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Social Issues Addressed With Humor On Social Networks: Case Of Video Podcasts

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Abstract

This article aims to understand the role of social networks via YouTube, through the technique of podcasts, in addressing various social issues prevalent in Algerian society, through an analytical study conducted by the researcher, on a sample of 12 digital videos, in the form of podcasts by content creator Anes Tina on YouTube. The researcher, using a content analysis tool, has reached several results, notably: the influencer focuses on highlighting the negative aspects of the issues addressed, with the aim of enlightening public opinion and raising awareness of various negative phenomena common in society, particularly through a varied narrative style in terms of language and presentation.

Keywords: social issues, video podcasts, digital content creation, YouTube

1- Introduction

After the immense evolution in communication and information technologies, which is linked to the emergence and wide dissemination of the internet, the world has experienced a new media model, different in its concept and means from previous media models, through a series of digital communication applications and electronic publications that have contributed to creating an environment facilitating the process of communication and exchange of information.

Among the main results of this digital environment is the proliferation and diversity of social networks. These have paved the way for individuals to make their voices and those of their communities heard worldwide via social networks, thus offering a greater margin of freedom of expression and opinion. This explains why social networks occupy a central place in individuals' lives, making them an integral part of their daily lives, thus becoming a reference for those who wish to follow different phenomena and read social facts. In addition, these social networks now constitute spaces for discussion, dialogue, and exchange of information on various issues and the latest developments without any restriction or condition, as a dynamic public virtual space that encourages interaction among its members.

The idea of social networks, especially YouTube, goes beyond the simple process of communication between individuals. Nowadays, they offer benefits that facilitate the exercise of activities supporting several functional areas, namely; scientific, educational, cultural, etc. This has given rise to certain concepts, notably that of digital content creation. The growing interest in YouTube has particularly increased interest in this industry, which facilitates the presentation of targeted content.

The YouTube site allows users to publish their own videos. These users can upload and edit files directly online. It is one of the most powerful social platforms that has allowed many people to become famous. Furthermore, YouTube is a website that supports uploading, downloading, and sharing videos, globally and for free. The content of the site is varied, including movie excerpts, music videos, and videos produced by enthusiasts. Nowadays, YouTube has become the central site for artists and enthusiasts. Recently, a growth and increase in YouTube users among the youth have been observed. Moreover, YouTube has gained significant importance among young Arabs. Thus, live streaming has become integrated into their daily lives, especially following the series of events and changes that have recently affected the Arab world, thus offering them new opportunities to interact and share their concerns through videos exclusively broadcast on YouTube and requiring no professionalism. Among these videos are podcasts, audio or visual programs, in the form of video sequences broadcast on social networks, addressing various subjects in a comedic and satirical format. The topics of the episodes vary depending on the significant events of this period and the major concerns of society. (GHASSANE Youcef Khaled, 2013.)

In Algeria, such programs have become widely spread recently. This has sparked a lot of interest and attendance from young Algerians, who have turned their problems and various current issues into visual content broadcast on their own channels. Many Algerian platforms and YouTube channels have succeeded in presenting creative Algerian content. Among them, many content creators have produced videos in different fields, significantly impacting public opinion by connecting with members of society in general, and young people in particular, by sharing, commenting, and reacting to social problems and issues of public interest or affecting their own interests. A notable example is that of YouTuber Anes Tina, who has made a mark in this field with his channel having over three million subscribers and over 200 million views in total for his videos, including nearly 198 podcasts. He has attempted to cover all the subjects that concern Algerians, such as austerity, strikes, institutional problems, the daily life of Algerian families, violence, and illegal immigration. In addition to his message to parliamentarians and politicians, he also addresses other subjects with the aim of keeping up with developments and changes on the national scene. Moreover, he has managed to attract a large audience with the content he provides because it can meet their expectations and represent the ideas they wish to convey to decision-makers. These platforms have now become

an alternative media allowing the voices of this audience to be heard on issues affecting Algerian society. Especially, since the rise in importance of the role of the user on various digital platforms, in shaping and guiding opinion, as well as in raising awareness through the content they have created.

Thus, this study aims to analyze, quantitatively and qualitatively, the content of content creator Anes Tina, addressing various issues of Algerian society, and to answer the main question: How does Anes Tina address Algerian society's issues through his podcasts on his YouTube channel?

From the main question, several sub-questions emerged, namely:

Regarding form:

- What language does Anes Tina use on his channel?
- What staging elements has Anes Tina adopted in processing the content of his videos?
- Where were Anes Tina's videos filmed?

Regarding content:

- What are the main issues addressed by Anes Tina in his videos?
- What persuasion techniques does Anes Tina use in his videos?
- Which notable personalities does Anes Tina highlight in addressing Algerian society's issues in his videos?
- What are the main objectives sought by Anes Tina through his videos?

