Sharing Cultural Practices Via New Media: Overview Or Valuation Of Cultural Action? "An Analytical Study On A Sample Of Active Algerian Cultural Associations On Facebook"

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Abstract

This study attempted to investigate how cultural practices are shared on new media and whether this participation values cultural action or merely reviews it. For this purpose, it tested a sample of 270 posts from 6 pages of Algerian cultural associations on Facebook. Relying on the media survey approach and the content analysis tool, it concluded: A group of results, the most important of which were: that the associations shared cultural practices with their followers in both text and images most of the time, and primarily in the Arabic language. The followers interacted with these practices with admiration, commented on them positively, and shared them as well.

As for the content of the publications through which practices were shared, most of it revolved around competitions, lectures, heritage, customs and traditions, tourist trips, and volunteer campaigns, and the social dimension dominated, followed by the economic and tourism dimension, then the scientific and academic dimensions of these contributions. Which carried the values of clinging to authenticity and heritage, solidarity and social solidarity, and the values of citizenship. Most of the time, the associations aimed to appear in the media and then to value and enhance cultural heritage. Those in charge of the associations and their supporters from local bodies and those interested in cultural affairs targeted the general public in the first place, without neglecting the educated public and the small public .
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Introduction:

Cultural practices affect and are affected by societies and individuals, preserve their identity and history, document their present, and chart the steps for their future. People have always invented methods and methods for sharing their cultural practices, and in many cases the means of participation was embodied in the practice itself, such as theatre, cinema, drama, novels, and folk festival..., and at other times it was taken The means made available by society, such as clubs, corners, and fraternities, permitted by politics and law, such as associations, organizations, and offices, and imposed by technology, such as satellite broadcasting, the Internet, social networking sites, electronic forums, blogs, podcasts, and videos on platforms such as YouTube and Instagram. It is noted that all of the latter have changed the patterns of human interaction and communication and the distribution of knowledge and information. Especially with tools for publishing, interacting with content, commenting, and sharing opinions and information. And the research opportunities available to delve into the virtual cultural space.

Accordingly, this study came to address monitoring how cultural practices are shared across new media, and aims to identify and understand the goal of sharing cultural practices across these media, and whether it is a transfer of the cultural act from the real to the virtual only, or is it a means of valuing the cultural act by showing it, sharing it, and enhancing it. ? In order to approach discussing this problem, this study adopted a media survey approach and a content analysis tool for a sample of Facebook page posts of some Algerian cultural associations, trying to answer the following main question: - What is the manner in which Algerian cultural associations share cultural practices, and does the level of this participation contribute to enhancing and valuing These practices?

This question is divided according to the content analysis approach into questions about the form and content of the posts displayed by Facebook pages to:

- What form do associations adopt in sharing cultural practices on Facebook?

- What type of topics of cultural practices do cultural associations seek to highlight on Facebook?

- What type of cultural events are the associations keen to display on Facebook?

- Who are the actors in the associations' display of cultural practices on Facebook?

- What type and level of language do cultural associations adopt in presenting cultural practices on Facebook?

- What are the values that associations seek to highlight by presenting cultural practices on Facebook?

- What are the goals that Algerian cultural associations aim to achieve by displaying various cultural practices on Facebook?

- What type of audiences do Algerian cultural associations address by presenting cultural practices on Facebook?

1- Study concepts

1-1 Cultural participation:

International texts and conventions have defined the concept of cultural participation as a human right, as we find that Article 27 of the Universal Declaration of Human Rights states: "(1) Every person has the right to freely participate in the cultural life of society, to enjoy the arts, and to contribute to scientific progress." And in the benefits that result from it. (2) Every person has the right to protect the moral and material interests resulting from any scientific, literary, or artistic production of his own making ".(UNISCO, 2023)

Other international texts refer to the right to participate on an equal footing in the cultural activities of society; the right to participate in all aspects of social and cultural life; the right to participate fully in cultural and artistic life; the right to access and participate in cultural life; and the right to participate in life. Important provisions on this subject are also contained in the instruments relating to civil and political rights, to the rights of persons belonging to minorities to enjoy their own culture, to profess and practice their own religion, to use their own language, in secret and in public, to participate actively in cultural life, and to the rights of indigenous peoples. their cultural institutions, ancestral lands, natural resources and traditional knowledge, and the right to development ".(UNO, 2-20 /11/ 2009).

