Sociological analysis to the communicative technological system

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Abstract: We live in an era of communication based on the use of technology as a means for developing human relationships. The rapid and amazing development in communication technology has led to the production of modern means of social communication that have worked to develop the human factor through the diversity of its programs and its constant renewal. In this way, information and communication technology has contributed to the promotion of human, economic, social and cultural development. It has become so widespread that it has transcended geographical and political boundaries.

To this end, the revolutions in communication technology and information technology are inseparable, as they are indispensable indicators of rapid technological progress, combined to the digital system that works on developing communication systems and linking communication networks with information networks. Accordingly, we are trying to reveal in our topic the evolutionary implications of the communication system, and how the cultural expansion of this technology use has been extended to improve the communication process, all through a sociological analytical vision that shows us how to switch from the communication process to the new communication system.

Keywords: Communication system; Communication sociology; Social media; Information and Communication technology.

تحليل سوسيولوجي للمنظومة التكنولوجية الاتصالية

الأستاذة المحاضرة -أ -/ زنقوفي فوزية بنت محمود*[1] ، الدكتورة / قرزط نجيمة بنت عبد القادر[2]

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المستخلص: نحن نعيش في عصر اتصالي تحكمه علاقات بشرية قائمة على استخدام التكنولوجيا كوسيلة لتطوير العلاقات، فالتطور السريع والمذهل في تكنولوجيا الاتصال أدى إلى إنتاج وسائل حديثة في التواصل الاجتماعي، عملت على تنمية العنصر البشري من خلال تنوع برامجها وتجددها باستمرار. لذلك فقد أسهمت تكنولوجيا المعلومات والاتصال في تعزيز التنمية البشرية والاقتصادية والاجتماعية والثقافية، بحيث أصبحت واسعة الانتشار بتخطيها الحدود الجغرافية والسياسية.

ولأجل ذلك لا يمكن الفصل بين ثورة تكنولوجيا الاتصال وثورة تكنولوجيا المعلومات، فهما مؤشران متلازمان في التقدم التكنولوجي السريع، حيث يجمع بينهما النظام الرقمي الذي عمل على تطوير نظم الاتصال وربط شبكات الاتصال مع شبكات المعلومات. وبناء عليه نحاول الكشف في موضوعنا هذا عن المضامين التطورية لمنظومة الاتصال، وكيف امتد التوسع الثقافي لاستخدامات هذه التكنولوجيا للارتقاء بالعملية الاتصالية، وكل ذلك من خلال رؤية تحليلية سوسيولوجية تكشف لنا كيفية التحول من العملية التواصلية إلى المنظومة الاتصالية الجديدة.

الكلمات المفتاحية: منظومة الاتصال، سوسيولوجيا الاتصال، التواصل الاجتماعي، تكنولوجيا المعلومات والاتصال.

Introduction

Scientific and technological development has contributed to achieving the welfare of individuals and their uses of information and communication technology, by providing various types of communication services, so that individuals can communicate with each other easily and exchange information at any time and from everywhere. The main feature of information and communication technology resides in the speed of performance, ease of use and diversity of services. Therefore, the technological revolution in communication revolves around the strength inherent in it, which allows access to information and knowledge without the constraints of time and space.

Because of the new forms of social and economic interaction brought about by the digital revolution, social media have become one of the most widely circulated and popular communications technology products. Although the websites were created primarily for social communication between individuals, their uses have extended to include political activities, especially with regard to political events and the circulation of information. Therefore, social media have become very important institutions that play an important role in raising young people and giving them correct habits and behaviors, as well as their distinctive and effective role in the process of social change.

Since development in the means of communication is subject primarily to the development of its technologies together with political, economic and social transformations, social life in this way has become a digital life based mainly on the communication information network.

As per the Datareportal January 2023 global overview we can see that social media growth has continued to increase:

More than half of the world now uses social media (59%)

4.76 billion people around the world now use social media, 137 million new users have come online within the last 12 months

The average daily time spent using social media is 2h 31m.

