

# HUMAN EFFICIENCY AND CREATIVITY AS ONE OF THE MECHANISMS SUPPORTING DIGITAL COMMUNICATION

Pr. BENOUHIBA Nora<sup>1</sup>, Dr. ZEMMOUR Badreddine<sup>2</sup>

<sup>1</sup>Chadli Ben Jadid University - El Tarf (Algeria), benouhiba-nora@univ-eltarf.dz

<sup>2</sup>Ali Lounici University Blida 2 (Algeria), eb.zemmour@univ-blida2.dz

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## Abstract:

Digital communication has a strategic role in improving human efficiency in many areas of life, especially the institutional field, in order to achieve many strategic and field goals, considering that the modern institution, in light of the open format, must deal with the external environment with its indicators of development and competition that require the human resource to be at the highest levels of development at the level of capabilities and specialized scientific and knowledge through which it can provide Added value.

From this point of view, we find that one of the most important mechanisms supporting the improvement of human efficiency is the adoption of digital communication methods that benefit the human resource and the institution together, especially the digital system of the Internet and all social media, and the aim is to strengthen socio-professional relations between individuals at different cultural, scientific and even practical levels, and therefore human efficiency is associated with digital communication significantly and it is necessary to enhance it in various forms, specifically to enhance the process Creativity in the institution in order to achieve long-term development of the institution.

**Key words:** Human efficiency, creativity, the mechanisms supporting digital communication.

## Introduction:

All this necessitated us to pose the following forms:

To what extent effective digital methods contribute to human performance

This main form is divided into a set of the following sub-questions:

How is the transition from classic to digital communication?

1. To what extent does the modern communication system contribute to upgrading the capabilities and qualifications of the human resource under the institutional system?

2. What are the attempts made by the management of the institution to promote a solid and successful plan in terms of the performance of its human resources in order to develop their knowledge and improve their qualifications to ensure their participation in the process of comprehensive and sustainable development?

All this necessitated us to raise the basic problems

To what extent effective digital methods contribute to human performance

1) This main form is divided into a set of the following sub-questions:

2) How to move from classic to digital?

3) To what extent does the modern communication system contribute to upgrading the capabilities and qualifications of the human resource under the institutional system?

## First: The transition from classical communication to digital communication

The classical communication has relied on the delivery of information between the communicative process, that is, from the source (sender) to the recipient (receiver), there are many intermediate factors between the message and the recipient, which determines the impact of communication, and

on the other hand, both the sender and the recipient talk about a specific topic, as this talk reflects not only the extent to which each of them knows the subject or message, but also may be affected by their values and beliefs as well as their social and cultural affiliation, which provokes reactions in the recipient. Certain towards the information and opinions received, and also determines the extent to which he is affected by such information and opinions.

In this context, the models that explain and explain the process of communication with its various elements have evolved so that many models have emerged, which have evolved from binary naturalism to circular nature, in the light of which the communication process consists of six basic elements:

1. Source
2. The message
3. The means
4. The recipient (the receiver)
5. Echo or reaction
6. Impact

Through this modern model (Jabr Saeed, 2008), which added a sixth indicator, which is influence, considering that influence is a relative and varying issue between one person and another, group and another, after receiving and understanding the communicative message, the impact of some messages may be temporary and not permanent.

Effect is therefore the ultimate goal of the sender, and the result envisaged by the communicator.

The process of influencing is carried out in two steps:

- ✓ First: thinking.
- ✓ Second: behavior change.

The process of influence is closely related to the psychological and psychological aspect.

The audience, in order to respond psychologically to a particular action or message, must be influenced on at least two positions within it, namely thinking and emotion, so the logic of the occurrence of the impact of a particular message from a certain party to a particular audience can be clear through this logical arrangement.

### **Second: Efficiency and Communication System**

Efficiency is one of the issues associated with development and its associated dimensions, whether by urging its conduct, application and introduction according to scientific foundations while linking it to the reality of work in light of the new thought and opinions, it has become necessary to ensure continuity and success for individuals, groups and institutions of all kinds in reality, the development process is one of the intended and scientifically and practically studied processes through which project owners, institutional officials and the rest of the different fields and fields want to introduce a kind of dynamism at the level of practical procedures, and therefore it is very possible to touch many transformations taking place through the change of production methods, and development at the level of technology used, in addition to trying to develop and improve socio-professional relations through the need to pay attention to many developments at the level of all aspects of the human resource that The institution works from the formation and development of its qualifications and practical and technical capabilities and the creation of many developments at the level of cultural concepts and values within a coordinating and organizational container and the framework of an organizational structure that stimulates dynamism, as we can see this development on the behavior of the worker, work groups and others.

