

The role and impact of advertising in shaping public opinion to achieve local development through emerging institutions

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ABSTRACT

The purpose of this article is to examine the contribution of media advertising in promoting local development through alternative methods that transform the economy from a traditional to a knowledge-based economy, specifically through start-up institutions and small enterprises instead of large corporations. Media advertising plays a crucial and pivotal role in the success of any local or national program. However, we observe that the Fourth Estate, which is always present in the political scene, is often absent in economic affairs, especially in Third World countries. Therefore, we seek to shed light on the role of media advertising in influencing public opinion to achieve local development through start-up institutions. Does the media really play a role in the success of any local development, and does advertising serve this purpose adequately? Furthermore, what is the influence of the Algerian government in this matter?

Keywords

Media advertising, local development, public opinion, start-up institutions.

Introduction

After more than sixty years of independence, our country is on the road to growth. During these years, we followed a traditional economy based on underground and superficial resources. However, the new Algeria is now pursuing a different policy, which we believe to be promising, especially after its success in many countries. This policy aims to free us from economic dependence on foreign countries and reduce our reliance on oil as the main source of hard currency. It does this by introducing so-called start-up institutions, the positive effects of which have been observed in many countries. Small and medium-sized enterprises, which will play an important role in the country's overall development, especially at the local level, will cast their shadow on the country's development. In order for these ideas to become reality, they need to be promoted aggressively in the media. Since the media is globally recognised as the Fourth Estate, which according to political scientists governs not only nations but the entire world, it plays an important role in disseminating and promoting these ideas. This can only be done through its known methods and techniques.

Based on the above, we can pose the following problem: Can media advertising influence public opinion to introduce the masses to the knowledge-based economy represented by start-up institutions, and to what extent do these institutions contribute to local development?

There are a number of sub-questions under this problem:

1. Can the media fulfil this role? Can they play this role effectively?
2. Does media advertising have an impact on the nation and its citizens, and does it prevent them from using these means for trivial purposes?
3. What are the main advertising and media techniques and methods to be used to achieve development and local development?

In order to answer all these questions and to study this aspect in a prospective manner, it is necessary for us to formulate a series of hypotheses.

Hypotheses:

1. The new Algeria is clearly moving towards a knowledge-based economy and relying on start-up institutions.
2. The effectiveness of the knowledge-based economy compared to the traditional economy.

3. Is the reason for Algeria's backwardness in the field of the knowledge-based economy compared to the Gulf countries due to its weak promotion?

Aim of the study: This research aims to demonstrate the effectiveness of advertising in the success of any developmental economic project, with the presentation of a hypothesis applied to villages and rural areas within the framework of local development.

Significance of the study:

Through this research, we aim to investigate the importance of positive advertising in business, especially as these tools are not usually used in these areas. They have mainly been associated with politics, soft power and large regions, neglecting shadow areas or areas of local development.

The study consists of three parts:

Part One: We will look at the concept of media advertising, its application methods and mechanisms.

Part Two: We will focus on start-up institutions, enlightening the reader and researcher about their characteristics and discussing real-life successful examples in the economic sphere.

Part Three: We will explore how advertising, using its tools and these start-up institutions, can be applied in shadow areas or engage in local development by using these two factors: media advertising and start-up institutions. To this end, we have outlined the following research plan:

Introduction

Chapter One: Media Advertising, Local Development and Incubators

Section One: Linguistic and terminological definition of advertising and media advertising.

Section Two: Local Development.

Section Three: The media.

Section Four: Founding institutions.

Chapter Two: Means and Methods of Advertising, Media, Development and Institutions

Section One: Advertising Means and Methods.

Section Two: Media Means and Methods.

Section Three: Means and methods of local development.

Section Four: Founding institutions and their local activities.

Chapter Three: The Role of the Media and Media Advertising in the Prosperity of Local

Development through the Use of Founding Institutions

Section One: Methods of advertising influence on political discourse.

Section Two: Advertising and its role in promoting successful start-up institutions.

Section Three: Success factors for start-up institutions in shadow areas.

Conclusion

The methodology used: In order to deal with this subject, we have to use the inductive-analytical method, which is usually appropriate for such subjects. To this end, we have designed a plan consisting of an introduction and three chapters, each of which contains a series of sections, and we have concluded it with a conclusion, as previously explained.