The full report from Datareportal contains a huge amount of insight collated from different data providers across 200+ slides. It provides country-specific data for the vast majority of the world, so you might want to check out the slides of the countries in your core markets to get a better idea of the current state of social in the areas you operate. In this post, we focus on the social media data which starts at slide 160 in the report.

In addition to business as usual, a special report by Datareportal in July 2020, examines changes in social media usage during the beginning of the COVID-19 lockdown period. Notably a monumental increase in online and digital activities.

The increase came after a couple of years where growth had seemed to slow down, this behavior was attributed to changes in user behavior due to the lockdown. However, with growth continuing in 2023, there may be more at play than just the initial lockdown trends.

In general, the goal of the communication process in its modern concept to enable the individual to participate and interact with others, exchange opinions, ideas and information with them, in order to increase the chances of survival, success, excellence and control in the circumstances surrounding them. Still, the essence of the communication technology system remains the realization of the ability to improve the communication process.

Accordingly, we are exposing in this topic to a conceptual, sociological view of the communication process and how it transforms the communication context into a wide-ranging communication system. As we reveal this by highlighting the various evolutionary implications of the communication system, which work to increase the cultural expansion of the uses of communication technology. With the increasing prevalence of communication, we will discuss how to achieve the improvement of the communication process in the light of the information society, in order to finally clarify the most important development implications of information and communication technology. After this introduction we have organised our paper in six parts before getting to the conclusion: A sociological conceptual view of communication, the imperative of a transition from human communication to a technological communication system, The evolutionary implications of the communication system Cultural expansion of the uses of communication technology, Upgrading the communication process in light of the information society Developmental secretions of information and communication technology.

1.   A sociological conceptual view of communication

Some researchers agree that the science of communication is still in the process of growth, as is the case with many terms developed in the social and human sciences. Therefore, The concept of communication is most frequently concerned with forming relationships between members of society, regardless of the size of this society, the nature of its formation and the concession of information, opinions and ideas between its members. Through the interaction of these relationships, communication becomes a basic and necessary process in the functioning of society. Despite the relative modernity of communication science, it is not always easy to manage as it derives its origins from social sciences, psychology, linguistics and politics, without losing sight of the basic source of natural sciences.

In general, the conceptual approach to communication has been enriched by the multiplicity of scientific and intellectual research schools, but if we return to its historical roots, it goes back to Aristotle, who laid the scientific foundations for the communication process, still prevailing in various human interactions, as there is no value to communication unless it is acceptable and understood by the public at large. This explains the essence and axis of the relationship as established and defined by Aristotle between the sender, the message, and the receiver. This is done through his assessment of the communicative position of the discourse and the audience. Aristotle obliged the sender (Al-Khatib) to

understand social values, principles, and standards, based on the social position of the public in terms of social formation and value pattern. (Al-Dulaimi, 2015)

We should always bear in mind that communication is an applied practical behavior deriving its origins, principles, methods, and practices from several theoretical origins, the most important of which are theories of media, domain, and system. The media from which the communication derives its information and the various historical changes about the operations of transmission, reception and domain is related to the tangible factors of communication environment whether these factors are human, psychological or material. As for the system, it relates to all procedures for coordination and information linking of interactions and feelings ; the outcome of this linkage is the practical and purposeful systemic reality. (Quindil, 1998)

On the basis of these brief theoretical principles, the social cultural, educational and developmental dimensions are clear, and are confined to a set of educational, cognitive, recreational and cultural educational functions. Through these comprehensive functions of communication, communication skills appear as lines connecting the structural organization in a dynamic and effective way. As effective communication contributes to the success of human relations across various areas of life, it is therefore a skill that compels workers in organizations to acquire and apply it to achieve their goals. This skill should be characterized by awareness, self-consciousness and the ability to communicate the idea to others for reaching the planned goals, especially therapeutic ones in relation with the strategic dimension. (Jan, 2003)

The sociological view of communication illustrates the importance of the psychosocial process for the human being, because communication as a science is concerned with studying the exchange of meanings between individuals in society through a common system of symbols. This makes it a stand-alone science with its own theories, models, and research. Because Communication is the basis of culture, as "Baran" (baran, 2002), and "Campbell" put it, the means of communication are cultural industries that produce and distribute novels, films and news to large audiences of recipients (Campbell, 2003).

