on the Ministry of Agriculture and Rural Development's Facebook platform?
- What types of environmental issues does the digital content on the Ministry of Agriculture and Rural Development's Facebook platform focus on?
- What are the objectives the Ministry of Agriculture and Rural Development aims to achieve for its audience through the published content?

Third: Unit of Analysis:

- What are the most frequently used phrases in the content of the Ministry of Agriculture and Rural Development's Facebook platform?

2- Study Concepts (Semantic Theory):

1.2- The Concept of Digital Media: It refers to a set of new digital methods and activities that enable us to produce, disseminate, and receive media content in its various forms through electronic devices (media) that are either connected to or disconnected from the internet, in an interactive process between the sender and the receiver (**Mansour Hossam: p. 89**), where digital media is referred to in most literature as media that utilizes all modern technologies to disseminate media content, including websites, social media platforms, blogs, etc.etc. The interactivity that has become a prominent feature in the circulation of digital content has contributed to strengthening communication between institutions and individuals (Siham Mousawi et al., p. 286).

Pierre Lévi argues that the emergence of the electronic interactive system signifies the end of the audience and the birth of the collective self, which is the alternative solution to the spectacle society, and it does not matter whether these contents are signs, symbols, or icons (Al-Zahra

Ben Aisha, p. 6), We found this concept to be accurate in that it succinctly captures the indicators of interaction between content and the public, which together form the collective self that emerges and takes precedence in issues that capture their attention and touch their emotions. This is what we have recently observed on social media platforms and how the dissemination of information has become a right for all, no longer the exclusive domain of print, visual, or audio media. Since our study focuses on this interaction between government agencies and published programs, and how both parties collaborate to unify efforts and share responsibility for promoting everything disseminated through the digital environment that serves citizens and serves the public interest.

Digital media is characterized by the following

1* **Interactivity:** This is the most important feature of new media, where the communicator and the recipient exchange roles, making the communication process reciprocal and two-way. (ميرفت، ص: 10).

2* **Participation and dissemination:** New media enables anyone with modern technology to share digital content with others.

3* **Storage and preservation:** This feature enables users to save information and retrieve it at any time.

4* **Attention and Focus:** In new media, the recipient selects and interacts with content; based on this selective choice, they exhibit a high degree of attention and focus through selective perception. This contrasts with traditional media, where directed communication tends to be superficial and often negative if the directed content fails to meet the recipient's approval.

5* **Media Convergence:** All forms of communication—such as text and both static and moving images—are used to draw the audience's attention to the issues intended for the public.

6* **Asynchronous nature:** This refers to the fact that the sender and receiver do not need to be present at the same time, as information can be accessed at any time the user chooses (Mohammed Ali Al-Batta).

2.2- The Developmental Dimension:

The development dimension refers to the role of development in our study. According to some researchers, development can be defined as a process of transforming social, economic, political, and cultural conditions from a state of helplessness and backwardness to one of capability and progress. It is a civilizational process that is not limited to an increase in per capita income, but rather to meeting the needs of society (Bin Issa Maamari, p. 55). The development dimension involves measuring the level of sustainable development through the continuous improvement of social, economic, health, and educational aspects. This requires the concerted efforts of both formal and informal entities to chart a course that enables the achievement of development goals, thereby advancing society and improving the quality of life for its members.

Therefore, most theoretical concepts indicate that development refers to sustainability—that is, infinite continuity or continuous development over a specific period of time without harming the ecosystem or depleting available resources, so that they remain available for future generations, that is, meeting the needs of the present generation without compromising the ability of future generations to meet their own needs (Bayazid Ali, p. 273), where sound

resource and energy policies contribute to the protection of wealth and its use in a regulated manner that does not pose a threat to subsequent generations.

Meanwhile, Hijazi et al. view it as “a comprehensive development process based on a balance between economic, social, and environmental development in a way that enhances present and future potential to meet human needs and aspirations to change learners’ practices in consuming natural resources and using higher-order thinking skills to solve and address problems.” Therefore, development issues are among the foremost concerns of nations, as they encompass several approaches aimed at improving human life and the quality of social, environmental, cultural, and economic life (Manal Ali Hussein Muhammad, p. 116).

2.3-Environmental Development:

In our study, development is not limited to the economic aspect but is linked to environmental ideas, forms of government, and the role of the masses in society to improve human well-being and direct economic surplus toward development projects to raise the standard of living of the people (Bin Al-Tahir Hussein, p. 455).

The environment is everything that surrounds humans or the framework in which humans live and carry out their activities. Economist Cooper views the environmental framework as consisting of three interrelated elements: the environment as a source of recreation and enjoyment of natural scenery; the environment as a source of natural resources; and the environment as a repository for waste disposal (Jamal Bourbia et al., p. 53). The individual has a close relationship with their environment, through which they can create an aesthetic environment for themselves by preserving forests, keeping oceans clean, protecting land from desertification, and reclaiming and rehabilitating land, thereby enabling them to benefit from it and its resources.

The importance of environmental media stems from the following:

- Media coverage of diverse environmental content across various formats (written, audio, audiovisual) to reach all social segments.
- Launching intensive media campaigns to combat behaviors that harm the environment—a focus of digital media content aimed at discouraging individuals from engaging in environmentally harmful behaviors.
- Digital reports and statistics are periodically compiled to shed light on the state of the environment, with the aim of engaging associations, organizations, and individuals in public discourse on environmental issues—particularly those related to afforestation issues and the beautification of forested and residential areas (Ben Soula Nourdin et al., p. 204).

Everyone has the right to access information from the public or private sector regarding environmental activities or safety. Environmental media is also considered a right for all, as it presents facts that reveal to the public the reality of events leading to change that benefits the environment, through a sound media plan (Bel Fadel Mohamed, Soufi Ben Daoud, p. 67). Consequently, we can say that environmental media in our study focuses on the reality of digital media from the public sector, represented by the Ministry of Agriculture and Rural Development, and the role of the latter in promoting participatory environmental action to encourage afforestation campaigns in Algeria’s forested areas under the slogan “A Tree for Every Citizen.”

3.3- Digital Content:

Digital media encompasses all digital communication technologies that have enabled the production, dissemination, and exchange of information on demand, via electronic devices and through user interaction worldwide.

Awareness and promotional campaigns have become rapidly spreading and interactive, particularly through social media platforms governed by the logic of "algorithms," which have worked to deliver content to the target audience quickly and in a compelling manner that encourages users to discuss topics through comments and share them on digital account feeds. This has created a new form of dissemination known as "raising awareness," —that is, achieving the necessary impact on followers and extending it to the rest of the public.

Recently, sustainable digital communication in Algeria has generated significant engagement that reflects the individual's sense of citizenship, belonging, and collective responsibility through their participation as a constructive social actor contributing to various forms of development work.

The role of the media in disseminating awareness, knowledge, and impartial opinion, as well as highlighting successful experiences and practices, is to create an informed public opinion capable of addressing various development challenges ⁹(Lamine Hamash, Bad S.), and environmental media seeks to achieve a set of **objectives that will contribute to sustainable development in the following areas:**

- A means of connecting the public with officials to inform them about government policies, and a tool for dialogue and participation in decision-making

- A source of diverse information on environmental issues for individuals

- A tool to bring about a change in people's behavior and their interaction with the environment, and to ensure transparency in official work

- A means of public relations and establishing a network of relationships with those responsible for environmental policy, as well as all segments of the public, organizations, associations, and activists (**Jafal Iman, Belkhiri Radwan, p. 29**)

- Equipping individuals with the various skills necessary to participate in environmental protection and resource development, and to anticipate environmental problems before they occur.

4.3- Afforestation campaigns:

The practice of afforestation is widely recognized as a crucial component of environmental stewardship, playing a pivotal role in preserving the natural world and fostering sustainability. Afforestation is defined as the planting of trees and plants in areas that lack them, particularly in arid regions, with the aim of improving environmental conditions, providing water resources, and conserving biodiversity. This initiative is not merely an agricultural activity; it is a long-term investment in the health of the ecosystem (Hamid Muhammad Ali Al-Azawiya, p. 1407), as trees contribute to improving air quality, reducing pollution, and providing a clean environment free of toxic gases.

In our study, afforestation campaigns refer to the media campaigns launched by the Algerian government this year through the Ministry of Agriculture and Rural Development to encourage

all segments of society to participate in a national afforestation campaign under the slogan “**A Tree for Every Citizen,**” with the aim of raising public awareness about the consequences of forest degradation and the need to restore forest areas for numerous environmental reasons, most notably improving air quality and reducing gas emissions, moderating the atmosphere and climate, enhancing the aesthetic appeal of the surroundings, etc.

As afforestation is considered one of the most important environmental dimensions that communities focus on in afforestation campaigns aimed at reducing desertification and promoting sustainability, In addition, these media campaigns—presented in various formats such as text, images, videos, reels, and hashtags—encourage the public to participate alongside volunteers and non-governmental organizations to foster positive environmental behaviors.