This will only be through the modification of management methods and the need to overcome them, which were based on classical theoretical and academic frameworks with the need to develop them in new ways in line with the emerging circumstances, which works to achieve the objectives of the institution, which was and still firmly believes that the main pillar for building the features of change will only be through its total reliance on the theoretical frameworks that urged change every time based on scientific management, which for the first time set the basic principles of codified management. And strict to the extreme to adopt that most sophisticated institutional thought by paying attention to the human dimension as a definite necessity in the workplace, and this was in itself a remarkable change and a qualitative shift at the level of the mentality of the path that we moved from the personality of the strict manager to the manager who works with a high degree of flexibility and democracy, as the individual was moved from an individual executing decisions according to the principle of movement and time emphasized by Frederick Taylor to a strategic human resource with all rights Duties are a participant in the decision-making process and a contributor to the achievement of strategic and practical objectives on the basis that it is a source of wealth.

Thus, we reach today to strive to adopt another necessity, which is the extent to which the idea of sharing this human resource is embodied through the need to upgrade it at all levels, especially the information aspect, in order to achieve the desired goals associated with all internal and external parties that deal with the institution directly or indirectly, because of its great value in determining the fate of these institutions, and when we say participation, we mean communication and communication of all kinds, specifically electronic communication. And what has a key role in facilitating the development process within the institution.

The modern administration today is working on the need to apply the milestones of development, which has not and will not be possible except by providing this department with a huge amount of information about the developments of the internal and external environments, which led to the emergence of that close link between change and communication, which has become one of the basic pillars in the modern institution, and this is what made us focus on these two variables for the importance of the role they provide in contributing to the progress of institutions on the one hand and achieving balance at the level of The internal and external environments on the other hand.

One of the most important organizational and sensitive issues that institutions are currently striving to address in order to reach alternatives commensurate with their nature, is to try to reconcile with the development that is taking place with the community and the surrounding environment, but more than that, it is to try to lead and direct this change in society(Mostafa Khater, 2003).

In this context, the management of institutions in recent years has witnessed multiple transformations and changes in various fields of work, especially since it lives today in the framework of globalization, the market economy and the intense competition that imposes on these institutions in general and the economy in particular to provide the greatest possible freedom of work, movement and creativity by preparing all their main and sub-departments to promote a new administration based on achieving the correct and accurate goals within the framework of renewal and the desired progress behind this. Work, especially the department responsible for the management and management of the human resource, which is considered one of the sensitive departments in the institution because it includes many jobs aimed at upgrading the efficiency of this resource, and to reach this upgrade, the communication process must intervene strongly to strengthen the relationship between all human resources at different levels within the framework of

collective work, as the latter is a catalyst for every success at the level of the individual and the institution together( Mohsen Al-Ameri & Hussein Mansour, 2007).

Development has attracted the attention of researchers in the field of work of organizations due to the implication of the act of planning communication for development in order to improve to reach the effectiveness and efficiency of the organization(Khalil Muhammad Hassan Al-Shamma, 2005).

Based on all this, we can say that the logical coherence occurred in a difficult equation that combines development and communication, considering that this equation will not be solved and will not be embodied on the ground of institutions unless the leaders of institutions target the first responsible for solving this equation, which is the human element that makes many changes and searches for many information behind which he can provide alternatives and options available in order to help the institution solve many problems, as the advent of the individual For work, its fusion in it, its interaction with its peers, and its satisfaction with work by upgrading its overall relationships and activities, all of this is an essential source and catalyst for the process of organizational change within institutions.

### **Second, creativity as one of the mechanisms that support human efficiency and digital communication**

Communication supports the process of organizational change, and the latter leads to renewal and creativity, which can be observed through the development of human resources that have an effective role in changing for the better and better if the management of institutions deals well with them by updating many systems in different areas such as the training system as well as the promotion system and the development of career paths, all of which will certainly encourage the idea of participating in decision-making while contributing to achieving the general goals of the institution, and this will only be achieved Through the process of development in organizational behavior patterns within the framework of an organizational culture that stimulates and encourages change.

The development processes must start from an important issue, which is the need to identify the problems faced by institutions and try to involve individuals and work groups and motivate them in order to diagnose these problems in order to reach the proposal of alternatives and solutions to overcome the pressures and tensions surrounding the process of change in particular and the institution in general.