In general, the concepts of communication constitute a global content of the interaction process including participation in cultural experiences, based on the importance of human relations. Therefore, the communication relationship leads to a specific goal within the framework of achieving a realistic understanding of the various social and psychological conditions, in order to meet human needs. Communication is a basic psychological and social need for the individual within the community, a need that lasts during all his lifetime. On this basis, the individual needs a starting point, meaning that he belongs to a family or a country so that he feels love and safety, therefore he accepts the group's standards and values and adapts to it to maintain his survival and obtain reassurance and stability, especially psychological, and then achieve his successes. (Yaqoub &Tabash, 1979)

2.   the imperative of a transition from human communication to a technological communication system

The majority of researchers prefer to use the word communication for linguistic and academic reasons. Indeed communication refers to the occurrence of partnership between two parties, and means the desire to establish a relationship with another person. Therefore, communication means the continuation of the strong relationship between the two parties involved, as it means openness of the self to the other in a living relationship. Communication is taken from a verb of contact, implying that something is connected to something else, and this indicates the desire of one of the parties to establish a relationship with the other, and that this other may respond interacting with that desire or may reject it. For this reason, the use of the term communication reflects the reality of the situation, as modern contemporary life is increasingly based on communication. (Al-Moussa, 2012)

Accordingly, human contact is a distinct and unique phenomenon, born with a person and growing with the development of his knowledge, experiences and capabilities so that it allows him to communicate with others through semantic symbols to establish relationships with them.

Social life is based on communication and interaction. It is therefore difficult to imagine a human society without the presence of communication and interaction between its members, whose goal is to establish a social life based on cooperation and participation to maintain its continuity, survival and development. This is confirmed by social studies in that the survival and continuation of social relations between individuals, their generalization and interdependence depend on the continuity of communication between them.

In this context, communication sociologist Dennis McQueen confirms this new approach to understanding communication, as he sees that communication is only a social process that can only be understood in its social context, and that the communication phenomenon is only a representation of any social process and a form of social practice in society. (Mcquail & windahl, 1981)

Talking about the forms of social practice in society comes from the need to communicate on a social level based on the set of functions that communication provides to society. Many researchers have worked hard to highlight these studies, namely Harold Laswell, who is considered to be one of the first who was interested in defining functions such as monitoring the environment (the physical environment, problems and risks), working to link the coordination of society and its different parts (communication strengthens the interdependence and cohesion between different parts of society and its different forms), and achieving the cultural identity of the community (through contact the cultural heritage of a society is transferred). (Sari, 2015)

In general, researchers found that communication is a basic and vital phenomenon that is purposeful and conscious as it is a dynamic and interactive process, but it is complex and full of symbols, and one of the most important levels of social communication is communication via the Internet, which embodies the height of progress and development in communication methods between individuals. The technological revolution has become essential in the field of social communication as it is changing the relationships between individuals, their forms of interaction, and this has made online communication a distinct and unique means of communication in the history of social communication.

Although communication via the Internet is based on the use of a piece of equipment, it falls in the general and broad framework of social communication with its elements and forms ; yet it is also characterized by the features of human communication.

Most of the reference studies that dealt with the Internet as a means of communication with unique characteristics are based on establishing comparisons between its characteristics and the characteristics of other social media. The rapid development in electronic communication technology has brought about the latest forms of communication, principally communication through social networks, which have changed the concept of communication and interaction between individuals.