Previous studies: Although Algeria has recently turned its attention to the topic of incubators and the knowledge-based economy, there are several studies that have touched on this topic, even if only in the form of partial aspects, such as the article published in the "Raqmuna" Journal of Media and Communication Studies by the researcher Nacira Driben, entitled "Incubators and Technological Innovation: Reviewing the Italian Experience in the Field of Start-up Institutions", in which she discusses the role of the media in the success of the idea of resorting to the knowledge-based economy, through a media-defined introduction to the role of start-up institutions in the developing economies of countries, and praises the Italian experience.

There are also many researchers who have addressed this research, but from a specific perspective, such as Kamal Mtaheeri: "Start-up Institutions and the Knowledge-Based Economy in Algeria: Economic Keys to Achieving Sustainable Development" in the journal "Ezdat Iqtisadiya", Volume 07, Issue 1, 20-23. However, he focused on start-up institutions and some proposals to achieve sustainable development, mentioning media and marketing, which is what I intend to emphasise and work on in this research paper.

Chapter One: Advertising, business incubators and local development

Advertising is a term for which there is no consensus on its definition, and it has suffered from complex uses in different systems, leading to distortions of the word and changes in its connotations. As researchers, it is our duty to seek clarification and remove ambiguity.

The first section: Linguistic and terminological definition of advertising and media advertising

There are many definitions, some of which are presented below:

Linguistically: In language, advertising means calling for something, urging its purpose¹.

Terminologically: Advertising or propaganda is a term that refers to the dissemination of information in a directed and biased manner, targeting a focused group of messages with the aim of influencing the opinions or behaviour of a larger number of people. It contrasts with objectivity in the presentation of information. In a simplified sense, propaganda is the presentation of information with the aim of influencing the target audience. Personally, I prefer a definition that serves my article and answers many of the questions in the introduction: "Advertising is an intelligent approach that attracts investors, artisans and professionals to achieve the interests of a particular group or entity"².

Media advertising: It is an attempt to control the public's perception of any subject, including but not limited to politicalThe first section: Linguistic and terminological definition of advertising and media advertising³.

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Media advertising: It is an attempt to control the public's perception of any subject, including but not limited to politicians, artists, goods, services and all kinds of institutions, using available media, both ancient and modern.cians, artists, goods, services and all kinds of institutions, using available media, both ancient and modern³.

The second section: Local development

To date, there is no single definition of local development, as there have been many over the last fifty years of development thinking. Some of these definitions can be mentioned as follows:

A. Cambridge definition: It defines local development as a movement aimed at raising the standard of living of the local community as a whole, with the active participation of the local community. Technical methods can be used to consult with residents to ensure their enthusiastic response to the movement. Local development encompasses all forms of improving the quality of life in the local community and includes all types of development activities in the region, whether carried out by government or non-governmental organisations.

B. United Nations definition: The United Nations defines local development as the process by which the efforts of people are combined with the efforts of government authorities to improve the economic, social and cultural conditions of local communities. It aims to integrate these communities into the life of the nation and to enable them to contribute fully to national and local progress⁴.

¹- Hameed Majid Al-Shatiri: "American Propaganda Techniques Directed towards Iraq during 2003" in Adab Al-Farahidi Journal, Issue 14, March 1030.

²- Fawwaz Abdullah Makayid: "Advanced Management Techniques for International Media Propaganda" in Baghdad College of Economic Sciences Journal, Issue 29, 2012.

³- Philip Taylor: "Mind Bombing" translated by Sami Khushaba, in the Knowledge World Series of Cultural Books, Kuwait National Council for Culture, Arts and Literature, April 2000, p. 7.

⁴- Alouni Amar: "Local Development Goals and Policies - A Theoretical Approach" in Algerian Journal of Economic and Financial Research, Volume 2, Issue 1, June 2019.

The third theme: The Media

The media is often referred to as the fourth estate because of its powers, as if it were an independent state. Ministers and presidents are often associated with media personalities as if they were brothers. This is just a result of the greed of each party. The minister and the president want to be portrayed in a positive light in all the media, to become heroes, while the other party wants to get close to them for political aspirations, prestige or financial gain. This is a new expression that has replaced the concept of propaganda, which has been tainted and distorted by its excesses, extravagances and exaggerations⁵.

Linguistically, the definition of the media is the language of communication and transmission of information to a person and ensuring his knowledge of it⁶.

Terminologically, it is one of the means or commercial organisations responsible for disseminating news and conveying information to individuals⁷.