1 -2 Cultural practices:

Practice is defined in the Dictionary of the Keys to the Human

Sciences as "everything related to actions and the basis of which is action. Practice is based on the extraordinary activity of the totality of rulings and laws that constitute art or science **".** (KHALIL, 1989)" It's also "the totality of activities and actions related to intellectual, literary, artistic and recreational life in which capabilities and preparations are employed that influence the followed lifestyle and style ".·(Salaheddine, 2021) .

The concept of cultural practice is intertwined with the social, cultural, political, and economic dimensions, which makes it an inaccurate term, given the multiplicity of definitions among anthropological sociologists, in addition to the attachment of this concept to the term culture, which in turn is considered inaccurate due to different definitions, despite the almost complete agreement on the Taylorist definition.

In this context, we can consider cultural practices to be the sum of the artistic and intellectual activities and works carried out by the individual within society, which express his attitudes, feelings and aspirations, to take on a kind of privacy or to express the features of distinction and social sophistication through the individual's acquisition of cultural capital. "The individual's ability to develop a refined taste that responds to the values of the prevailing culture, which assumes a kind of legitimacy and expresses his social affiliation and origin, according to what Bourdieu emphasized. (ELMAZOUGHI, 2019)

1-3 New Media:

" These are all means that rely on new information and communication technology for the purpose of communicating between individuals or informing them of various news and information on the Internet with its various services such as e-mail, social networking sites, blogs, and smart phones ".· (GHEDDI, 2016).

New media is an umbrella term used for different types of electronic communications that are possible due to innovation in computer technology. Unlike "old" media, which include newspapers, magazines, books, television, and other non-interactive media, new media consists of websites, online video/audio streams, email, online social media, online communities, online forums, Blogs, telephony, web, online education and much more ·(Theastrologypage, 2023)

It is also a group of media that refers to information production and communication technologies that, by integrating digital and interactivity, allow the creation,

processing and distribution of multimedia content .(française, 1999)

When we talk about new media, we tend to think about the newest, but social networks that have been around for years are also considered new media. One of the oldest and most famous is Facebook; (Malaise, 2023)It is an online social network owned by Meta that allows its users to post photos, pictures, videos, files and documents, exchange messages, join and create groups, and use a variety of applications on a variety of devices.

Facebook was founded in 2004 by Mark Zuckerberg and his friends from Harvard University. This site was initially intended for students of this university, then it was opened to other American universities before it became accessible to everyone in September 2006. The name of the site was inspired by the idea of trombinscopes photo albums in French or facebooks in english. (Techno-science.net, 2023).

Since December 14, 2022, Facebook has become the most widely used social network in the world with 2.91 billion active subscribers. (Statista, 2023).

Pages are places on Facebook that allow artists, public figures, companies, brands, and for-profit and non-profit organizations to communicate with their fans or customers. When a user likes or follows a Facebook page, they can then see updates in their feed .(facebookhelp, 2023)

1-4 Cultural Association:

The "collectif" association is defined as "a group of individuals or an undefined group, characterized by clear interaction among its members with specific, widespread motives and directed towards topics that take goals for its actions, and which was established to serve society in all fields as part of society, and it is also a group of People are united by common values and solidarity, that is, characterized by strong solidarity among its members and a social system capable of acting as a unit .(ELSSALEH, 1999).