The new pattern of communication introduced by technology is unprecedented in the history of societies, as it opens access to an automatic human society, or what is known as digital communication that lies within the general framework of human communication, in terms of being a social process that has its ingredients, elements and goals. (Sari, 2015)

From the above, social networks are global networks that have imposed themselves strongly within Arab societies in a swift manner, as they have created new virtual societies that are gradually transforming the user from a mere information recipient, as it is in the traditional media, into an information producer and active participant. (Dababneh, 2015)

3. The evolutionary implications of the communication system

The study of communications concerns many fields, among them and above all sociology, which produced the first academic studies on public means of communication in the thirties of the twentieth century. American sociologists Paul Lazar Sefield and Frank Stanton conducted a study on listeners of various radio programs. American researchers, including the social psychologist Hadley Cantrell and the sociologist Robert Merton, encouraged them to research on the impact of radio and television broadcasting on the public. After that, communication studies spread, especially about propaganda and public opinion, to understand the impact of public communication methods on individuals and society. (Al-Dulaimi, 2015)

And based on the types of communication methods generally represented in communication between an individual and another, between the individual and the machine, between the individual and the animal, between the machine and the other, between animals, and spiritual communication such as the individual's communication with his Creator in prayer and worship, the communication systems embodied in these facilitating mechanisms and technologies have formed the process of transferring information or data from its source to its intended target. This has led to the constant renewal and modernization of electronic communication systems, in order to ensure the authenticity of information or data.

On this basis, developments in the field of information technology have continued and the multimedia used to store, retrieve and exchange information across various international, regional and local networks. Therefore, the Internet is considered one of the most effective tools in the media and communication, as it has produced new societies that are linked to each other from different geographical areas, whether distant or close, shaped according to the developments of cultural renewal in consumer societies that aim to eradicate illiteracy and spread education thanks to the influence on human behavior socially and culturally. (Al-Dulaimi, 2011)

The Internet, as a global communication network, has allowed the exchange of information between smaller networks through which different computers communicate in accordance with specific systems of the Internet Protocol, which has social and cultural effects at the global level. Indeed it has changed traditional concepts in many professional fields, and turned them into new models that have undertaken multiple and different problems in the information society. This is thanks to the continuous and renewable changes and developments that the scientific movement has gone through to the stage of digital education that has contributed to the development of electronics and software, which has enabled the teaching and learning processes to reach the maximum knowledge potential, by making science accessible to all classes and societal groups across spatial and temporal boundaries, and in light of the economic disparity between different societies.

The focus was also on selecting and using multimedia technologies to display various data and information within institutions, regardless of the nature of their activities, and then the areas of uses expanded to include various creative industries, commercial uses, education and fine arts, journalism, engineering, industry, medicine...ect. (Dominik, 2002)

Moreover, considering that the Internet permits the development, expansion and start off towards new horizons, it has soon shifted from the science and research field to the advertising and trade domain. It provides the service of obtaining information, documents and access to different cultures, as information has become an economic commodity and a strategic resource distributed to all segments of society.

Among the modern concepts introduced by the Internet is the "virtual community". Howard Ringold, one of the first to study this type of society, especially in his book entitled "virtual groups", defines it as social gatherings formed through the Internet from individuals residing in separate places. Around the world, they communicate with each other through computer screens and e-mail, and they exchange knowledge and

identities, as they share common interests, and interactions occur between them in the real or actual world of interactions, but they are not face-to-face. (Rheingold, 1993)

Another new concept is "virtual social capital", which is one of the concepts that has much attracted attention of social sciences researchers, as it is a social concept rooted in the sociological heritage. This hypothetical concept raised many questions about the ability of the Internet to form such a type of social capital, as this concept was derived from the concept of capital, so its first destination was economic from Karl Marx's viewpoint. It then expanded to include other forms of capital such as : social capital, cultural capital, religious capital and human capital, and it has been used by many researchers and specialists such as Pierre Bourdieu, James Coleman and Robert Putnam. (Rheingold, 1993)

We can say that the Internet has transformed our real societies into virtual ones with a new culture within a symbolic space crowded with local and international public opinion fed by global network societies characterized by global knowledge.