4.4- Facebook platform:

Facebook is considered the most popular social media platform, with over a billion users worldwide. It is an effective platform that allows users to create personal profiles where they can write daily posts, share photos and videos, and post links they wish to share. Users can also post news and wall updates that can be managed (Marzouki Hossam El-Din), Facebook, as a communication platform, has exceeded all expectations of software designers worldwide due to its widespread popularity and remarkable success, with users of this blue space surpassing the one-billion-user mark and counting.

As a participatory social media platform, Facebook is distinguished by the following:

- It allows members to add anyone they wish as a friend to communicate with them and form friendships across different nationalities and age groups.
- It offers marketing services and product promotion.
- It allows users to follow diverse news across all fields.
- Posting photos and videos, where Facebook can serve as a preferred platform for storing information (Ali Khalil Shakra, p. 68)

Participating in virtual groups specializing in various topics, thereby expanding one’s knowledge

In our study, the Facebook page in question is the official page of the Ministry of Agriculture and Rural Development, which carries out informational and awareness-raising missions by publishing Algerian government policies, including programs related to the environment and its social development through afforestation campaigns in local Algerian communities.

3- Objectives of the study:

This research paper seeks to examine the implications of digital media and its role in advancing environmental development through afforestation initiatives, particularly as it serves as an effective tool for disseminating environmental awareness. Content is no longer limited to a single direction from source to recipient, This has increased the activity of digital content related to the developmental dimension to raise awareness and direct it toward Algerian development issues, and to disseminate culture in society—such as educating the public about the environment and its developmental role, how to protect forested areas, maintain cleanliness, and increase green spaces...etc., given that the environment is the environment in which we live; we are affected by it and influence it. The study also outlines the objectives of the strategic

plans established by the Ministry of Agriculture and Rural Development to achieve positive long-term development. Therefore, the study focuses on the following objectives:

- To examine the nature of the relationship between digital media and public awareness of environmental issues related to tree planting initiatives implemented by the Ministry of Agriculture and Rural Development in Algeria.
- To assess the contribution of digital media to increasing public awareness of the development issues at hand.
- To identify the nature of followers' interaction with the Ministry of Agriculture and Rural Development's content and the issues most frequently addressed by the published digital development content.
- Increasing public engagement with digital content to the point where it has become a primary source for news and information, thereby boosting interest in afforestation campaigns and environmental issues in general.
- Monitor the nature of digital content posts supporting environmental campaigns across official ministry websites.
- Examining the relationship between the Ministry of Agriculture and Rural Development's adoption of afforestation campaign themes and public engagement, which contributes to increased interest in environmental development compared to previous periods and elevates these themes to the level of major development projects
- Identifying the challenges and obstacles faced by official organizations in achieving the goals they set through the campaigns they launch to promote the environment in Algeria.

4- Significance of the Study:

This type of research has gained significant momentum recently, particularly as digital media has come to play a role in reshaping the dynamic of public discourse through interactivity. This allows the public to express opinions and discuss issues of environmental concern, thereby encouraging public interest in afforestation, protecting the environment from pollution and desertification, etc. This aspect confers a significant degree of importance on the study, as it pertains to the nature of multimedia content—comprising text, video, and images—that the Ministry of Agriculture and Rural Development disseminates on its Facebook page. This content is intended for circulation and discussion regarding afforestation issues in Algeria and their environmental and developmental implications. This study examines the role of digital environmental content through awareness campaigns regarding afforestation activities in Algeria's forested areas, and its impact on the afforestation campaigns launched by the Ministry of Agriculture and Rural Development via Facebook. Consequently, this study focuses on the importance of:

- Clarifying the status of national and local environmental issues and their place among the priorities of the Ministry of Agriculture and Rural Development in Algeria.
- This study examines the contribution of digital content to increasing participatory awareness in the Million afforestation Campaign launched by the

Green Algeria Association in collaboration with the Algerian Ministry of Agriculture and Rural Development.

- It examines public engagement with the quality of digital development content, which may contribute to the success of the Million afforestation and the “5 Million Trees” campaign.
- To identify the extent of public interest in topics related to environmental development, the Million Tree Campaign, and the “5 Million Trees in One Day” campaign, as a new challenge proposed by the Algerian Ministry of Agriculture and Rural Development.
- To motivate individuals to participate in collective afforestation campaigns by appealing to them emotionally and intellectually.
- Focusing, through content analysis, on the nature of the editorial materials most frequently used by the Ministry of Agriculture regarding tree-planting campaigns.
- The nature of the objectives achieved by the posts published by the Ministry of Agriculture and Rural Development on its Facebook page.

5 - Type of Study:

This study is a descriptive-analytical field study, which focuses on providing a description of each variable in the study. Thus, descriptive studies enable an understanding of the present reality and an attempt to foresee the future by providing factual information, data, and conclusions (Mustafa Hamid Al-Ta’i: p. 98)¹, Thus, they do not stop at merely describing existing phenomena but aim to provide a systematic scientific explanation, as they eliminate ambiguity and reveal the facts of phenomena through an accurate scientific description to avoid errors and provide credible academic information.

Most scientific research tends to focus on this type of study, which aligns with our own research, which involves analyzing and observing the outputs of individuals and organizations, whether verbal, written, or visual ⁷(Rahim Younes Karou Al-Azawi, p. 97). Descriptive research based on surveys does not stop at merely describing phenomena, but rather involves analysis, interpretation, and comparison with the aim of arriving at meaningful assessments to gain insight into the fundamental phenomena and issues in societies. This study focused on analyzing the role of digital content published by the Algerian Ministry of Agriculture and Rural Development via its Facebook page in supporting environmental development within the initiatives it launched regarding afforestation campaigns across the entire Algerian forest area, These participatory awareness-raising efforts carry values and developmental dimensions aimed at raising individuals’ awareness of their surroundings and the forest environment, as well as fostering interest in afforestation campaigns. They also focus on the support provided by digital media through social media platforms—particularly Facebook platform—in educating individuals at the cultural, awareness-raising, and practical environmental guidance levels.

Simply considering the research questions of this study defines the fundamental research stance by highlighting &the approach of Algeria’s Ministry of Agriculture and Rural Development

and its focus on community development issues and its motivations to serve the public good with professional integrity and high efficiency, which enables it to elevate society in various aspects. We relied on descriptive analysis using a content analysis tool.

6-Field Data Collection Tool:

This study opted to use content analysis, which is employed in studies or research where it is difficult to interview research units or access them. Perlman defines content analysis as the method aimed at the objective, organized, and quantitative description of the apparent content of communication (Naim Bouamoucha p.65).

Meanwhile, researcher Ahmed Ben Mersli views content analysis as an analysis subject to a network of categories; in most cases, the researcher does not take into account the structural characteristics of the content under study when establishing these categories, unlike in discourse analysis, where the researcher must limit the scope of their treatment to the meanings of the text (Ahmed Ben Mersli, p. 177) within the internal structure of the published material being analyzed; here, the researcher refers to taking the context into account.

Therefore, our study relied on content analysis for analytical research purposes to examine the content published on the website under study as the primary tool for data collection and analysis of the units and categories of the material under analysis, where the content published during the time period specified by the study was analyzed to reach conclusions regarding the main research question and sub-questions. The method of defining categories is also analyzed objectively and with precision, allowing any researcher to employ it and reach the same research result (Hisham Suweilih: p. 04), as we focus on the text itself and emphasize its semantic and structural aspects, relying on the qualitative field tool of direct observation.

Several methodological considerations were taken into account in our selection of the field tool, which we explain as follows:

- 1- To assess the level of engagement on the Ministry of Agriculture and Rural Development's Facebook page regarding the quality of content it provides on afforestation issues.
- 2- To examine the role that interactive digital content plays in raising awareness and promoting environmental values that encourage investment in Algeria's forest environment to improve its condition and transform it into a model worth emulating, especially since it has evolved into a page that supports advocates in the field of environmental work; a prime example of this is the Facebook platform of the "Green Algeria" Association.
- 3- The nature of the communication medium for the published content (text, image, video) from the perspective of the Ministry of Agriculture and Rural Development, and how it addresses afforestation issues and the nature of the persuasive methods used.
- 4- Obtaining accurate quantitative results that explain the questions and hypotheses raised by our study, and attempting to uncover the relationship between the circulation of interactive digital content on environmental topics—including afforestation campaigns—and its impact on users or the virtual audience.

Therefore, based on these considerations, we turned to a content analysis tool starting from the second level required by the tool, which examines the underlying or meta-level of the content⁹ (Maryam Al-Zahrawi, p. 21) in order to uncover the facts present in what was published or

the content in general... This enables the researcher to access reliable scientific facts that can be generalized to the community from which the study originated.