In Articles 07 and 08 of the Basic Model Law for Associations, it is a body that has "a legal personality and legal capacity, and it exercises its activities at the level of defining the area of the association's activity - across the entire national territory or between states... The association is permitted to issue and publish pamphlets, magazines, information documents, and brochures related to its goal." In light of respect for the

Constitution, national values and constants, and applicable laws(..) ".(Algeria, 12/01/2012)

There are five areas of work carried out by cultural associations: live performances (theatre, concerts, opera, dance, circus, etc.), visual and written arts (photography, painting, sculpture, writing, musical composition, etc.), and social and cultural activities (houses of culture). Centers for cultural work and others), heritage and artistic and cultural education. (Rathle, 2019)

Cultural associations are a field for artistic and social creativity, as they facilitate the process of acquaintance, exchange and cooperation between individuals of different origins and communities, and in line with the UNESCO Declaration on Cultural Diversity, which recognizes the role of diversity in developing the individual at the local, national or international levels. (GENECAT, 2020)

2_ Methodological procedures of the study

2-1-Study type and method:

This study falls within the descriptive research that is based on collecting real and detailed information about a specific event or phenomenon in a quantitative or qualitative manner during a specific period of time .(IBRAHIM, 2017)

We relied on using a media survey approach, because we were analyzing the Facebook page posts of a group of cultural associations active on Facebook. It is a type of media research that aims to identify the personality of the media outlet from various aspects in terms of geographical distribution numbers, the number of available radio and television devices and their development. The average number of readers or reading one copy of each newspaper and the average number of television viewers and radio listeners are also studied, and most importantly. These surveys help us study the psychological atmosphere that each media outlet creates, which leads to acceptance of the ideas, information, and trends contained in the published, displayed, or available media material. (ELMACHHADANI, 2017) .

2-2-Research tool and study sample:

The process of collecting data is one of the most important stages of any scientific research, as it helps the researcher follow one system in analyzing data, by following a specific design that helps him collect data and digitally monitor the rates of recurrence of phenomena in order to measure and

analyze them to reach results according to the research objectives .(TAIIMA, 2004)‹

Content analysis is considered one of the commonly used tools in media studies that fall under the survey method. Berelson defines content analysis as "a scientific research method aimed at the objective, organized, and comprehensive description of the visible content of communication materials"" (TAMMAR, 2007) .This tool is suitable for analyzing the publications of cultural associations and helps gather sufficient quantitative and qualitative information to answer the study's questions.

2-3- Research Population and Sample:

The research population includes all the elements studied by the researcher or all the individuals, persons, or objects that constitute the subject of the research problem, meaning all the elements belonging to the study area (Diab, 2003). Since the research population we intend to study is represented in the Facebook publications of all Algerian cultural associations, it is impossible to study this vast amount of media material published by these associations. Therefore, we relied on purposive sampling and selected publications from six actively engaged associations on Facebook from March 2023 to August 2023, totaling approximately:

In our selection, we considered:

- We considered selecting associations from different regions of the country (North, South, East, West).

- Proximity and diversity of cultural activities (heritage, cinema, theater, fine arts, customs and traditions, tourism, environment).

- The ongoing activity and updating of posts on their Facebook pages, especially in recent years (as there are cultural associations that are unknown and not active on Facebook).

- The number of followers exceeding one thousand.

Association Name	Cultural Activity Field	Number of followers	State Affiliation	Number of Posts
Al-Shua'a for Culture and Creativity	Meetings and lectures, exhibitions	Bordj Bou Arreridj	1.2 k	33

	and salons, poetry, theater, chants, audiovisual.				
Smile Cultural Association	Promoting , participating in the protection and enhanceme nt of the Amazigh language and intangible Amazigh heritage, culture organizing activities and events to promote .	Tlemce n	9.3 k	63	
Tifawt Izrir Cultural Association for Preserving Authenticity and Wealth in Timimoun	Cultural heritage of the region, festivals, cultural and artistic gatherings, artistic creativity. Preserving the heritage related to the local dialect from extinction	Timimo un	9 k	67	
Algerian Association for Cultural and Scientific Communicat ion	. Reviving and disseminatin g cultural heritage, engaging with scientific and cultural expertise, benefiting from their experiences, and bridging	Algiers (Capital)	3.1k	19	

	communication between them and different generations and levels.			
Beraaem Al-Fann Cultural Association	Theatrical performances.	Skikda	14k	45
Salam Cultural Association	Art, theater, literature, astronomy, sports, environment.	Ghardaia	1.4k	43
Total				270