In summary, the modern means of communication require great financial capabilities in the areas of training, investment, production, management, distribution ... etc. Because the cost of establishing huge information networks, news agencies and other modern media and communication institutions all require rich and developed national economies, as well as the availability of maximum regional and international cooperation. The nature of systems also has a fundamental and decisive influence on the nature of media systems in particular. Therefore, the media and communication development is linked to the extent to which political reconciliation is achieved. The information and communication systems are also affected by geographical and demographic data, as well as by the social structure of the population, their cultural traditions and religious beliefs.

4.   Cultural expansion of the uses of communication technology

According to what McLuhan, the use of new technology gradually leads to creating a new civilized environment so that this environment, witnessing an unprecedented communication era, a world governed by electronic and electrical circuits, a world characterized by integrated models far from the world of molecules. This gave rise to many problems in our educational system, especially for the young contemporary learner who lives in the era of electronic communication but learns through traditional methods. McLuhan's famous phrase, "The message is the means", induces that a new environment is born and that its content is based on the mechanical environment produced by the industrial age. (Macluhan, 1964)

Thus, in light of the amazing technological development, our contemporary world leads to the creation of successive civilizational environments along with the manufacture and development of communication technology. In this context, researchers are talking about the third electronic digital revolution, as it is the main revolution that contributed to an effective and influential role in human life after the industrial revolution. If the main feature of the industrial revolution was the production of materials in large quantities, then the main characteristic of the communicative revolution is the production of symbols in large quantities. (Smith, 1972)

Accordingly, communication technology and its uses have become the cultural norm that distinguishes one country from another or distinguishes our current age from previous times. We live in the information societies based on the communication industry, no longer in mere industrial societies.

And cross-cultural communication is one of the most important elements of cultural richness thanks to the availability of modern technology, which has erased distances and made the whole world a small village, according to Marshall McLuhan. Technological progress, based on democracy, information and communication technology has become visible.

Communication technology means all the accumulated knowledge and experiences available, the mastery of all information tools and material means ; together with its production, storage, retrieval, publication, and exchange for communicating it to individuals and societies. (Ali, 2014)

This explains the evolutionary dynamic between communication technology and the communication environment in the modern era, in the sense that the development in communication technology is the essential feature of the communication environment. Therefore, our world can no longer do without modern communication technology characterized by the interactive nature of multimedia technology applications, which led to the emergence, spread, expansion of amazing diverse services in order to meet the needs of individuals to the necessary information.

As previously mentioned, one of the most prominent features of the present communication technology is the interaction that stems from the mutual active communication practices, as well as other features such as mobility, popularization and spread, globalism and its transferability and conductivity.

The main characteristic of the communication environment in the modern era stems primarily from the tremendous and continuous development in communication technology, especially if we focus on analyzing the problem of cultural communication, which has formed a great controversy and violent conflict of viewpoints invading this cultural communication. But what can be learnt from this cultural invasion resulting from cultural contact is that culture is the product of human thought, the fruit of the human mind, and the summary of human experiences in his social life. Man is distinguished from other beings by having a culture that preserves the results of his mental experiences. This culture is transferred to others within its environment through symbolic means, the most important of which is language, so that it can link past experiences to produce a new compound, this is known as cultural diffusion. (Ali, 2014)

Cultural spread is one of the most important factors of change in a culture's borrowing of new elements from other cultures, and the accompanying reaction in society's acceptance of the nature of the new cultural component.