The fourth theme: Start-ups, known as “Jeune Entreprise Innovante” in French, are innovative new enterprises operating in the field of modern technology⁸. They can be defined as companies that offer a new innovative service or product to the market⁹. They aim to benefit the market with a new product and a new innovative service, aiming for significant success in any market, regardless of the size of the company¹⁰.

⁵- Nouman Maher Kanaan: “Introduction to Media: A Media Series” published by Republic House, Baghdad, 1968, p. 1.

⁶- “The Comprehensive Dictionary of Meanings”

⁷- Zuhair Haddad: “Introduction to Media and Communication Sciences” by University Publications Diwan, 2007, p. 7.

⁸- Raqami Mohammed: “The Right of Start-Up Institutions to Benefit from Economic Incentives: A Case Study of Algeria 2020” in Journal of Economic Sciences Institute, Volume 24, Issue 02, Year 2021, p. 725.

⁹- Nariman ibn Abdul Rahman: “Towards the Knowledge Economy and Establishing Start-Up Institutions in Algeria” in Algerian Journal of Research and Studies, Volume 6, Issue 2, Year 2023, p. 613.

¹⁰- Boudali Mukhtar: “Financial Formulas Available for Start-Up Institutions in Algeria” in Annals of Béchar University in Economic Sciences, Volume 8, Issue 2, p. 80.

Chapter Two: Advertising, Media and Development Strategies and Methods

Each field or individual has their own approach to influencing others, organisations, communities or even individuals, using their own style and the resources available to them. These resources may include eloquence in speech, images and drawings, lectures, promotional films, advertising or even documentaries. What methods of influence do advertisers, media professionals and developers use to promote their projects?

The first topic: Advertising methods and techniques

Means are the tools that convey the message to the intended audience of potential buyers. There are, in fact, many important and effective means that fulfil this task in the best possible way. As already mentioned, these means include all the possible media that can be used and exploited in this field, such as newspapers and magazines in their various forms. In addition, there are television channels and, nowadays, social media platforms in all their varieties. TikTok, which is danced by the majority of Arab youth, was originally introduced by China for commercial exchange and advertising purposes¹¹.

Printed leaflets are distributed on public streets or in shops, or they can be thrown in the air or in the form of small cards with a calendar on one side and product advertisements on the other. There are also visual advertising methods used on screens, in train and bus stations, waiting rooms, cinemas and in postal messages.

In addition to the above, there are other important advertising methods and techniques, such as radio and television advertisements, non-animated colour pictures, seminars and meetings. This also includes all the arrangements and preparations that are made in retail outlets in order to decorate and arrange their fronts in an attractive and eye-catching manner. Another method is the distribution of gifts to customers in the form of specific samples of a product, with the aim of promoting something. Exhibitions are also organised to promote and showcase certain products, demonstrating their features, benefits and uses.

¹¹- <https://www.google.com/search>

These resources have different effects on individuals, depending on their nature. For example:

Radio, seminars and meetings have an impact through the sense of hearing, i.e. auditory. Newspapers, brochures, pictures and shop windows have an effect through the sense of sight, i.e. visual. Television, cinema and talking posters have an impact through both the sense of hearing and the sense of sight, i.e. auditory and visual¹².

On the other hand, food samples such as sweets have an impact through the sense of taste, i.e. gustatory. Promotional gifts such as perfumes work through the sense of smell, or olfaction. There are also goods known for their tactile impact, such as fabrics and clothing, where the texture, smoothness or roughness plays a significant role in influencing consumer purchasing preferences.

This illustrates the need for certain media to be more widespread than others, and therefore the impossibility of achieving equal distribution for all these media due to the obstacles and difficulties they face. In the following, I will concentrate on mentioning some of them and enumerating the challenges they face:

1. Billboards:

- Not an effective medium for communicating advertising messages.
- People cannot get detailed information about the product being advertised.
- High cost without targeting a specific audience.

2. Radio:

- Reaches a wide audience without discrimination.
- Can be a source of interference, leading people to reject it at certain times.
- Broadcasts advertising messages at specific times which may not reach the intended audience at those times¹³.

3. Television:

- Not suitable for all products, only for frequently used ones.

- Exposure to the negative effects of previous or subsequent advertisements, resulting in a loss of effectiveness (e.g. back-to-back detergent advertisements on television).

- Tiredness and annoyance caused by the repetition of advertisements or commercial presentations necessary to make an impact.