5-Research Population and Study Sample:

5.1- The Study Population: Sami Muhammad Malham defines the research population as “all the entities the researcher is interested in studying, whether human or material, provided they share a set of characteristics, and are determined according to the nature and objectives of the research, with the aim of generalizing the results to them” (Nadia Aishour et al., p. 265). The research community, as defined by researcher Fawaz Daliou, is: the research community consists of all units directly targeted by the research or the groups targeted in the research, whether they are individuals or organizations. Here, Dr. Fawaz Daliou distinguishes between the general community and the specific community under study; the latter is synonymous with the specific study community and the accessible community (Fawaz Daliou, pp. 178, 189).

The study population in our research pertains to the official websites of Algerian government ministries, as they contribute, through their respective sectors, to improving services and advancing sustainable development at all levels. and after reviewing the official websites of the ministries, we decided to select the official website of the Ministry of Agriculture and Rural Development, particularly since this sector addressed afforestation topics more than the websites of other ministries, such as the Ministry of the Environment, for example.

Given these rigorous methodological considerations, it has become an important site for studying the role and effectiveness of published media content in promoting afforestation campaigns across the country, This simple selective process for the study site, given that this flexibility in selection is a feature of choosing a macro-level framework of society and subjecting it to rigorous scientific research, contributed to the study.

5.2- Study Sample: Our study relied on a purposive sample, as it is considered the most appropriate method for obtaining accurate results. The researcher views the purposive sample as enabling an acceptable representation of the study population; it is also called a typical sample. This type of sample is obtained by searching for elements that serve as typical representations of the same linguistic community (Masouda Slimani: p. 1076)

This sampling method facilitates the collection of study data without any difficulties; therefore, we relied on purposive sampling through a comprehensive survey of all content related to afforestation issues, and the data collected from a non-probability sample remains acceptable and appropriate because it is possible to determine the degree of representativeness of this sample relative to the research population from which it was drawn (Masoudi, p. 260)The study period was divided into two phases: the first was in October 2025, and the second campaign was in February 2026, which was promoted during the aforementioned time period in accordance with the objectives the Ministry sought to communicate to the public. To avoid being overwhelmed by the sheer volume of digital content, we focused our analysis on digital content related to the Million Tree Planting Campaign to study trends specific to this campaign, excluding other topics.

The sample size consisted of approximately 11 pieces of content posted on the official Facebook page of the Ministry of Environment and Rural Development. The page's content includes text, videos, links, etc.

7-Previous Studies:

1- The first study: A study by researcher Safiya bint Ibrahim Al-Abdulkarim titled: "The Effectiveness of Digital Media in Achieving Sustainable Development Goals in the Kingdom of Saudi Arabia," This study focused on the role of digital media in achieving the environmental dimension of sustainable development. It demonstrated a close correlation between achieving the Sustainable Development Goals in the Kingdom of Saudi Arabia and establishing a clear vision to realize development objectives by engaging citizens and informing them of the development plan through various media channels.

Accordingly, the study's central issue revolved around monitoring and analyzing the effectiveness of digital media in achieving sustainable development goals in the Kingdom of Saudi Arabia. This study primarily seeks to identify the role played by digital media platforms in achieving development dimensions, particularly the environmental dimension, through the Saudi Green Initiative and the Green Middle East Initiative. The study addressed environmental topics posted on Twitter and their role in achieving awareness-raising objectives and the most important topics, as well as the most significant forms of interaction with tweets related to the Saudi Green Initiative.

This study falls under the category of descriptive survey research, which aims to examine facts based on a survey methodology applied to a sample of tweets from the official accounts of specific Saudi institutions (the Ministry of Energy, the Ministry of Environment, Water and Agriculture, and the National Center for Vegetation Development) and the efforts of these ministries through their official Twitter accounts to disseminate the goals and visions of their awareness-raising work during the period from November 1, 2022, to December 13, 2022. The study sample consisted of approximately 186 tweets that were subjected to quantitative and qualitative content analysis. The study concluded the following:

- The majority of tweets published on Saudi government websites were in Arabic, accounting for 71.5 percent, compared to 21 percent in English.
- The content on the Twitter pages of ministries and government agencies was diverse, accounting for 28.3% of the total sample. It consisted of text (23.9%), interactive links and hashtags (23.9%), videos (23.6%), images (20.8%), and infographics (3.5%)
- Digital content also contributed to the dissemination of topics related to green development in Saudi Arabia and the Middle East and received widespread engagement, indicating interest in environmental issues first, followed by development-related issues at 32 percent, and economic issues at 12.5 percent. This helped raise awareness of the environment and cleanliness, as well as interest in climate issues by 10.5 percent, and in afforestation and the reclamation of degraded land by 12.4 percent.

2-Second Study

Study by Ahmed Mohamed El-Sayed Salem, "Analysis of Core Environmental Values for Sustainable Development in the Media: An Applied Study of Various Media Materials on

Different Audience Segments,” Ain Shams University, Cairo University, Journal of the Faculty of Education, 2020.

This study aimed to examine the environmental values of sustainable development in the media among university students to highlight the role of communication and media, particularly television, in disseminating environmental culture and how to activate this role in fostering environmental values and expanding the cultural base according to the theory of cultural indoctrination, given the role of television content in disseminating the state’s agenda on the one hand and the connection between television content to the needs and desires of the public regarding various fields of science and knowledge in the environmental discipline.

This study was launched from a primary question aimed at: analyzing the fundamental environmental values of sustainable development in the media to reveal statistical differences between the level of fundamental environmental values for sustainable development in media content and individuals’ responses to this content.

In particular, the study falls under descriptive research, which involves uncovering current facts related to a phenomenon, situation, or group of individuals and examining the surrounding circumstances, in addition to applying a content analysis methodology to describe and diagnose the fundamental environmental values that promote the importance of sustainable development in visual and print media.

The study relied on questionnaires and interviews to obtain meaningful information that answers the study’s questions, comprising a sample of 300 respondents (150 from Ain Shams University and 150 from 7 October University). The study period spanned from July 1, 2019, to February 1, 2020, and yielded the following key findings:

- There are statistically significant differences at the 0.05 level between the responses of the sample participants regarding soil protection from desertification at both universities.
- There is a significant effect of the university of the study sample members on their responses regarding food protection from pollution, favoring Ain Shams University students.
- There are no statistically significant differences between the responses of the study sample regarding respect for aesthetic aspects and public facilities. This is attributed to the coordination between Egyptian Television and the Ministry of Environment to raise viewers’ awareness through effective and impactful environmental media campaigns conducted periodically throughout the year.
- Television programs’ focus on the achievements of the Ministry, official agencies, and civil society organizations in the field of the environment and its conservation promotes these institutions and encourages citizens to actively participate in creating a peaceful and clean environment.

-Third Study:

Study by researcher **KAHINA BERKOUNE** titled:

Environmental Communication within the Framework of Sustainable

Development, Ma'arif Journal, Abdelrahman Mira University, Bejaia, 2022. This study seeks to examine the role of Algerian environmental directorates, particularly the Bejaia Provincial Environmental Directorate, in utilizing environmental communication to raise awareness, protect the environment, and improve the sustainable development index. In her study, she adopted a descriptive approach to analyze the tasks of the environmental directorate and how it contributes, through communication and media channels, to sustaining environmental development activities. The researcher raised key questions centered on: The role of the Environmental Directorate of the Province of Bejaia through the application of environmental development communication and the realization of the ecological dimension of sustainable development.

The study was based on three main hypotheses: examining the relationship between the contribution of communication to the protection of ecological diversity through the cooperation of the Environmental Directorate, as an institution that contributes to raising public awareness and preserving the environment by promoting positive behaviors that foster respect for environmental laws.

Since this is a qualitative study, the researcher relied on field interviews to collect information from a sample of 12 individuals distributed across the administrative apparatus of the Environment Directorate of the Province of Bejaia, Algeria.

Through the implementation of these field research tools, she reached the following key findings:

- Environmental communication aims to raise awareness of the problems the environment may face, and the media should play a role in positively highlighting the need to solve environmental problems by educating citizens about them.
 - The Environment Directorate of the Province of Bejaia also emphasizes the need to provide guidance to change attitudes toward the environment through the implementation of specific strategies, such as awareness-raising initiatives that directly engage with citizens.
 - Environmental communication is effectively carried out by the Environment Directorate through the enforcement of regulations, monitoring, and the implementation of laws to protect the ecosystem. The Directorate's adherence to all regulations and laws aimed at protecting the environment from pollution and combating industrial waste also serves to protect the atmosphere and ecosystems.
 - The Environment Directorate confronts any activity that harms the environment and may be carried out illegally ; therefore, it issues citations to ensure that operations are conducted in accordance with environmental and ecological protection standards.
- **The fourth study:** by Emad al-Din and Mahmoudi Muhammad Bashir, 2024. It was titled "Social Marketing Through Reels Clips: An Analytical Study of a Sample of Reels Clips for Environmental Awareness via the 'Plant a Tree' Facebook Page." It is an article published in the journal Media and Society, Volume 08, Issue 02, December 2024, which is a periodical classified as Category "C." Journal link: <https://asjp.cerist.dz/en/PresentationRevue/496>.