The inevitable matter in this cultural spread is the necessity of achieving openness and cultural adaptation, the latter is one of the distinguishing features of the new world order, as it is based on raising intellectual open-mindedness and exposure to cultural experiences from everywhere in order to achieve natural compatibility with universal knowledge. In this sense, culture knows no boundaries, and goes deeper to achieve mutual understanding of each other, with the help of various cultural institutions. In this context, the means of communication contribute enormously in the process of cultural exchange, which helps in developing the individual's own culture. This fact, in turn, will help to enrich the national culture in general. (Ali, 2014)

The idea of culture is part of a strategic mechanism in modern technological development. It has to do with globalization that created a new global cultural element with its cultural model paradigms. However, it has been characterized by the hegemony of the American culture, trying to impose its norms and values to replace national cultural values, with the danger of stereotyping human behavior to the Western behavioral patterns. This fact will certainly fail to resolve conflicts between nations but will undoubtedly exacerbate tensions and could rather lead to a clash of civilizations.

The phenomenon of globalization remains an imperative for benefiting from the information revolution and the amazing technological achievements, providing it does not generate fear and anxiety resulting from threats to identity and cultural values. Thus, we live in the duality of authenticity and modernity in culture, thought and behavior. The current communication technology and its various means of communication should not exclude the old technology.

From the above, we can say that communication contributes to an active and decisive role in the continuation of contemporary social life, as, in the words of McLuhan, we are now in a global village characterized by inclusiveness and harmony, in which modern communication technologies play a fundamental role in achieving development in various fields, but with this progressive synchronization it has acquired an outstanding quality in the gradual transition from the mass to the individual, given the many services it provides, uantitatively, qualitatively, and temporarily, with respect of specificities.

As a result, some sociologists predict or fear the exacerbation of this new trend of the use of modern technologies, which can lead to weak direct personal contact and less exposure to traditional means of mass communication. This can cause psychological and social isolation among individuals living in the same home, then the occurrence of introversion in its various aspects.

Nevertheless, others hold a different point of view that assumes a kind of compatibility between old and modern technologies, claiming that it is important to preserve the sense of participation of all segments of society through the exchange of various talents and experiences, and the new technology is necessary to meet endless and renewable needs, with respect and without excluding the ancient means of communication.

Yet most common belief remains the fear of seeing a single global institution driven by the laws of market, taking the monopoly and imposing its culture and hegemony through information and cultural exchange technology. (Delio, 2007)

5. **Upgrading the communication process in light of the information society**

Communication is necessary between members of a society and different social groups to achieve the requirements of humane socialization and the satisfaction of different needs. Based on the classification of human needs for communication, it appears to us that the goals of communication derive from and belong to personal needs, as they vary from public and private goals. The general goals are incorporated into the cognitive, economic and promotional goals while the specific goals are determined in achieving the guiding goal whether cultural, educational, administrative or social.

Thus, with the increasing spread of communication, its importance increases due to its fundamental role in shaping and sustaining the interaction of human relations. The latter is dynamically linked to technological applications interactively and harmoniously between man, material and tools. Especially as technology is currently one of the most important tools of competition in various fields, it is characterized by a phased progression, from emerging technology to fast technology to what is mainly essential. What is important in this development is the way we use technology and its role in advancing the communication process.

The technology prevailing today is a multimedia and interactive technology, which led to the emergence of various and different services to meet the needs of individuals for information, which in turn led to the emergence of diverse modern communication services.

Due to the prominent role that information technology contributes in all aspects of human activity, this information has become a fundamental trend in the process of making the right decisions, as well as being an essential resource in all areas of social, economic, administrative, military, political…and cultural development. Therefore, it contributes greatly to the enrichment of scientific research and the development of science and technology in the framework of building information strategies, solving problems and helping to transfer our expertise to others to benefit from the available information. (Badr, 2002)

Information in general is a guarantee of a broad knowledge base for solving problems, as it works to rationalize and coordinate the efforts of society in research and development, which contributes to raising the level of efficiency and effectiveness of technical activities in production and services, the continuous growth of information economics and increasing the productivity of information activities. (Al- Zant, 1991)

Technology from an informatics perspective is ancient and contemporary because it is a mixture of knowledge and machine, and while the idea is transferred to a machine that helps the individual to answer his needs, it requires a continuous development of the machine uses. (Azzak & lakhwider, 2017)