3_Digital media and communication technology and culture:

Cultural media refers to the scientific field that studies the interrelated relationship between media and existing culture as an integrated structure, which includes studying the impact of the global system on culture and the effect of cultural systems on global functions. Cultural communication can be defined as follows: "Communication media are cultural tools that help support or influence positions, stimulate and enhance behavioral patterns, achieve social integration, and play or must play a fundamental role in implementing cultural policies and facilitating the democratic character of culture." ". (ABOUISBAA, 1999)   Media has positive roles on culture, including: (ELADAWI, 2010)

- Acting as a cultural transmitter, supporting or influencing positions.

- Achieving social solidarity.

- Stimulating, enhancing, and disseminating behavioral patterns.

- Implementing cultural policies.

- Facilitating the democratic character of culture.

The widespread dissemination of information and the influence of modern technologies have had a significant impact on personal and collective behaviors, evaluating how to behave, think, and acquire knowledge. This has led some to wonder

about the digital changes when accessing knowledge and information. Does it encourage a new form of creativity and new exchanges of content and self-produced creations (such as music, films, video games), or does it constitute a real source of cultural renewal?٩ (ELMOHAFEDH, 2021)

However, these questions also raise the issue of socio-cultural inequality in the field of using information and communication technology. There are differences in internet usage, leading to a digital divide that adds to the digital gap between northern and southern communities. This requires a sociological analysis that avoids focusing solely on technological innovations but also observes the impacts of digital technology on cultural worlds, according to other opinions. At the same time, the ease of access to cultural content, the spread of news websites, the expansion of following new encyclopedias via the web, and the proliferation of platforms for content exchange have led to significant interaction between experts and ordinary individuals, between professionals and amateurs, contributing to a cultural reshaping. (ELMOHAFEDH, 2021)

Digital technologies, especially in the cultural field, are nothing but a reflection of the user's behavior. They cannot be analyzed in isolation from the actors who possess them. They have not put an end to inequality in usage, nor have they alleviated misunderstandings among humans or reduced conflicts. However, they have tangibly expanded the framework of time and space, provided unlimited access to knowledge, enhanced the capacity for exchange and participation, thus becoming a means of liberation and domination at the same time. (ELMOHAFEDH, 2021)

4-Facebook and Cultural Associations:

Social media platforms, including Facebook, are essential tools for cultural associations to communicate with their audience and conduct their activities. Here are some aspects of benefiting from Facebook in cultural collective activities:

- Enhancing cultural awareness: Facebook allows cultural associations to use their pages to increase awareness about the culture and arts they represent. By _posting relevant articles, images, and videos, and interacting with the audience to convey their message.

- Promoting events and cultural activities: Facebook enables cultural associations to advertise their various events and share details such as the time and location of the event, and to post live updates during the events.

- Engaging with the audience: Through comments, likes, and shares, associations can directly engage with their audience, and leverage feedback and comments to improve their future activities.

- Publishing cultural content: Opportunities for producing and disseminating content on Facebook enable associations to share diverse cultural content, such as articles, videos, images, and music, thus fostering knowledge abundance and enhancing cultural interest.

- Attracting support and interest: Using Facebook platforms helps associations attract financial or voluntary support from the audience, in addition to garnering attention and support from entities and institutions concerned with cultural affairs.

- Engaging with a diverse audience: Facebook allows associations to communicate with a diverse audience of different ages and cultural backgrounds, helping to expand their impact and reach.

5-Presenting and Analyzing Study Results:

5_1_Results of the Form Categories Analysis:

− **The Form of publishing Cultural Practices Category:**

The form of publishing	Repetition	Ratio (%)
Image	13	6.10
Text	02	0.93
Image with Text	133	62.44
Video	20	9.38
Video with Text	45	21.12
Total	213	100

The data in the table above shows that the most commonly used form by associations for disseminating cultural practices is the image with text, at a rate of 62.44%, which is a dominant percentage, followed by the use of video with text at a rate of 21.12%. The use of the remaining forms did not exceed 10%. These results highlight the importance of supporting the image with text to clarify the nature of the cultural practice and its importance for the association and for its surrounding environment in time and place.