4. Cinema:

- The short duration of advertisements or successive advertising films reduces their impact.
- The negative effect of the compulsion to watch these commercials or advertisements, since the audience goes to the cinema to see the main film and not the commercial, which may discourage them from buying the advertised product.

5. Newspapers:

- Quick reading and lack of interest in all pages by readers.
- Inability to design effective advertisements due to poor paper quality and colour reproduction.
- Short life of advertisements as newspapers are discarded after the first reading¹⁴.

6. Magazines:

- Regular publication leads to occasional changes in prices, terms and specifications of products, giving consumers an outdated image.
- High costs that are difficult to afford for production projects.

7. Direct mail:

- Buyers may not take the time to read the mail, resulting in it being discarded.
- Ineffective and costly, targeting only known individuals.

All these methods of advertising and persuasion for any product or idea deviate from the role of media. Media informs and educates, while advertising promotes information or ideas through its various channels, which we have already mentioned.

The second theme: Media tools and methods

The media work to convey information by spreading messages, ideas or news relatively quickly. It continues to spread through well known and established artistic means such as carrier pigeons, messengers on horseback and modern means such as the internet, television,

¹²- Ilyas Boukhemousa: "Art of propaganda through various media" Algerian Journal of Media and Public Opinion Research, Volume 2, Issue 1, June 2019, pp. 72-89.

¹³- Ilyas Boukhemousa: "Art of propaganda through various media" Algerian Journal of Media and Public Opinion Research, Volume 2, Issue 1, June 2019, pp. 72-89.

¹⁴- Ilyas Boukhemousa: "Art of propaganda through various media" Algerian Journal of Media and Public Opinion Research, Volume 2, Issue 1, June 2019, pp. 72-89.

radio, newspapers and articles¹⁵. Media have existed since the dawn of humanity and have evolved with human development. In ancient times, people who wanted to present their goods started with verbal announcements, using only their voices, which they perfected and developed. Later they began to sing and recite with melodies and rhythms. The same man developed his means, which did not exist before, represented by newspapers, radio, television, newsreels and others¹⁶. The purpose of the media is to inform and enlighten the masses, as opposed to advertising, which seeks to reinforce and psychologically and physically coerce them into accepting a particular idea or thing. Advertising aims to lull and persuade listeners, readers and viewers by various means which have varied from time to time and from country to country.

The third theme: Tools and methods of local development:

Local development in our country can be influenced by several variables, either positively or negatively, depending on the actors involved in its development.

A. Official methods and tools: Such as the resources provided by municipalities and governorates. These two bodies play a major role and have a significant impact on the management of local institutions and their development. The state has paid great attention to the development of the decentralised system for the benefit of local administration in order to embody local development¹⁷.

B. Informal methods and instruments: These include the private sector, which has been encouraged by the Algerian authorities, particularly since the political opening. Civil society also plays a key role and is considered one of the most important methods of local development. This is achieved through the associations present in each province and the immense contribution they make in terms of

¹⁵- Taha Abdel-Ati Najm: "Media and Society", Dar Al-Ma'arif University, Alexandria, Egypt, 1st edition, 2013, p. 26.

¹⁶- Naaman Maher Al-Kanaani: "Introduction to Media" Same reference, p. 4.

¹⁷- Adel Inzarne: "Local Development in Algeria: A study of factors and determinants" Journal of Legal and Political Sciences, June 2017, pp. 668-286.

humanitarian and voluntary work, environmental initiatives such as reforestation, education and awareness-raising¹⁸, among others.

The fourth theme: Tools and methods of start-ups:

The tools and methods of start-ups are different from those of advertising and the media. These companies are tangible entities, unlike advertising, which is intangible. Therefore, their tools, creation and dissemination methods are based on an idea that is common to advertising and media. This idea aims to bring innovative and novel services to the market and is based on modern technologies¹⁹. Unlike advertising, which uses both traditional and modern means²⁰. In addition, the definition of the timeframe is a necessary condition for the implementation of a project plan. If a businessman chooses a project that is out of time and space, such as the reopening of Internet cafes today, when we know that almost everyone has a mobile device with constant access to the Internet, except those who refuse it. Finally, funding is essential and acts as a driving force for any project or individual, as Malik Bennabi said earlier, or what is commonly referred to as financial resources²¹.