The study began with a central question seeking to uncover: How is social marketing for environmental awareness conducted through Reels videos on the “Plant a Tree” Facebook page? This question gave rise to the following key sub-questions:

1. What is the target audience for the environmental awareness Reels on the “Plant a Tree” page?
2. What is the length of the environmental awareness Reels on the “Plant a Tree” page?
3. What is the audiovisual quality of the environmental awareness Reels on the “Plant a Tree” page?
4. What are the goals that the environmental awareness Reels on the “Plant a Tree” page aim to achieve?
5. What are the most prominent environmental issues addressed by the environmental awareness Reels on the Plant a Tree page?

This study focused on the importance of researching the role of digital audiovisual media, particularly short videos on Facebook for the “Plant a Tree” page, in spreading a culture of environmental awareness and instilling the values of tree planting and environmental conservation.

Research Methodology: To achieve distinctive research results, the appropriate methodology must be selected. The survey method was adopted as the most suitable approach for this study. The study is quantitative and qualitative, relying on a content analysis tool for digital video clips, divided into two sections: form-related analysis categories and content-related categories, with the application of direct navigation as a field tool to assist in collecting data from the study site.

The study population and sample are as follows: The research population consists of short digital video clips posted on the Facebook page “Friend of the Tree” during the four months (June, July, August, September) of 2025, which constitute the study population, while the sample consisted of 24 items selected using a purposive sampling method. The study sample included clear environmental messages, whether related to afforestation, resource conservation, or other environment-related topics. Conversely, videos that did not contain environmental content or that served general entertainment or informational purposes unrelated to the study’s subject were excluded.

The study reached the following conclusions:

The study’s findings were as follows: “High-quality Reels play an effective role in raising environmental awareness, and the majority of the clips featured high visual and audio quality, which enhances their appeal and impact. Additionally, most messages were directed at a general audience and focused on providing information about tree species and their benefits, as well as tree planting techniques. It was also found that the most commonly used persuasive techniques were the appeal-to-emotion and appeal-to-reason techniques, which help motivate viewers to actively participate in afforestation campaigns.”

5- A study (Salma Konda, 2022) titled "Environmental Awareness via Social Media in Algeria – An Analytical Study of the Algerian Forests Facebook Page," is an article published in the international journal for Social Communication, issued by Abdelhamid Ben Badis University,

Volume 09, Issue 03. It is classified as Category "C," and the link via the portal is as follows: <https://asjp.cerist.dz/en/PresentationRevue/524>.

The significance of the study lies in the causal relationship between social media, online environmental media, and environmental awareness in addressing environmental problems and mitigating their effects, as well as how specialized environmental media on social media pages helps balance environmental protection with addressing the risks that threaten it.

The study's questions focused on:

- ✓ How does new media contribute to environmental awareness through the Facebook app in Algeria?
- ✓ What environmental topics do Algerian environmental Facebook platform cover?
- ✓ What are the techniques used to present electronic environmental media content in Algeria through the Algerian Forests Facebook platform?

In particular, the study aims to focus on the most important environmental topics addressed by environmental pages in Algeria on Facebook and to examine the methods used to present digital media content via the Algerian Forests Facebook platform.

The study employed a descriptive approach using qualitative analysis, relying on content analysis of the page under study to reveal the relationship between digital environmental media on social media and environmental awareness in Algeria.

Study Population and Sample: The study sample consisted of the "Algerian Forests" Facebook page, which has a large number of Algerian followers. This informational page covered environmental topics for a full month, from July 1 to July 31, 2022.

4- Study Results:

The study's findings were as follows:

- The importance of social media and its significant contribution to raising environmental awareness.
- Social media offers tremendous opportunities to promote environmental awareness through content that is disseminated more quickly and over a short period of time.
- The focus of environmental media on raising awareness and motivating individuals to actively participate in development and environmental projects to preserve the rights of future generations.

Comments on Previous Studies:

- **Similarities:** Previous studies concurred with our study on an important point: namely, the role of social media platforms in promoting the values of sustainable environmental development and their role in protecting the environment and maintaining environmental cleanliness. Most studies relied on a descriptive approach using content analysis, which involves collecting and analyzing both quantitative and qualitative data on media content published on social media platforms, while the case study focused on Ain Shams University in Egypt. Furthermore, previous studies have contributed to achieving sustainable development goals in most Arab countries by fostering a clear vision to realize development objectives through citizen engagement and informing the public about development plans via various media channels.

Benefits: We drew upon these previous studies to determine the type of study and data collection tool, clarify the methodology that serves our study, and control the study variables. and to examine the environmental development dimension of afforestation campaigns without addressing environmental issues in general, so as not to fall into a research gap. We set the objective of studying the website of the Algerian Ministry of Agriculture and Rural Development to explore the place of afforestation campaigns in its political development agenda.

Through our study, we sought to reveal the Algerian citizen's connection to the environment in which they live, their interactions with its members, and their contributions to its development through field participation. Therefore, our study is not limited to the participatory field dimension of daily life activities, such as participation in initiatives

8- Theoretical Framework for the Study: A Dependency Model:

The origins of media dependency theory can be traced back to 1881, when researchers Sandra Paul Rokitch and her colleagues presented a research paper titled "The Information Perspective." In this paper, they argued for the need to shift from the concept of media persuasion to a perspective that views the power of the media as an information system derived from others' dependence on the scarce sources of information controlled by the media. In essence, there is a relationship of dependence between the media and other media systems (Ammar Khelayfia, p. 44).

This theory examines communication media as interactive social systems that reinforce established systems and disseminate their agendas to diverse societal segments. It acknowledges the role of digital media in disseminating knowledge, information, and news across various fields, both domestically and internationally (*Youssef Hassan Mahmoud p.630*) Just as traditional media such as television and radio were once relied upon as official sources for the public to access the latest developments, the need has evolved to include digital media as an urgent necessity for the dissemination of knowledge.

Rokich and Dofler emphasize that individuals' reliance on communication media is founded on two key pillars : goals and sources. The goal pillar refers to the public's focus on a specific issue, where they share common goals to achieve their objectives. This integration among digitally engaged audiences contributes to shaping opinions and knowledge, as it takes place through freedom and online discussion without spatial or temporal constraints. The term "pillar of sources" refers to the significant role that digital media has played in disseminating information through various digital platforms, thus facilitating access to breaking and exclusive news.

The theory has focused on the relationship between the media, the public, and the social system. This relationship is characterized by social features imposed by the characteristics of modern society. The public relies on the media as a subsystem to understand and perceive another subsystem: the social environment. In other words, the media serves as a primary source that members of the public rely on to obtain information about events around them, particularly in times of instability (Mohammed Hussein Mohammed Ali Taher Al-Anzi, p. 356). Therefore, people engage with the media to obtain necessary information, especially since the media

operates within a specific social framework, and this applies to our study of the Algerian state's policy direction in unifying its efforts to invest in digital media so that it becomes a powerful source of knowledge and a conduit for the development agendas set by state agencies, with the aim of mobilizing the public to contribute alongside the state to the development of society. For, according to our study's perspective, the more an individual satisfies their cognitive needs through digital media, the more significant a role it plays in their life. This is what "Melvin Dofler" termed integration model, in which the individual is in an exchange relationship between social systems and the media to achieve stability and integration within the social structure or to complete the construction of their reality.

From the integrative aspect of the theory, the cognitive aspect emerges in the attempt to assimilate beliefs, as individuals' belief systems expand because they learn about the places and perceptions of the media, and beliefs are organized into categories that reflect the basic domains of the individual's social activity (Hanan Muhammad Ismail Hassanein, p. 446). The vast amount of environmental digital content, from the perspective of our study, certainly reinforces individuals' beliefs, thereby contributing to the advancement of the environmental movement and the aesthetics of the surroundings. This awareness of beliefs is achieved only through emotional aversion when Algerian citizens' feelings are stirred by the gravity of the environmental situation and the necessity of revising prevailing conditions.

Consequently, the index of collective activity among individuals rises as a result of receiving information from digital media content via Facebook and as a result of mental awareness and the activation of behavioral change driven by the emotions they have formed. They thus engage in behaviors beneficial to society and take the reforestation campaign launched by the Algerian Ministry of Agriculture and Rural Development seriously, and the desired goals are achieved.

- Hypotheses of the Dependency Theory in this study:

The hypotheses of this theory focus on individuals' direct dependence on the media. The theory of dependence is linked to the media's ability to exert cognitive influences on the individuals who rely on it primarily, which contributes to shaping their attitudes. The idea of dependence on the media is associated with its ability to achieve widespread influence and reach within societies. Among the most significant of these influences are: cognitive and behavioral effects, and emotional effects (Reham Jamal Ahmed Hassan, p. 335).

We decided to apply this theory as a fundamental framework for our study, in conjunction with the assumptions of dependency theory and the research questions identified in our study titled: Digital Media and Its Relationship to Environmental Development—A Review of Algeria's Experience in Supporting Afforestation Campaigns: An Analytical Study of the Ministry of Agriculture and Rural Development's Facebook Platform.