− **The Interaction Methods with Cultural Practices Posts Category:**

Interaction Methods	Repetition	Ratio (%)
Comment	186	24.37

Share	193	25.29
Like	254	33.28
Hashtag	130	17.03
Total	763	100

The results of the above discussion highlight the dominance of follower interaction with cultural practices posts through likes, reaching 33.28%. In contrast, the interaction rates for sharing or commenting were close, both hovering around 26%. Associations provided interaction through hashtags at a rate of 17.03%.

From this, we can conclude that cultural practices posts by associations primarily received likes from followers, which prompted them to share and comment on them more often.

5_ 2 _ Results of the Content Categories Analysis:

–   **The Cultural Practice Type Category:**

The Cultural Practice Type	Repetition	Ratio (%)
Theatrical performances	43	12.28
Heritage, customs, traditions, rituals, and architecture	59	16.85
Cultural competitions, scientific lectures, and reading workshops	61	17.42
Exhibitions and cultural salons (arts, literature, traditional crafts), festivals	36	10.28
Children's performances (acrobatics, brain games, magic, etc.)	44	12.57
Cultural and poetic evenings and traditional parties	25	7.14
Tourist trips, solidarity campaigns, and volunteer work	54	15.42
Unspecified	28	8
Total	350	100

The results of the table above highlight the dominance of cultural competitions, lectures, and reading workshops among the cultural practices shared by associations with their followers, reaching 17.42%. This is followed closely by practices related to heritage, customs, traditions, rituals, monuments, and architecture at 16.85%. Not far behind, at 15.42%, are tourist trips, volunteer campaigns, and solidarity initiatives. Children's performances accounted for 12.57% of the cultural content shared by the associations under study, while theatrical performances had a share of 12.28%. The remaining types of posts did not exceed 10.5%.

Therefore, we can conclude that the most common practices shared by the associations on their pages revolved around competitions, lectures, heritage, customs, traditions, tourist trips, and volunteer campaigns. These are indeed the activities that any cultural association that cares about the past, adapts to the present, and looks to the future would aspire to.

The remaining practices, which ranked in the medium and low ranges, are due to the specificities of each association and its unique interests compared to other types of cultural associations. It is noteworthy that the most active and diverse associations are those that have specialized clubs in specific cultural aspects, which is the case for most of the associations under study.

− **The Language Used in Cultural Practice Sharing Category:**

The Language	Repetition	Ratio (%)
Colloquial Arabic and local dialects	27	10.03
Modern Standard Arabic	183	68.02
Amazigh (Berber) languages	53	19.70
Foreign languages	6	2.23
Total	269	100

The percentage of cultural practice sharing on the Facebook pages of the studied associations in Arabic reached 68.02%, followed by Amazigh at 19.70%, then colloquial Arabic at 10.03%, and foreign languages (French, English) at 2.23%.

Cultural associations, by virtue of their focus on a local, national, cultural, and general audience, have made a conscious effort to use Modern Standard Arabic as the language understood by the majority of followers for commenting, interacting, and engaging. Amazigh, on the other hand, is the language of the region in which the association is located, especially since some cultural events bore originally Amazigh names, such as those organized by the Salam Cultural Association in Ghardaia and the Tiftawzeri Association in Timimoun.

As for foreign languages, their use is related to the extension of some cultural practices to the global dimension, such as international competitions or some forms of heritage that have been classified by international bodies such as UNESCO or that have been spoken and written about by foreign travelers.

− **The Cultural Event Level Category:**

Event Level	Repetition	Ratio (%)
Local	176	63.08
National	84	30.10
International	19	6.81
Total	279	100

The data in the table above indicates the dominance of the local dimension in the levels of cultural practice posts shared by the sample associations on their pages, reaching 63.08% of the

total posts. National-level posts accounted for 30.10%, while global-level posts did not exceed 6.81%.

This can be explained by the fact that the sample associations are primarily local associations (municipal, provincial), and their national activities involve participation in national competitions, festivals, or exhibitions. The same applies to global-level practices.

