

## **Media in the New Algeria... Between the Hope of Freedom and the Challenge of Responsibility**

The period of the black decade is considered one of the most significant phases that brought about a radical transformation in the Algerian media landscape. Despite the tragedies experienced by journalists during this time, it served as a catalyst for media pluralism and opened up new horizons.

Since then, Algerian media has gradually evolved, with the emergence of numerous newspapers and channels that have significantly contributed to strengthening freedom of expression and opinion. Furthermore, many sensitive topics have been addressed with transparency and credibility, enriching public discourse.

This media pluralism has fostered a competitive environment among media outlets, offering Algerian journalists the opportunity to shine on the Arab and international media stage, often becoming sought after by major publications and television channels.

It is noteworthy that Algerian media, both public and private, has embraced the values of the Algerian state, particularly regarding the Palestinian and Sahrawi issues, as well as supporting all liberation movements worldwide.

Media was traditionally seen as the fourth power, but today many specialists consider it the first power, given the central role it plays both domestically and internationally.

Today, we find ourselves in an era of media geopolitics, where media outlets play a geopolitical role and are an essential means of promoting democracy and national unity.

The role of media is no longer limited to information transmission; it has expanded to include principles of security and stability. As we all know, some countries have been destroyed due to the influence of modern media or what is referred to as alternative media.

These alternative media have established themselves as a defense shield for the Algerian state, where the government places great importance on electronic media sites. This is done under the leadership of President Abdelmadjid Tebboune, who gives particular attention to alternative media, despite intellectual challenges and resistance to everything contemporary and new.

The strength of electronic media lies in its characteristics and advantages that are not found in traditional media, which have become incapable of keeping up with technological developments. Among the main features of this new tool are the speed of information processing using all multimedia platforms and its low cost.

Moreover, electronic media contribute to enhancing freedom of expression and eliminating bureaucratic information practices, thus becoming an effective tool for informing public opinion.

As Algeria, like many other countries, seeks to develop its media in line with modern technological advancements, it has encountered certain legal and organizational challenges. However, under the wise leadership of President Abdelmadjid Tebboune, a new roadmap has

been established for media in general and electronic sites in particular, through strict directives to expedite the handling of this crucial file.

This effort has culminated in a new media law and the revision of existing laws to align with global developments.

President Tebboune's challenge to establish an integrated media system was not arbitrary; rather, it is the result of a well-thought-out strategy aimed at strengthening the national digital economy by supporting small and medium enterprises, which will serve as the main pillar for this new media.

President Tebboune's vision for the future of new media in Algeria is based on the theory of functional construction, where the economy complements the media, and the media, in turn, supports the economy.

Thus, the new media law in Algeria will be the main support for national media activities, both present and future.

This fertile media environment will compel Algerian journalists to enhance the quality of their media productions to achieve distinction and elevate their standards, while also putting an end to past practices that have no connection to the nobility of journalism in Algeria.