By relying on Facebook to meet the informational needs of the public and organizations regarding environmental activities—and afforestation campaigns in particular—and by recognizing the emotional and cognitive impact of the public's interaction with the Ministry's posts through the key assumptions of media dependency theory, the individual adopts a policy of complete reliance on digital media. Consequently, the individual faces an equation whereby the greater the interest in the medium used, the more effective its role becomes in their daily life, and a strong relationship develops between them and the publishing entity (Ammar

Khalayfi, p. 44). Through **the theory of dependence**, the potential for its impact on the developmental level in Algeria becomes clear, manifested in steering environmental perspectives toward new visions that enable the individual to support the causes of their homeland, in addition to promoting environmental awareness and advancing the values of cooperation, social responsibility, and general principles, and working to strengthen these values and apply them in practice through his realization of the importance of these matters, their achievement, and the preservation of sustainable development.

Given the above, as individuals use social media platforms such as Facebook and follow the latest updates—particularly on official pages, which consistently provide reliable information and sources—society today has become heavily reliant on Facebook platform through direct access to published data and information.

1 - Digital media imposes a relationship of mutual dependence between the public, the media, and society, which may range from (strength to weakness), depending on the surrounding circumstances.

2 - The greater the degree of instability in society, the greater the public's dependence on the media.

3. The public's dependence on the media system increases when there is a scarcity of other media channels.

4 – The degree of dependence on the media varies due to differences in individual goals, interests, and needs.

5- The public's dependence on the media increases the more the media system is able to respond to the needs of the social system or the public (Ghaniya Sawalhia, p. 268).

The study's contribution through the application of media dependency theory:

Digital media is considered a news outlet and a means of communication with the public. Our study focused on how the Ministry of Agriculture and Rural Development utilizes its official Facebook platform, taking into account the surrounding circumstances, which directly determine many of the impacts on the virtual audience that follows the page of the Ministry of Agriculture and Rural Development in Algeria.

This study explores the nature of the content published by the Ministry of Agriculture and Rural Development in Algeria to reveal how the public interacts with posts related to the environment and reforestation campaigns, as well as the extent to which the Ministry relies on the page to increase knowledge among its followers and to encourage citizens to adopt participatory behavior, thereby enhancing social cohesion. This point was reflected in identifying the type of content format on which the Algerian Ministry of Agriculture and Rural Development focuses.

_ The use of digital communication tools does not operate in isolation from ongoing social changes, which are necessarily changes at all levels and scales. Currently, there is a greater reliance on digital media and its use to exert influence, as observed in our study: The Ministry of Agriculture and Rural Development uses its Facebook platform to raise awareness about the need to participate in and join the afforestation campaigns it launches.

_ Defining categories of analysis as a tool for collecting data from the subject matter, with a focus on the objectives emphasized by the Ministry's website through increasing information,

education, and spreading environmental awareness among society as a whole, as a cohesive system that contributes to development.

_ Focusing on the cognitive and emotional aspects in accordance with this theory, which posits that the media plays a role in shaping the public's perceptions and knowledge due to its persuasive power in influencing cognition, behavior, and emotions through the Ministry's content activities in a distinctive and intensive manner—which enhances the impact of the published digital content...in changing both society and the public by achieving satisfaction; the greater the need for environmental marketing by the Ministry of Agriculture, the more it turns to alternative media (Ghazali Mohamed; Lamia Saber, pp. 13–14).

9-Study Limitations:

1- Spatial scope of the study :

The scope of this study was limited to the social media platform "Facebook," specifically to content posted by the Facebook platform of Algeria's Ministry of Agriculture and Rural Development, as our study focuses on the role of digital media in supporting environmental development, particularly by examining Algeria's experience with its "Million Tree" campaigns and the "5 Million Trees" campaign.

2-Temporal Scope of the Study :

The study spanned a period of five months, from 20 October 2025, to 14 February 2026, during which

during this period, the selected data was collected using a comprehensive inventory method of all publications by the Ministry related to afforestation campaigns, to study the social behavior resulting from the dissemination of environmental awareness and the protection of vegetation cover as positive initiatives directed at citizens and all segments of Algerian society, with the aim of raising awareness and promoting positive behaviors related to environmental protection.

9- Analytical Field Study:

First Axis: Personal Data

1- Profile of the Ministry of Agriculture and Rural Development's website:

Information	Description
Page Name	Ministry of Agriculture and Rural Development
Logo and Copyright Symbol	Available
Page Link	https://www.facebook.com/Madr.gov.dz/
Number of followers	474,000
Related Links	Link to the Minister of Agriculture and Rural Development Link to the Green Algeria page

Source: Prepared by the researcher.

The table above shows that: The Facebook platform under review represents an official entity, namely the Ministry of Agriculture and Rural Development, with approximately 474,000 followers. It is marked with the blue verification badge, and the ministry's official page shares content with "the Green Algeria" Association's Facebook platform.

<https://www.facebook.com/Greenest.Algeria/> in some posts by its owner, Fouad Maali, who has over 3.5 million followers, in addition to a link to the Facebook page of the Minister of Agriculture and Rural Development, "Walid Yassin".

https://www.facebook.com/yacineoualidofficial/?locale=ar_AR, which has approximately 35,700 followers. In addition, the ministry's phone number and email address are provided so that anyone can contact the ministry. These were the main reasons and motivations behind our selection of the ministry's page, as it represents a government entity dedicated to serving the public interest and is the most prominent official government page promoting environmental content. This was the result of a survey we conducted on most of the Ministry's social media platforms. The Ministry of Agriculture and Rural Development's page was among the most active in promoting the afforestation project. Given the engagement of its followers—who actively participate in volunteer campaigns and large-scale afforestation efforts—we decided to select the Ministry's Facebook platform.

By selecting the site under analysis for its digital media content, we prepared a content analysis form consisting of categories for form, subject, and sentence structure, which was used to answer the questions upon which the proposed study was based. based on a four-month time sample spanning from 20 October 2025, to 14 February 2026, as previously explained in the description of the sample selection steps within the study's methodological framework.

Second Axis: Form Categories:

1.1- Category of published material:

Category of material format	Frequencies	Percentage
Image	217	93.93%
Text	11	04.82%
Video	02	0.86%
Web links	01	0.4%
Total	231	100%

Source: Compiled by the researcher.

The table above shows the distribution of the nature of the published materials of the Ministry of Agriculture and Rural Development, with a total sample size of 231 publications. The results show a clear dominance of the image category, with 217 occurrences, accounting for approximately 93.93% of all posts, indicating that this format is the most commonly used for content dissemination. The text category recorded 10 occurrences, accounting for 4.82%. Conversely, the video category was recorded with a very low frequency of only one post, representing approximately 0.86%, which reflects the limited reliance on this format. As for the link category, it recorded no occurrences (0.4%), indicating a complete absence of this type of content.

Based on the results obtained above, we observe the Ministry's focus on the image format at 93.93% percent, and consequently the dominance of images and text in every post published by the Ministry of Agriculture and Rural Development. This is because images serve to clarify

and reinforce ideas for the viewer through photos taken during field coverage of citizens' activities, as they convey reality as it is without distortion, especially since the Ministry is making significant efforts to ensure the success of the afforestation campaign across the country, with an average of at least ten images in every piece of digital content published. The content previously published by the Ministry of Agriculture and Rural Development's page in Algeria: focuses on a monolithic format—that is, text and images dominate over other formats—and thus this demonstrates the Ministry's official website's reliance on media organization to provide an information base for virtual users, and the choice of this method highlights the ease of producing text and images compared to video; alternatively, those in charge of publishing may have opted to share content in simple ways to encourage engagement with followers on the ministry's Facebook platform.



This aligns with researcher Lamia Al-Aqili's study on "The Role of Digital Media Campaigns in Enhancing Environmental Awareness Among University Students to Achieve Egypt's Vision 2030." In the study's fourth question, which examines "What artistic format does the Egyptian public prefer?" The results showed that 64.2 percent of the content consisted of images and illustrations, which, in conjunction with our study, confirms that the public is more drawn to images, especially since the campaigns yield clearly visible results in the form of engagement with digital users.

These communication efforts, through the dissemination of digital content via the Ministry of Agriculture and Rural Development's Facebook platform, aim to foster positive attitudes and trends through images featuring the Minister of Agriculture alongside government agencies in other sectors and citizens. This conveys a clear message reflecting the spirit of initiative and efforts to serve the nation and contribute to growth and development, especially through the images shared in the first digital media campaign in October 2025, "**One Million Trees in a Day**," which created the conditions to transform individuals into active ambassadors for the second awareness campaign on 14 February 2026, under the slogan "**Five Million Trees in a Day**." Thus, society shifted from a state of stagnation to one of effective dynamism.

2.1- Publication Time Category:

Number of posts	Frequency	Percentage
Once a day	05	45.45%
Twice a day	04	36.36%
More than once	02	18.18%
Total	11	100%

Source: Prepared by the researcher.