Chapter Three: The role of media and advertising in promoting local development through the use of start-ups

If we want to understand the role of advertising and media in promoting local development, we must first examine political discourse and its relationship to media and advertising, which are primarily based on influence and persuasion. The political discourse of any official encompasses a set of ideas about specific issues,

¹⁸- Adel Inzarne: "Local Development in Algeria: A study of factors and determinants" Journal of Legal and Political Sciences, June 2017, pp. 668-286.

¹⁹- Othman Lakhlef: "The reality of small and medium enterprises and ways to support and develop them" (Ph.D. thesis, Faculty of Economic and Management Sciences, University of Algiers), p. 11.

²⁰- Saad Abdul Rasoul: "Small Industries as a Gateway to Local Development", Scientific Office for Publishing and Distribution, Alexandria, Egypt, 1998, p. 35.

²¹- Ramadan Tawsi, Abdul Salam Al-Duwaybi: "Business Incubators and Small Projects" Arab Centre for Human Resources Development, 2023, p. 78.

such as development, that reflect the political judgments, positions, visions and theories of the person in power. Here, the politician representing an organisation, ministry or position for the public good, such as the president, prime minister and their affiliated bodies, has the ability to outline a general trajectory for the people. Consequently, we can conclude that media advertising is a realistic social influence related to the power of societal governance, which brings about timely changes at the local level²².

Even if we assume for the sake of argument that political discourse alone mandates a project, without advertising it through various means of promotion, it would remain confined to the shelves. From this we can conclude that political discourse alone is not sufficient for the development of local development; rather, the activation of all promotional roles is necessary.

The first topic: Methods of influence of advertising in political speeches:

Before delving into the subject and the mechanisms of influence, it is necessary to highlight local development, its policies and its goals, which revolve around the individuals present in the local community. Local development, before being influenced by external factors, should strive to create a suitable environment to achieve its objectives and strengthen the path of development. This requires the use of all necessary resources and expertise, and not just relying on advertising²³. It is worth noting that advertising combines both science and art, drawing heavily on disciplines such as psychology, especially political psychology, and social psychology. Advertising therefore draws on a variety of methods and theories, including those from psychology and sociology. For example, Pavlov's theory, which states that "the more we control the stimulus, the more we get a response", and Freud's theory, which suggests using moments that remind people of their worries,

frustrations and oppression to stimulate action²⁴. Successful advertising occurs when the ground is fertile for action, and satisfactory results are achieved by implementing these theories when the environment is conducive to such theories, which means that "the response becomes instinctive to people, driven in most cases by their biological needs²⁵".

The second theme: The role of the state in promoting development thinking

As mentioned earlier, the media often tend to focus on political speeches while neglecting other types of speeches, such as economic speeches. This is neither a coincidence nor a recent phenomenon. If we study history and try to write about the history of nations, kings and sultans, we find that contemporary writings revolve mainly around political and military aspects, while economic aspects are often scarce, if not completely absent. We often have to refer to or infer from legal texts to understand the state of wealth or poverty of a state by examining the currency in circulation. For example, if we find that it is gold, we know that the state is rich, and so on. Therefore, it is crucial to understand the direction of the state before engaging in media or promotional activities for any idea.

For example, during the era of the late Houari Boumediene, Algeria's focus shifted to economic thinking, and there was no other idea among politicians than economic progress. We have made significant progress in this regard, as evidenced by various economic projects that we can discuss. It is important to revisit the period of Houari Boumediene, despite his reliance on large institutions.

The third theme: The role of media and advertising in promoting start-ups and innovation

The role of media institutions used to be limited to politics, but now it has become more than necessary to accompany and support start-ups. These companies have proven their effectiveness

²²- Youssef Mohammed Hussein: "Propaganda Techniques in Political Discourse - An Analytical Study of the Content of the Prime Minister's Weekly Conference on 1 April 2019" *Al-Asatizah Journal of Humanities and Social Sciences*, Volume 60, Issue 1, March 2021.

²³- Alwani Ammar: "Local Development: Objectives and Policies" *Algerian Journal of Economic and Financial Research*, Volume 2, Issue 1, June 2019.

²⁴- Nabila Ben Youssef: "Political Propaganda During Wars: A Case Study of Political Propaganda in the War on Iraq" *Dafater Al-Siyasah Wal-Qanoon Journal*, Issue 4, January 2011.