Researchers interested in the fields of work organizations and organizational change emphasize that the right path to change and develop institutions will only be achieved through the development of a clear plan parallel to the process of organizational change called the communication plan that focuses on the dynamics in relations and the degree of response between the two main parties of the organization (management and workers) and even outside, that is, between the institution and its surrounding environment.

One of the most important organizational and sensitive issues that institutions are currently striving to address in order to reach alternatives commensurate with their nature, is to try to reconcile the change that occurs with society and the surrounding environment, and even more so is to try to lead and direct this change in society(Mostafa Khater, 2003).

Institutions now realize that communication is no longer just supplements or decorations to improve the public image, to show it to competitors, or just to market goods, but an essential element of their strategy(Daliou & others, 2003).

Accordingly, communication has become part of the general strategy of institutions, as all organizational processes have been associated with it on the basis that its presence is necessary,

vital and essential, as organizational change has considered it an essential pillar of its pillars, as it helps to improve the level of performance by providing a high degree of cooperation, and it also works to achieve the difficult equation that combines (communication, change and renewal).

Hence, we had to make a necessary projection on the Algerian institution, which in turn is trying to keep pace with the changes taking place in the outside world at many levels, forcing it to improve and clarify what it can do, as well as what it can provide in terms of material and human services that raise its position in the business world.

In view of the importance of the subject of organizational change and the place enjoyed by the communication process as it supports the process of change within Algerian institutions, especially since the latter has become in dire need of change, over time it began to appear hope and positions confirming that the Algerian institution does not keep pace with the surrounding environmental conditions and that there is something new in its field of specialization that must be taken into account, in addition to the emergence of many problems that require changing their course in order to solve them.

Despite all the organizational changes that have taken place, from self-management to socialism to restructuring and then independence to the market economy, during more than three decades they have become like a patient who tries to hide his illness with painkillers, and therefore we are faced with two options: Either we react to the process of change in the world or we die.

This problem, which characterized the national economy, which is represented in the total transformations and changes that have occurred and are still taking place in the institution, has resulted in many problems, turmoil and instability, especially in the field of relations, where the Algerian institution has suffered and continues to suffer from this internal and external environmental alienation.

Therefore, today, not tomorrow, this desire must stem from the leaders of Algerian institutions, especially economic institutions, in building the important and strategic role of the national and even global economy.

For all this, the need for change from within and even outside the organization has been necessitated by the factors of competition and the emergence of new goals that it wants to achieve at the local and even global levels.

Based on this, we try in the subject of our research to explain the equation that combines the digital communication process and development, which is one of the important methods at the institutional level due to the role it plays in improving the individual and collective efficiency of the institution, which we expect a lot from, and it hopes to provide a lot of achievements, whether at the local, regional and even global levels.

Talking about efficiency as a human resource makes us focus on human energies and capabilities and all the possibilities to help improve human efficiency and support its upgrading in light of institutional work.

The reality of the modern institution and in light of the sharp competition in order to provide the product with the best quality makes it forced to improve and clarify many important matters and issues, and this is through what it can do of the work as well as what it can provide of material and human services that raise its position in the business world and exceed all the problems that were and still suffer from it, on the basis that the success of any institution today goes beyond technical and scientific standards to the flexibility of the organization and this is by setting a policy. Organizational communication plays an important role in eliminating the lack of information at the various administrative levels in the organization by encouraging the organization's leaders to

restructure the institution again, allowing the flow of information and providing actors with various data about the change project.

### Conclusion:

The modern institution is trying today to improve its conditions on the basis of building a development plan that affects many sensitive aspects, especially the human element and the training programs it needs in order to develop its capabilities and make it a resource involved in many decisions and achieve many strategic and practical goals within the framework of an organizational culture that stimulates the adoption of the development process based mainly on the need to improve human efficiency, where the development process will not be achieved except by strengthening the mechanisms of the communication process in it, and we are trying today as researchers to shed light on the reality of this institution through this scientific study on determining the correlation between communication and organizational development by delving into the merits of this study through investigation processes to reveal many facts that help us and work to clarify visions, targeting important indicators, on top of which is the human dimension and its place in the new development plan in parallel with the industrial dimension and technology, and how some institutions deal with the digital system in light of the local and comprehensive development process to achieve success in the various projects of the investment plan and the extent of its progress, based on a basic premise, which emphasizes that the present and future of the research institution is closely linked to the human dimension for the success of change.

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