The table above shows the distribution of the published content sample by publication time category, with a total of 11 instances in the sample. The results indicate that the publisher follows a strategy of publishing once a day, accounting for 45.45%, which indicates that the prevailing pattern is regular posting without over-posting digital content; consequently, the communication process may face obstacles that cause the user to overlook the repeated content that appears multiple times during browsing.

Meanwhile, the categories “twice a day” and “more than once” each had the same frequency (04) for 36.36% percent. The table above shows that the Algerian Ministry of Agriculture and Rural Development’s page relies heavily on regular posting, which increases engagement, ensures continued followership, and maintains posting consistency.

This can be explained by the posting periods, which follow a strategy of potential repetition. Since the content is considered event-driven—aiming to cover afforestation issues that can alter the forest cover—the posting periods align with the campaign timeline. This is considered an appropriate strategy focused on “**occasion-based events**” within a timeframe not exceeding one month from the campaign’s launch, during which interest peaks to attract attention and generate persuasion.

This is because the site follows a publishing schedule based on moderation in posting digital content on its site, which facilitates the process of viewing and learning about everything new. so we find that engagement occurs by pausing to engage with the content rather than being overwhelmed by excessive filler or frequent posts. Therefore, the page strives for daily presence, which is a key method for the success of the media campaign and reinforces its messages. Consequently, the Ministry of Agriculture and Rural Development’s page stands out for its “moderate” posting schedule on a daily basis. Since this strategy targets a broad audience, this approach is the most effective, ensuring that the message reaches the largest possible audience.

In this regard, a study by researcher "**Salma Konda**" on "Environmental Awareness via Social Media in Algeria: An Analytical Study of the Algerian Forests Facebook Platform" (2022) that Facebook platform has played a positive role toward the environment, as it works to instill positive behaviors and values in its users and serves as a means for social change and the advancement of human thought(p.365), and to promote national participation in order to foster environmentally conscious citizens committed to protecting and preserving the environment.

3.1-Category of Interaction with Posts

Category	Frequency	Percentage
Likes	24224	87.84%

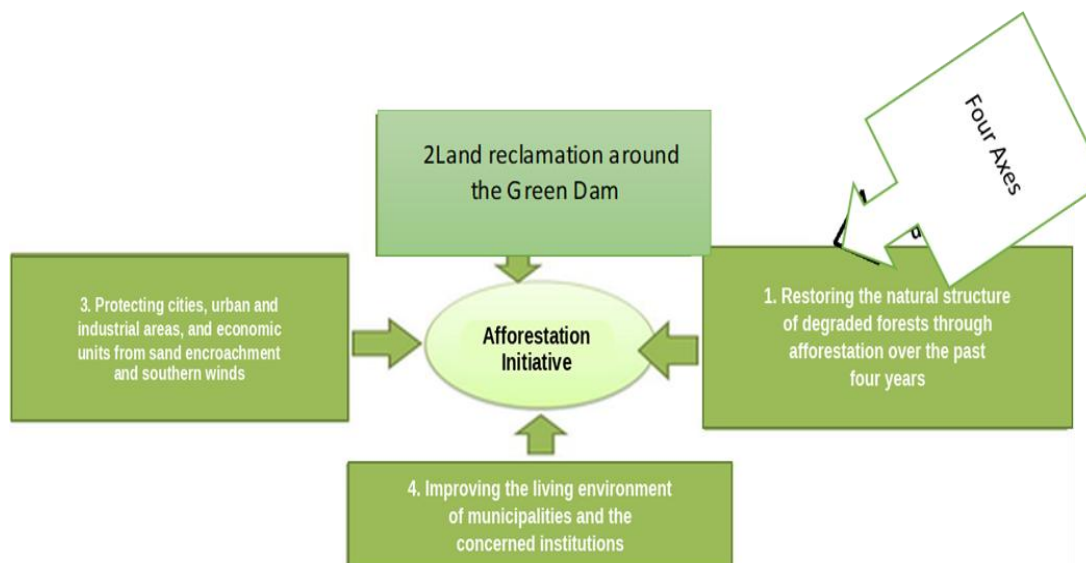
Comment	2362	8.56%
Share	989	3.58%
Total	27575	100%

Source: Compiled by the researcher.

The results in the table above show that the “Like” option accounted for 87.84% of interactions, confirming users’ interest in posts by Algeria’s Ministry of Agriculture and Rural Development regarding public awareness campaigns aimed at encouraging them to participate in afforestation initiatives. The majority of followers or participants prefer to express their approval or liking of the content by clicking the "Like" button. This high percentage reflects rapid engagement with digital content on the Ministry’s Facebook platform and is often an indicator of general acceptance of the content, accounting for 8.56% of total interactions. This suggests that deeper or cognitive engagement through comments is less common compared to the “Like” option. Commenting requires more effort from the user than clicking “Like,” and thus occurs less frequently, accounting for only 3.58% of total interactions. This low percentage reflects that sharing is one of the least frequent types of interaction. Sharing indicates that users find the content valuable enough to share with others, which is often an indicator of reach or influence. These figures reinforce the findings of researcher Aya Ahmed Mohamed Abdel-Jawad Ayad’s study, “The Use of Digital Development Media in Effectively Contributing to the Achievement of Sustainable Development Goals” in 2021 in the interaction category, where her study found that the “Like” option received a rate of 82.3 percent, compared to the “Comment” option at 8.09 percent. This is due to several factors, the most important of which are: The “Like” option received the highest percentage because it is the quickest reaction a user can provide—a fast-acting measure of user interaction with digital content related to afforestation campaigns. It requires no mental effort or deep thought, as it aims to gain views and foster loyalty and participation on the ground.

Based on the data obtained in our study, we conclude that: the page of the Ministry of Agriculture and Rural Development in Algeria received the most common form of interaction on its posts, which is: "Like," which indicates the high degree of rapid acceptance of content related to the "Green Algeria Program" under the slogan "A Tree for Every Citizen," aimed at raising public awareness about forest degradation and achieving reforestation efforts covering approximately 350 million hectares by 2030.

This approach has further motivated Algerian citizens to take the initiative in the campaigns launched by the Ministry to strengthen their active participation across all segments of society. The Ministry’s website has facilitated rapid and direct access to its followers, thereby contributing to the dissemination of its development program on the one hand, and the promotion of awareness regarding sustainable environmental development in Algeria on the other.



Source: Ministry of Agriculture and Rural Development website: <https://madr.gov.dz/%D8%AD%D9%85%D9%84%D8%A9-%D9%88%D8%B7%D9%86%D9%8A%D8%A9-%D9%83%D8%A8%D9%8A%D8%B1%D8%A9-%D9%84%D9%84%D8%AA%D8%B4%D8%AC%D9%8A%D8%B1/>

This plan represents the development strategy established by the competent ministry to transform degraded lands that have lost their vegetation cover into resilient, multifunctional ecosystems that will contribute to local and national economies, absorbing large amounts of carbon, protecting the land from water and wind erosion, preserving biodiversity, and improving the living environment for citizens.

4.1- Language category:

Language Category	Frequency	Percentage
Arabic	10	58.82%
French	/	/
English	/	/
Colloquial	07	41.17%
Total	17	100%

Source: Prepared by the researcher.

Based on the results from Table 4, we see that Arabic is the most frequently used language among participants, accounting for 58.82% of the Ministry’s published content. This indicates that the publisher prioritizes the native language, followed by colloquial Arabic in second place, accounting for 41.17% of the published digital content sample. This reflects that the publication aimed to use colloquial Arabic in communication; thus, the Ministry relied in its statement on easy and simple language suitable for the entire community to encourage their broad

participation in this campaign, whether by citizens, associations, and institutions, as well as scouts, university students, and schoolchildren

The data obtained reveals that the Ministry of Agriculture and Rural Development focused on using Arabic on its page, supplemented by some colloquial terms, to convey the message to all segments of society—including those with limited literacy—thereby reaching a broad audience. This approach facilitates easy communication with the public, The aim is to convey a message encouraging local public participation in social life without unnecessary complexity, making it more appealing and engaging for followers of the Ministry’s Facebook platform.

Furthermore, online publishing helps break down barriers between individuals and government institutions, while encouraging everyone, without exception, to participate in the “Green Algeria, God willing campaign”. It was imperative for the ministry to simplify ideas and keep texts concise, especially since colloquial expressions have frequently topped social media trends, garnering widespread media attention and circulating extensively among social media users. as these phrases represent an idea aimed at achieving and implementing the goal on the ground. To ensure the content reaches the widest possible audience and spreads widely, these words were added to highlight the importance of the post, encourage engagement with it, and invite the public to contribute to its implementation on the ground.