- **The Dimensions Of Cultural Practice Sharing Category .**

The Dimensions	Repetition	Ratio (%)
Social	133	46.18
Political	4	1.38
Economic and tourist	55	19.09
Environmental	16	5.55
Historical	22	7.63
Sports	10	3.47
Scientific and academic	34	11.80
Unspecified	14	4.86
Total	**288**	100

The findings of the table above demonstrate that the cultural practices that associations prioritize sharing on their Facebook pages are primarily social in nature, accounting for 46.18%. This is followed by practices with an economic and tourist dimension (19.09%) and posts with a scientific and academic dimension (11.80%). The remaining posts in the other dimensions (political, environmental, historical, sports, etc.) did not exceed 8%.

Despite its cultural focus, the association is a civil society institution. While it serves culture in all its dimensions, the social aspect remains the driving force behind its activities and the practices it shares with its followers in real or virtual space. This is because the association derives its raison d'être from the community and what it offers to it.

The economic dimension of the practices of these associations falls under the category of financially empowering the association and adapting to seasons, places, and events, as well as serving local tourism and promoting it.

It is also noticeable that some associations tend to justify the types of practices they carry out by relying on the scientific and academic aspect, to add strength and legitimacy to their activities and cultural interests, and to raise the level and value of their achievements.

The rest of the visible and hidden dimensions of the associations' activities are dictated by the specialization and

inclinations of each association.

Level	Repetition	Ratio (%)
Social solidarity and mutual support	83	22.37
Tolerance and equality	54	14.55
Generosity and hospitality	46	12.39
Values of citizenship	66	17.78
Attachment to authenticity and heritage	85	22.91
Unspecified	37	9.97
Total	**371**	**100**

    The table above highlights the types of values embodied in the participation of associations in cultural practices through their Facebook posts. The values of attachment to authenticity and heritage and solidarity and social support come at the forefront of values with a percentage of 22.91% and 22.37%, respectively, followed by the values of citizenship with a percentage of 17.78%. The value of tolerance and equality had a share of 14.55%, while the value of generosity and hospitality appeared only with a percentage of 12.39%.

    These percentages can be explained based on the results of the previous table (dimensions) since the social dimension is the dominant one, then the superiority of the values of attachment to authenticity and heritage and solidarity and social support is a foregone conclusion. And since the associations are cultural, they seek to serve the local community by adhering to its customs and traditions and preserving its cultural characteristics to ensure its stability and cohesion. And since associations are civil society organizations in the first place, the values of citizenship are among their top priorities. Celebrating national occasions, days, and events and reviving the memories of heroes and struggle are no less important than cultural customs. They are cultural practices with a national dimension. On the other hand, we find that values such as tolerance, equality, and generosity are manifested in the behaviors and interactions that distinguish all the practices carried out by the associations and shared on their Facebook posts. They are often spontaneous, drawn from, and inspired by the nature of local communities and Algerian society in general.

– **The Objectives for Sharing Cultural Practices Category:**

The Objectives	Repetition	Ratio (%)
Cultural empowerment	56	12.75
Media exposure	116	26.42
Celebrating cultural heritage	34	7.74

Valuing and promoting cultural heritage	99	22.55
Increasing cultural awareness	88	20.04
Promoting cultural products	38	8.65
Unspecified	08	1.7
Total	439	100

The results of the table above show that the primary objective of cultural associations sharing cultural practices through their Facebook posts is media exposure with a percentage of 26.42%, followed by valuing and promoting cultural heritage with a percentage of 22.55%. They also aimed to increase cultural awareness with a percentage of 20.04%, worked on cultural empowerment with a percentage of 12.75%, promoted cultural products with a percentage of 8.65%, and only celebrated cultural heritage in 7.74% of their posts.

We can conclude from the foregoing that the objectives of associations in sharing their cultural posts on Facebook revolve around media exposure first. This is because Facebook is an informational and news media, and in order for the association to show that it practices its activities throughout the year according to its planned programs, it tends to update its media appearance. And since appearing in traditional media is not as easy and straightforward as it is in new media or new media, Facebook pages are the ideal means of ensuring continuous appearance and updating the appearance according to the days, activities, and programs. Therefore, the associations tried to invest as much as possible in their presence in the blue space to ensure their confirmation of their existence in the community and in front of the evaluation authorities.