This information flow has contributed to the acceleration and spread of globalization, or what we call the dominance of information globalization that has allowed the transition from material resources exploitation to knowledge resources exploitation. Globalization in the information society is characterized by the spread of information, the increase in similarities between societies, and the dissolution of borders between countries. Therefore, it expresses the expanding flow of information, ideas, and all forms of behavior without limits or restrictions. (Azzak & lakhwider, 2017)

It is also an economic phenomenon targeting the commercial and economic aspects to impose its control and sovereignty. The essence of our analysis of the idea of globalization in light of the information society stems from the argument of Burhan Ghalioun, who explained that, because of the development of informatics together with the technical and economic revolution, globalization is the key to enter a new phase of civilization that will become the destiny of a unified and de-unified humanity. Globalization is one of the secretions of informatics in the words of Al-Jabri (Toumi, w y), as communication and information technology has provided the ability to communicate anywhere in the world at the lowest cost.

According to the American thinker Alvin Tuffler, the world of informatics society is like the third wave after the waves of agriculture and industry. It will represent the shock of the future, in which information and scientific knowledge will occupy an important position that exceeds the production of goods and services. This has engendered the phenomenon of information monopoly, its employment and the promotion of a culture of services technology. (Azzak & lakhwider, 2017)

The communication and technical revolution has created unprecedented relationships in the history of mankind, the most important being the influence of power, wealth and fame on all kinds of relationships in the world. Bill Gates, for example, owner of Microsoft Software Company, is one of the richest celebrities, joined by the creator of the social networking site Twitter as the world's personality for the year 2010 AD. Without neglecting advanced technologies warfare, it has become possible to disrupt the communications network of the enemy, and even destroy the enemy's capabilities from a distance thanks to well-targeted surgical operations.

The technical communication revolution is also related to many international issues, such as traceability of suspicious money, coming from corruption or drug dealing, the unfair competition between companies to dominate the world market and so many other issues like international electronic propaganda and disinformation. (Al-Sharif Amaqran, 2015)

Accordingly, the communication and technical revolution has created a remarkable relationship between scientific discovery and technological application thanks to the incredible gain in time it offers. This communication revolution, represented by the speed of information networks, the amazing progress in electronic industries and the close interconnection between audiovisual media, have all turned into a global index containing a cultural, developmental content that has led to a new American information boom.

This has created to create a tendency ; through which globalization appears as an ideological anchor for establishing a unilateral thought that does not give an opportunity for rejection and opposition. An ideology where the acceptable economic policy is determined, the social rights of citizens are subject to a logic of competition and where the financial markets enjoy absolute leadership in societal activities. This form of universal economic identity in which the controls of community affiliation are absent can only result in the dissolution of national identities. This dynamic has caused an explosion of cultural idiosyncrasies and the collapse of some historical beliefs and origins. It also expanded to spread pluralist democracy concerned mainly with the defense of human rights. (Al-Sharif Amaqran, 2015)

6.   Developmental secretions of information and communication technology

Comprehensive development expresses an improvement in the quality of life in all fields and aspects : individual, social, cultural, economic and political. Communication, at different levels and with its numerous strategies, has become a major factor in achieving comprehensive development, and this is why interest in the communication development process is continuously increasing. Because of this interest, a significant number of research works in relation with the communication process and the development of activities has been carried out, especially with regard to public communication. This leads us to delve deeper into what the developmental role of communication is, that is, what communication does in the development process. This has opened the way for the presentation of theoretical models showing the role of communication in development.

Under these theoretical models, communication has become a support force working to deepen development awareness, especially with regard to disseminating available information on the achievements of self-development realized by local communities, who in turn can share experiences with other local communities for simulation and improvement.