By observing the standardized format on the Ministry’s platform—whether via its Facebook account or official website—where digital text content begins with the phrase “Official Statement” under the heading “Greener Algeria, God willing,” "Let’s Plant It," these are calls designed to influence public opinion; therefore, it was imperative to address all minds. Consequently, the language used is essential, stemming from simplicity and carrying informational values based on narrative and the concise presentation of details to ensure the message is understood and the intended impact is achieved. Since the publishing body is a government institution aimed at serving the public good, creating a direct impact, and overcoming previous obstacles—such as the weak communication between ministries and citizens—perhaps the most prominent obstacle was the limited access to information and communication networks. However, with the advent of digital media and social media, these barriers have been removed, and the Ministry has embarked on building a complementary relationship that promotes participatory activities in fostering an environmental development dimension that improves the quality of life for Algerian citizens.

The Third Axis: Content Categories

1.2- Category of Persuasive Techniques:

Category: Type of Persuasive Techniques	Frequency	Percentage
Rational	25	51.02%
Emotional	19	38.77%
Authoritarian	/	/
Religious	05	10.20%
Total	49	100

Source: Prepared by the researcher.

The results in the table above show that the rational methods category accounts for 51.02%. This percentage indicates that the content strategy of the Ministry of Agriculture and Rural Development relied on the language of logic and reason to persuade, meaning there is a focus on presenting reliable information supported by facts and data to clarify the message. Emotional approaches come in second place with 38.77%, which implies an emotional interaction with the audience based on evoking feelings and emotional engagement. These approaches may focus on fostering a sense of responsibility, a love of belonging, and feelings of citizenship, while religious approaches accounted for: 05% to encourage visitors to the ministry's website to engage with media content related to the "Million afforestation Campaigns" launched on October 25, 2025, and the "Five Million Trees Campaign" on February 14, 2026, on a day marked by a religious reference "God willing," which reflects the Algerian society's Islamic religious identity.

The results of a previous study by researcher Safiya bint Ibrahim Al-Abdulkarim, titled "The Effectiveness of Digital Media in Achieving Sustainable Development Goals in the Kingdom of Saudi Arabia via Twitter," indicate that Twitter contributes an estimated 10.8 percent of published content focused on environmental awareness. as it appeals to reason to change Saudi citizens' perspective on the environment by planting trees throughout the Kingdom, with 19.1 percent of the content focusing on both awareness and education to ensure the success of the afforestation project.

This trend in our study confirms that the page of the Ministry of Agriculture and Rural Development in Algeria works to appeal to reason to instill values of awareness so that future generations may adopt this behavior, as it is not a passing event but rather a participatory public initiative related to decision-making regarding environmental development.

The use of a rational approach in published media content is a key advantage, particularly on official pages representing an official body such as the Ministry of Agriculture; consequently, the use of this approach highlights the importance of engaging with this body's publications, given their significance both on the ground and in the media. Perhaps among the most rational posts are those concerning development and afforestation, which require media support to convey the message to the largest possible number—if not all—segments of society. Consequently, an emotional element has been added to encourage users, visitors, and all segments of society to engage and participate.

While our study differs from the study by researchers Wafa Salah and Sanaa Zardak titled: "Development Communication Methods in Achieving Sustainable Development: A Descriptive Study of Government Facebook Pages and Their Effectiveness in Promoting Egyptian Government Programs," which concluded that the use of headlines and visuals accounted for 61 percent of emotional persuasive approaches, and both approaches are considered complementary in reaching the public through reason and emotion, with the aim of reviving a sense of national belonging and taking positive steps toward the goals set by the Algerian government through the Ministry of Agriculture and Rural Development. Perhaps the convergence of these efforts to achieve sustainable development across all sectors—as per MILICA JOVAROVIC's study on digitalization and society's sustainable development measures and implications—allows for the easy and seamless measurement of the Sustainable

Development Index with no differences between traditional nations and developed societies, as technological progress is the standard that drives societal development.

2.1-Category of Ministry Website Activities:

Activity Category	Frequency	Percentage
Afforestation campaigns	09	45%
Public calls to citizens	07	35%
Participation of associations and activists	04	20%
Total	20	100%

Source: Prepared by the researcher

The results in the table above show that: The Ministry of Agriculture and Rural Development’s activity on Facebook, during the period of our study from: 20 October 2025, to 14 February 2026, was diverse. “Afforestation campaigns” ranked first, accounting for 45% of the content, while “public calls to citizens” ranked second at 35% This trend indicates the Ministry’s focus on diversifying its activities(emphasizing afforestation campaigns, public calls to citizens, and the participation of associations and activists), reflecting the importance of environmental issues such as sustainable agriculture and environmental protection in messages directed at the public. Calls for on-the-ground participation accounted for 20% of the Ministry’s activities.

These results underscore the significant role played by digital media content in encouraging the public to engage and participate in collaborative, solidarity-based environmental activities, such as field events or community initiatives, across all states, in coordination with local authorities and various partners, significant logistical and human resources were mobilized to manage the afforestation sites, prepare the areas, and dig holes, ensuring the success of this nationwide operation. This underscores the Algerian public’s awareness that protecting forests and green spaces is a shared responsibility (Ministry of Agriculture website).

The Ministry of Agriculture and Rural Development’s Facebook platform has highlighted the afforestation campaigns by launching the initiative: "A Tree for Every Citizen." These efforts are part of the ongoing positive momentum that characterized the afforestation campaign on 25 October 2025, coinciding with Algeria’s National Tree Day, which resulted in the planting of more than 1,410,000 trees, through the concerted and united efforts of all segments of Algerian society, and fostered environmental public awareness amid the digital transformation of societies.



Through these efforts by the Algerian Ministry of Agriculture and Rural Development via its Facebook platform, the ministry has embodied an environmental policy aimed at advancing sustainable development—a rational policy that guides and shapes human behavior at both the individual and collective levels.

The findings in the table above underscore the dynamic nature of the Ministry's activities, which have helped raise a generation that is aware of afforestation issues. This will have a positive impact on current collective behavior by instilling the values of environmental education and environmental conservation, as emphasized by researchers Kumud S. Ghosh, who note that environmental activity generally encompasses environmental knowledge, the acquisition of skills necessary to solve environmental problems, and the development of citizens' awareness into a promising form of environmental education.

3.1-Objectives:

Objectives	Frequency	Percentage
Media	65	39.39%
Education	17	10.30%
Awareness	38	23.03%
General Reminder	45	%27.27
Total	165	100

Source: Prepared by the researcher.

The table above shows that, within the "Objectives" category, the objective of the media is the most frequently cited, accounting for 39.39% of the objectives. This is achieved by providing up-to-date and diverse information on environmental issues in engaging and accessible ways, which helps individuals understand contemporary environmental challenges. This reinforces the role of digital media as a targeted medium that goes beyond mere news reporting to provide opportunities for engagement and interaction with the public, particularly through social media(Facebook). It also enhances their capacity for self-learning and acquiring the skills necessary to engage with the Ministry's page content, thereby raising their level of awareness. This was confirmed by the study's findings in the "Awareness" category, which accounted for 23.03% This is what led the Ministry of Agriculture and Rural Development's website to focus on campaign posts to instill a culture of participation among Algerian citizens and foster environmental behavior toward greater responsibility and sustainability (Sama Mostafa).

Meanwhile, the education option indicates that it works to provide and convey information on all matters related to environmental development in line with afforestation campaigns and the protection of forest areas, as the stance of the Algerian Ministry of Agriculture and Rural Development is geared toward achieving the objectives evident in the published media content. The percentages of these objectives vary according to the table above, with a focus on the general reminder option at 27.27% This explains the tendency of publishers on the website to remind the online audience of the need for every Algerian citizen to take initiative, as a result of the availability of a general online context characterized by clarity, accuracy, and honesty in media content. These findings are consistent with the researcher's previous study: Ahmed Mohamed El-Sayed Salem's study "Analysis of the Fundamental Environmental Values of

Sustainable Development in the Media: An Applied Study of Various Media Materials on Different Audience Segments" at Ain Shams University in Egypt, regarding respect for aesthetic aspects and public facilities. This is due to the coordination between Egyptian television and the Ministry of the Environment to raise viewers' awareness through effective and impactful environmental media campaigns on a regular basis throughout the year.

According to Habermas's theory of the public sphere, the electronic public sphere is viewed as a transformation of our real-world social life, or as an electronic system that corresponds to the social sphere with minor differences—differences that may lie in the nature of the space and the means of communication that shape public opinion—and the digital space as a new medium for discussions sparked by those interacting with the content of broadcast digital media. Through this practice, we have moved from a state of incomprehension regarding the digital space to an understanding of the role played by digital media—represented by official and journalistic websites as models of digital media, and social media platforms such as Facebook—in promoting awareness of the green economy as a new topic aligned with Algeria's agenda, through enables self-directed learning of the values of active citizenship, dialogue skills, information exchange, negotiation, participation, democracy, and the expression of opinions. (Karima Kamal Abdellatif Tawfiq)

Based on the results of the table regarding the Ministry's content objectives on Facebook platform and its website, we conclude that it focuses on the goal of "environmental marketing of afforestation issues" and increasing the Algerian digital audience's thirst for knowledge through sustainable environmental marketing, which is a comprehensive systematic process aimed at demonstrating the Ministry of Agriculture and Rural Development's commitment as the primary and official sponsor of the "Million-Tree Afforestation Campaign" and the "Five Million Trees in One Day" campaign—two successful initiatives through which the Ministry has expanded citizens' knowledge by presenting products, activities, concepts, or information and experiences that have been successfully implemented and contribute to the comprehensive development of the green environment. Thus, environmental marketing is a persuasive informational process that promotes products or services based on their environmental benefits; these products or services may be environmentally friendly in and of themselves or produced in an environmentally friendly manner.