Valuing and promoting cultural heritage comes in second as a primary objective that controls its achievement or non-achievement in the association's survival and continuity, especially since it is cultural. And trying to achieve this goal expands the scope of the importance of reviving and preserving cultural heritage and considering them one of the important features that cannot be dispensed with in a time when cultures are drawn together and seize the spaces provided by world museums, landmarks and archaeological spaces, and have also extended in breadth through the acquisition of digital spaces such as virtual sites and pages of social networking groups, so it became difficult to distinguish between the culture of one country and another at a time when the components and elements of material and intangible heritage are being blatantly and openly stolen.

Accordingly, the third objective came, which is the foundation of any cultural association, which is to increase cultural awareness and the importance of cultural action in the lives of individuals and groups. And it encourages page followers to participate in cultural practices such as competitions, trips, children's shows, theatrical performances, and encourages them to invite others to participate as well. The picture and video followed by the explanatory text that characterized the associations' posts played an informative, promotional, and documenting role for cultural action. It did not only inform about the place and time of the cultural event but also promoted it, which is another goal that the associations aimed to achieve as a free economic dimension that they exploited through the possibility of the Facebook page.

The page also provided an opportunity to highlight the talents, skills and artistic capabilities that the members of the association and those who deal with the association enjoy. It is a basis for the artistic and cultural empowerment of individuals and groups and for the region in which the association operates as a whole. And within all of this, the associations celebrated the cultural heritage on every occasion and highlighted it with its own rituals stemming from the rituals, customs and traditions of the community.

– **The Actors in Sharing Cultural Practices Category :**

Actors	Repetition	Ratio (%)
Cultural Association	202	59.23
Other Associations and Clubs	26	7.62
Media Institutions	9	2.63
Local and National Authorities and Bodies	58	17
Global Entities	04	1.17
Artists and Specialists	42	12.31
Total	**341**	**100**

The distribution of roles in sharing cultural practices on Facebook reveals the dominance of associations (59.23%), followed by local authorities and bodies (17%), artists, intellectuals, and specialists (12.31%), while other associations, clubs, global entities, and media collectively account for only 8%. This dominance can be attributed to associations' active organization, leadership, and implementation of cultural activities, often seeking support from local entities, experts, and media to enrich and promote their events.

– **Target Audience Segmentation for Sharing Cultural Practices Category:**

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Audience Segmentation	Repetition	Ratio (%)
Cultural Association	202	59.23
Other Associations and Clubs	26	7.62
Media Institutions	9	2.63
Local and National Authorities and Bodies	58	17
Global Entities	04	1.17
Artists and Specialists	42	12.31
Total	**341**	**100**

Cultural associations on Facebook targeted their posts on cultural practices to a diverse range of audiences. The majority of posts (64.21%) were directed to the general public, while 20.44% were aimed at a cultured audience and 15.33% were specifically tailored for children. This approach reflects the inclusive nature of cultural practices, which appeal to a broad spectrum of individuals. General audience posts serve to raise awareness of the association's cultural activities and its overall contribution to the community. Facebook, as a widely accessible social media platform, provides a convenient means of reaching a diverse audience.

Posts with deeper cultural content were specifically directed towards the cultured audience, fostering intellectual engagement and creating a virtual cultural space that caters to their interests. Targeting children's audiences demonstrates the association's commitment to nurturing cultural appreciation from an early age, ensuring that all children, regardless of their socioeconomic background, physical abilities, or location, have access to cultural experiences. By reaching out to diverse audiences across various levels, the association effectively promotes cultural participation and inclusivity.

6- Key Findings from the Analysis of Cultural Practices on Facebook:

Post Formats: Associations primarily shared cultural content using images with accompanying text, followed by video-text combinations. Standalone text, image, or video posts were less frequent.