The new perspective on development communication requires the use, purchase, and import of costly technology. Because of the interest in developmental communication, several communication outlets appeared, such as population, health, agricultural, and environmental communication, and this confirms the importance of communication in the development process. (Al-Moussa, 2012)

The intense spread of information and communication technology has produced many disparities in levels of development between individuals, groups and countries, which would further stimulate the orientation towards the information society and access to sources of information and knowledge, and the ability to exploit and use them. This has created a gap between developed and developing countries, between those who have and those who do not have opportunities to access information through means and techniques of communication. This information disparity is coined with names such as digital gap, information divide, cognitive identity, etc. referring to everything that makes a difference between rich and poor countries in terms of their use of modern technologies.

We analyzed the secretions of the problem related to information and societal inequality. The most important reasons for this disparity are of technological order (the speed of technological development, the growing technological monopoly, the artistic and cultural use of technology, and the weak investment in information technology). There are also economic and political reasons (such as the unequal distribution in the infrastructure, failure to implement clear policies regarding the information society, high costs and low incomes, wealthy nations, pressure on weaker nations.We can equally speak of social and cultural reasons (such as low levels of education, illiteracy in all fields, linguistic barriers). (Boubakour, 2008)

These technological secretions and their strategic implications clearly reveal that in the absence of an information economy and all political obstacles to its acquisition keep people away from the societal and political context and submit them to cultural dependency. This leads us to talk about the information economy in the light of many indicators of this concept, such as digital economics, virtual economics, electronic economics, network economics ... etc. In brief, everything that is based on the production, publication and use of information. (Al- Hashemi & Azzawi, 2007)

With regard to knowledge use in particular, the Internet has provided abundant, accurate and constantly updated information, so that it can be easily, quickly accessible without any hindrance. This has opened the way for the educational system to expand its circles of knowledge to the various segments of society through distance learning, by providing the greatest possible comfort, flexibility and privacy while providing the required lesson, course or information.

One of the most important technological breakthroughs is interaction and effectiveness in online learning. This interaction has spread especially in university learning where interaction has become one of the fundamental concepts in the online learning environment. It is a distinctive and active education that contains multi-directional communication and interaction, aiming to provide the student with large educational knowledge, which would put him in a vertical interactive framework with the faculty members. The faculty members' responsibility then is to motivate the students towards interesting interaction to acquire information. This will help them broaden their circle of interaction with the scientific subject and build cooperative learning among the students themselves, through various and varied communication channels.

Enabling students to communicate and positively interact with their teachers, colleagues and the scientific subject, allows them better control in a skillful and efficient management of Internet technologies, making them reach professional knowledge building and enhancing their level of learning thanks to continuous and renewed friction. (Brunner, 1991)

Conclusion

Communication and information technology is a necessary resource in all aspects of human activity, through which the individual accesses facts and data related to the increase and development of his knowledge. On the social level, communication has revolutionized the social life of individuals in their interactions and relationships, especially through the information network, which has brought great changes in their lifestyles, opening new spatial and temporal horizons. It has indeed produced a virtual world with its pros and cons, in the personal, social, economic, political and educational worlds.

Today, individuals live in a social environment that possesses huge technological means, which represent a reflection of the incredible universal movement with the imperative to recognize the highest levels of technology to meet social and economic needs. Nevertheless, our fears of giving up real social communication remain because our move to virtual societies requires infinite technological control.

Accordingly, the dialectical research in these technologies is what has brought about social change and the successive development of human needs, especially the need for digital life, which has become an entrenched need at the core of the social structure of various institutions at various levels.

Finally, human nature will always be subject to the necessary and imperative need for communication, dialogue and social interaction in order to achieve cultural, economic and social exchange. Sociology is a phenomenon of great complexity, affected by various rapid changes and emerging developments, which raise many questions such as what the future of human society and its fate will be will be in light of this constantly renewed technological communication system.

Accordingly, this topic presents a sociological conceptual view of the communication process and how the communicative context has changed into a wide-tech communication system. This is shown by highlighting the various evolutionary implications of the communication system, which is serving to increase the cultural expansion through the technological uses of communication.

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