²⁵- Elyas Boukhemousa: "Art of Propaganda through Various Media" Same reference.

in many countries, contributing to the development of advanced digital economies²⁶, as we mentioned earlier. As the world experiences a revolution in the digital, knowledge-based economy, it is essential that we adopt a global approach if we are to remain relevant²⁷. The software and applications available today facilitate the process of developing small and start-up businesses by drawing on the expertise of individuals and institutions from other countries. I believe that partnerships with other countries are necessary, especially as media and institutions cross continents and partnerships are easy to establish. Promoting and advertising such partnerships is essential. Algeria, for example, is still a fertile and rich country that offers significant opportunities for success, and its investment market has become accessible due to the legal framework that has been established, including investment laws. Here I suggest exploring promotional methods such as international exhibitions to sell economic ideas and applications, exhibitions of successful start-up companies, and inspiring young graduates to visit them. It would also be beneficial to set up these exhibitions within universities, as this would link students directly to the market and job opportunities. To ensure the success of this project, I believe it is important to rely on media promotion and to use marketing programmes, which are still in their infancy in our country²⁸.

Conclusion

The media serves as a platform through which news and information are disseminated and should ideally be based on truth, honesty and respect for the public. Its role is to educate and enlighten

public opinion. Advertising, on the other hand, aims to shape public opinion by influencing the personalities of individuals through their motivations and emotions, often through sensationalism and promises²⁹.

Local development: is a movement aimed at raising the standard of living of the local community as a whole, with the active participation of the local community and all relevant stakeholders, including the media and its promotion³⁰. Because the local is a small part of the whole, to neglect it is to neglect the whole economy. Indeed, some of the world's biggest global brands, whether in apparel or footwear, are born in the impoverished lanes of India. While we will not go into the specific reasons, factors such as cheap labour, low rents and government incentives have attracted major companies to these regions. As for media and advertising, they have the power to promote or undermine nations, economies, infrastructure and marketing efforts. It can therefore be concluded that media advertising is a prerequisite for any practical step, whether at the local or national economic level. From the Algerian experience of the 1970s, it is clear that advertising alone is not enough if the ground is not prepared, both psychologically and socially, as we have already indicated through the theories of Pavlov and Freud, without neglecting the role of political will. The Algerian thinker Malik Bennabi once said: "In the absence of the idea, the idol appears". For years, Algeria has been on a path of economic and national confusion, especially after the "black decade" and the era of the gangs, which took Algeria back to a pre-Houari Boumediene era. Therefore, Algeria's return to the idea of creating small and medium-sized enterprises and embracing the knowledge economy has put the train back on track and the idea has emerged, signalling the need for the idol to crumble.

Recommendations

²⁶- Matheeri Kamal: "Start-ups and Knowledge Economy in Algeria: Economic Keys for Achieving Sustainable Development" *Economic Additions Journal*, Volume 7, Issue 1, 2023, p. 134.

²⁷- Nasira Dribin: "Startups and Technological Innovation: A Review of the Italian Experience in the Field of Startups" *Digital Journal of Media and Communication Studies*, Volume 2, Issue 2, p. 59.

²⁸- Kamal Matheeri: "Startups and Knowledge Economy in Algeria: Economic Keys for Achieving Sustainable Development" Same reference.

²⁹- Hassan Emad, Leila Hussein Al-Sayyid: "Communication and Its Contemporary Theories" *Dar Al-Masriah Al-Lubnaniah*, Cairo, 1st edition, 1998, p. 288.

³⁰- Alwani Ammar: "Local Development: Objectives and Policies" Same reference.

- Establish a scientific basis and a clean environment for such projects.
- Use the media effectively. Our channels are currently being used for sanitation rather than economic development and the country has reached an unbearable level of triviality.
- Strengthen universities through similar projects, especially if funding is available. In the time of Harun al-Rashid, he made great progress and became a patron of scholars, encouraging the search for knowledge and translation. Every translated book was rewarded with its weight in gold.
- To advertise and promote every project adopted by the government, instilling the idea of a productive university rather than a consumer-oriented one.
- Facilitate communication between project owners and experts, linking the working environment with universities.
- Enact a series of laws to protect investments and investors, such as the recently enacted Investment Law.
- Bridging the gap between the labour market and universities by organising seminars, exhibitions and forums on start-ups and the importance of establishing investment zones, especially in underdeveloped areas such as deserts, steppes and coastal regions. This can be achieved by creating a digital platform for these regions, which require various economic activities to support them.

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