Engagement: Most cultural practice posts by associations received significant positive reactions (likes), comments, and shares from their Facebook followers.

Types of Practices: The most common cultural practices shared by associations focused on competitions, lectures, heritage preservation, traditions, cultural tours, and volunteer initiatives. Less frequent practices reflected the unique

interests and specialties of individual associations.

Language Use: Associations predominantly used Modern Standard Arabic for sharing cultural content, catering to a local and national audience. Amazigh languages were used in specific regions and for certain cultural events. Foreign languages were employed for translation or for content with a global dimension.

Scope of Practices: The majority of cultural practices shared by associations were local in scope. National practices included national competitions, festivals, and exhibitions. Global practices were less common.

Focus of Practices: Social dimensions dominated the nature of shared cultural practices, followed by economic, tourism, scientific, and academic dimensions. Other dimensions (political, environmental, sports, historical, etc.) were less prominent due to the varying specializations of associations.

Promoted Values : Reflecting the priority of social dimensions, associations emphasized values of cultural heritage, solidarity, and social cohesion. Civic values were also prominent, aligning with the role of associations as civil society institutions. Additional values like tolerance, equality, generosity, and hospitality emerged in some cultural practices.

Objectives of Sharing: Cultural associations' Facebook posts served as a multifaceted tool for achieving their diverse objectives. By sharing cultural content, associations aimed to enhance their media presence, preserve and promote cultural heritage, and raise cultural awareness among the public. They also utilized Facebook to promote their cultural offerings, empower cultural talents, and celebrate cultural heritage. These actions contributed to the preservation and promotion of cultural heritage, raised cultural awareness, and empowered cultural talents, demonstrating the significance of cultural associations in fostering a vibrant cultural landscape.

Actors Involved: Associations played the leading role in sharing cultural practices, often aided by local authorities, artists, and specialists. Other associations, clubs, and media outlets had a more limited involvement.

Target Audience: Associations primarily targeted the general public with their cultural practice posts. Some practices were specifically aimed at cultured audiences or children, without discrimination among these subgroups.

7- Conclusion and Recommendations

This study represents a research effort that approaches understanding how cultural practices are shared on new media and the impact of this sharing on the appreciation and dissemination of cultural activity.

The findings reveal that cultural associations predominantly share cultural practices with their followers using text and images, eliciting positive engagement through likes, comments, and shares. The shared posts encompass a diverse range of topics, including competitions, lectures, heritage, traditions, cultural tours, and volunteer campaigns. Initially, this sharing might appear to be merely a reflection of the shift from real-world to virtual cultural communication methods. However, upon closer examination of the results related to dimensions and values, it becomes evident that these associations play a commendable role in valuing and activating cultural activity through new media and sharing it with diverse audiences, including the general public, specialists, adults, and children, enabling everyone to benefit and participate positively in cultural life.

By comprehending the mechanisms of cultural practice sharing on new media, we can promote cross-cultural understanding and enhance cultural awareness among individuals and communities. These findings can be valuable for cultural associations and social organizations in developing strategies for disseminating culture and enhancing their role in promoting cultural heritage and awareness among diverse audiences.

Here are some recommendations that can contribute to strengthening the role of cultural associations and making better use of new media:

- **Diversify content:** Cultural associations should diversify the content of cultural practices shared on new media to cater to diverse audience interests.

- **Promote local languages and seek global reach:** Associations in regions with diverse local languages can utilize these languages to connect with local audiences. Additionally, translating content can enhance online visibility and raise awareness of local cultural assets, preserving their authenticity while showcasing their richness and diversity.

- **Direct cultural awareness efforts:** Associations should leverage new media to raise cultural awareness among youth and the general public. This can be achieved by

organizing online educational events and interactive workshops to disseminate knowledge.

• **Document and provide support:** Associations can collaborate with local authorities and bodies to document cultural practices and support cultural activities at the local and national levels.

• **Engage with the target audience:** Associations should actively engage with their target audience on social media platforms, responding to comments and suggestions.

• **Embrace technological advancements:** Utilizing modern technologies can improve content quality and enhance the dissemination of cultural practices.

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