Government agencies can leverage this feature to download videos and informative content that detail all the steps and procedures involved in their various projects, thereby raising awareness among their staff by helping them gain a deeper understanding and develop a comprehensive, positive, and effective view of the agency's achievements.

Fourth Axis: Analysis Units

Sentence Unit:

Sentence Unit	Frequency	Percentage
Tomorrow, together, we will write a new page in the history of Algeria	02	09.09%
National Tree Planting Campaign "One Million Trees	04	18.18%

Awareness campaigns for the "five Million Trees in One Day" initiative	05	22.72%
Under the slogan "Green, God willing"	09	40.90%
The strong spirit of solidarity among our people	02	09.09%
Total	22	100%

Source: Prepared by the researcher.

The results of the table and the sentence analysis reveal the most frequently repeated phrases in the content of the Ministry of Agriculture and Rural Development on its official Facebook platform. We note that the slogan "Green, God willing," is the most frequently repeated in the written texts, accounting for 40.90%, which indicates that the slogan adopted by the ministry reflects the commitment of the two afforestation campaigns to reinforce the religious identity and symbolic value of the slogan by linking it to the religious and spiritual aspect ("God willing").

Following in second place is the phrase "One million trees and five million trees." This phrase also refers to the campaign's goal, as this phrase has been widely circulated by the public and has come to represent the green project aimed at improving the forest environment. Consequently, from a media perspective, the slogan "Green, God willing" in publications, as it strengthens identification with the initiative and encourages collective participation. Consequently, the focus on this approach in media dissemination underscores the quality of the media campaign on social media platforms, serving to engage the public, convey the message, and achieve the objective. This can be classified as a media awareness campaign that contributes socially to enhancing public engagement.



These campaigns are unprecedented in Algeria's history. Overseeing them is the Ministry of Agriculture through the General Directorate of Forests, in collaboration with the Green Algeria Association, led by environmental activist *Fouad Maali*. The goal was to plant 5 million saplings in a single day, an unprecedented step toward enhancing the country's vegetation cover.

In this context, media coverage of the afforestation campaigns intensified, taking place across the entire country in a single day and seeing unprecedented public participation.

Key phrases such as “the high spirit of our people” highlighted the mobilization of all segments of Algerian society in a national scene reflecting citizens’ strong awareness in supporting government bodies to achieve long-term sustainable development within the framework of a Green Algeria.

In this context, a study by researchers Emad al-Din and Mahmoudi Mohamed Bashir, titled “Social Marketing Through Reels: An Analytical Study of Reels for Environmental Awareness via the ‘Plant a Tree’ Facebook Platform in Algeria 2024,” found that in the category of most prominent environmental issues, with afforestation receiving the highest percentage at 57.7%, which aligns with our study regarding the strategic approach adopted by the Ministry of Agriculture and Rural Development in placing significant emphasis on afforestation topics, indicating the page’s commitment to raising awareness of the importance of afforestation as a fundamental part of environmental solutions. Additionally, the Ministry’s Facebook platform shares content from the page of community activist Fouad Maali as part of this initiative. Maali is the creator of the slogan “Green, God willing,” which the Ministry of Agriculture has adopted, due to its valuable significance in expressing religious authority, as it contributes to fostering a spirit of solidarity and social cohesion among citizens.

Based on the above, it can be said that the table’s results clearly highlight differences in the “sentence category” of the environmental content presented on the Ministry’s Facebook page and website, as well as on the pages of community activists who contributed to this initiative and received full support from state institutions. The “Green Algeria” page indicates its aim to disseminate environmental messages, targeting an audience inclined toward rapid and direct consumption of information, as evidenced by the most frequently used phrases: “A tree for every citizen” and “Plant a tree.” and “Be on time”—calls directed at the general public to help them understand their place and role in contributing.

Therefore, the media coverage of afforestation issues—which the Algerian Ministry of Agriculture and Rural Development has prioritized to empower citizens through simple behaviors—may yield broader results. Afforestation is not merely about the aesthetics of the environment; it enhances citizens’ effectiveness as social partners in achieving developmental dimensions that encompass social, cultural, and humanitarian aspects.

These are integrated efforts aimed at strengthening individuals’ upbringing in accordance with the concept of environmental citizenship, which is the foundation for achieving environmental responsibility and developing their knowledge of their community, interact positively with the environment, preserve it, strive to address its challenges—particularly climate change—adopt responsible behavior toward the environment, and ensure its sustainability for the benefit of present and future generations.

11. General Findings.

- Through our analysis of the Ministry of Agriculture and Rural Development’s page on its official Facebook platform, it is evident that the Ministry’s page focuses on environmental media content related to afforestation campaigns, which aim to generate interest in Algeria’s forested areas through the content it shares (text,

- images, and videos) to attract attention and reinforce the idea of environmental change.
- The Ministry's Facebook platform focuses on a balanced posting strategy centered on "special events" related to the launch of afforestation campaigns to increase engagement and persuasion.
 - The Ministry's page uses simple, accessible language that enables all its Facebook followers to understand the nature of the content and engage with it—whether by liking, commenting, or sharing—thereby fostering a spirit of shared responsibility and collective action to improve the situation and realize the Green Algeria initiative.
 - The media content provided by the "Ministry of Agriculture and Rural Development" website generates significant engagement due to the persuasive techniques used—combining rational and emotional approaches—which support the ministry's efforts to further promote afforestation campaigns and reinforce the values of broad public participation.
 - Since the study focused on the role of afforestation campaigns within the Ministry's activities, the quantitative results showed that the Ministry's content linked these campaigns to the participation of citizens and active associations as part of "A Tree for Every Citizen" project, which will help foster a conscious generation that drives green environmental development.
 - The content of the Ministry of Agriculture and Rural Development's Facebook platform contributed to achieving a set of objectives, most notably publicizing the planned afforestation campaigns. While the educational and awareness-raising objective aimed to shift engagement from the digital sphere to the public sphere, as evidenced by the extensive participation of various segments of Algerian society in the first and second initiatives under the slogan "Green, God willing."

Conclusion

Through our descriptive and analytical study, we conclude that Facebook platform plays an important role when used by the Ministry of Agriculture and Rural Development to support the success of development programs, especially those that require building public awareness. In this regard, Facebook has helped raise awareness of afforestation among Algerian citizens and encouraged their participation in this valuable initiative, which represents an essential step toward promoting sustainable environmental development.

Digital media has become a technological necessity, yet it remains only a tool. Its effectiveness depends largely on the quality of the content produced and the efforts made to engage the public. In this regard, the digital content published by the Ministry of Agriculture and Rural Development, together with the resources mobilized and the coordinated efforts undertaken, contributed significantly to the success of the afforestation campaigns. These campaigns received broad public support from different segments of society, as well as from various government institutions.

The persuasive strength of these campaigns also had a clear impact on Algerian society, influencing public values and attracting the attention of political and social actors and other stakeholders. As a result, the campaigns moved beyond their initial awareness-raising and guidance role and became a national event supported by both the state and the people. Based on the findings of this study, we can therefore affirm the important role of digital media, particularly the Ministry's official Facebook page, in supporting the goals of sustainable development.

The afforestation campaigns succeeded in translating the digital space into social reality and, in the Algerian government's program—which is relatively new to the phenomenon of social media and relies on it for media reception—it has not been immune to attracting virtual followers and forming an online audience that embraces the activities announced by the Ministry, particularly environmental activities and matters related to public affairs and citizens within this virtual space, along with the resulting positive behaviors and interactions.

These afforestation campaigns deserve support, encouragement, and widespread promotion, thereby highlighting individuals' culture and their desire to bring about change. By focusing on digital media, Facebook platform plays a crucial role in spreading this culture through awareness campaigns that highlight the role of afforestation and green spaces in preserving the environment. It can be said that the Ministry of Agriculture and Rural Development's website has succeeded in instilling the values of afforestation in Algerian citizens as a result of the media impact achieved by the Ministry's publications through its impactful media campaigns. We also cannot overlook the role of social media platforms, particularly Facebook platform, in creating a socially interactive environment that supports the idea of bringing community members together to preserve the environment. Through Facebook platform, the Ministry's website, and the official pages of the Minister of Agriculture and social activists—such as the “Green Algeria,” “Plant a Tree,” and “Algerian Forests” pages—etc., to unite efforts now and in the future in organizing environmental events and intensifying awareness-raising media campaigns through coordination, program development, and inviting all segments of society to contribute to social and environmental causes.

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