2- The Importance of the Study:

The advent of modern technologies and social media, with their various platforms, has led to a change in concepts. The importance of the study is related, on the one hand, to the importance of these means and that of digital content creation targeting, on the other hand. This allows for diversifying the form and content of audiovisual material through the techniques and tools offered by technology. Moreover, the importance of the study lies in the widespread dissemination of the video platform "YouTube" and in the quality of the content offered, both in substance and form. YouTube attracts young people and showcases their talents in addressing various issues, often in a sarcastic or humorous manner, through a series of video sequences dedicated to podcasts. This trend has allowed many creative young people to make their voices heard globally and to attract a large audience, sparking scientific debates on how they present and address the problems of their communities.

3- Study Objectives:

The objective of any researcher, in choosing a specific theme, is to eliminate the mystery surrounding the subject they wish to address. Given that the field of scientific research is vast, with varied objectives and multiple data, our study will focus on a set of objectives presented in the following points:

- To understand how Anes Tina addresses the problems of Algerian society.
- To identify the processing methods in this type of podcast programs.
- To examine the main concerns of Algerian public opinion through Anes Tina's videos.

4- Terminology:

4-1: Podcast:

The podcast, in its literal sense, refers to the broadcasting of audio files via RSS feeds, to which anyone can subscribe through a feed aggregator (such as Feedly or Netvibes).

Originally, podcasts only concerned audio files posted on blogs, intended to disseminate entertaining and informative content (Claire Peltier, 2016).

The podcast is also known as podcasting, pocket podcasting, or podcasting. In summary, it is an audio radio program, produced by individuals or institutions, addressing various subjects on aspects of life, education, leisure, politics, etc. It is recorded and published online in a series of episodes, and listeners can subscribe to it and download new episodes as they are published automatically when connected to the Internet, using podcast capture software such as Podcasts App for iPhone, iPad, iPod, and Mac, or Stitcher for Android devices, or an application such as Stitcher for Android devices. (Omar Ali Al-Badaoui, 2019).

- A YouTube podcast is a playlist. The podcast episodes, on the other hand, are videos contained in this playlist. A content creator's podcast must contain complete episodes, arranged in the order they are to be consumed. If a podcast has multiple seasons, they should be included in the same podcast. (Kendall Breitman, 2024). It cannot be said that the podcast is an updated version of traditional radio, but it is similar in many ways, such as the fact that the audio product is produced by one party and consumed by another in return, and that it depends on vocal performance with its conditions and communication skills that radio retains, using sound material and stimulating the listener's imagination, as well as accompanying effects and relying on the ear. But they differ in many ways, notably in that podcasts retain all their episodes and are always accessible to the listener and viewer.

5- Study Methodology:

This study belongs to descriptive research, which aims to describe the characteristics and conditions of the problem under study, accurately and completely, and which is interested in studying the relationship between variables. However, the choice of method is a key step in scientific research, to organize the researcher's ideas, following specific steps in a logical sequence to study the question and collect information about it, using specific tools, then present, analyze, interpret, and deduce facts from the information. (Nahid Abded Zeid El Delimi, 2016, p. 95)

In our study, focusing on "social issues addressed with humor on social networks," we adopted the descriptive-analytical approach, which is based on careful monitoring and control of a specific phenomenon or event, quantitatively or qualitatively, over a given period of time or several periods, in order to identify the phenomenon or event in terms of content and substance, and to arrive at conclusions and generalizations that help to understand and develop reality (Rabhi Mostapha Helian, Othman Mohamed Ghanim, 2000, p. 42). This is the most appropriate method to understand how Anas Tina addresses the problems of Algerian society through his YouTube channel, analyze its content, and positively reflect on the study's results.

6- Data Collection Tool:

Scientific research has its own tools, which assist the researcher in their research work. These tools are related to the research subject and the methods used in the study. In this study, we relied on content analysis, which is the most appropriate method because it describes the content of the subject matter, the object of our study, in a structured and precise manner. Content analysis is generally carried out by answering specific questions formulated in advance, so that the answers to these questions help to describe and categorize the content of the material under study, thereby contributing to highlighting the relationships and interrelationships between the different parts of the subject.

This method requires the researcher to be impartial in the selection of the sample of texts or audio to be studied, whose content must be objectively representative of the population under study. (Rabhi Mostapha Helian, Othman Mohamed Ghoneim, 2000).

Maurice Angers defined content analysis as an indirect technique used in written, audio, or audiovisual products, issued by individuals or groups whose content appears in digital format.

Janis defined content analysis as a method used to classify and categorize media material, primarily relying on the discretion of the researcher or group of researchers, whereby the content is divided into categories based on clear rules, assuming that the analyst's discretion is that of a scientific researcher. The results of content analysis are determined based on the frequency of appearance or occurrence of the units of analysis in the context. (Taha Abdel Ati Nadjm, 2015, page 181).

The content analysis form was composed as follows:

- Categories of content analysis:

These are divided into; a category of form analysis and a category of content analysis. In media terms, the category refers to the intellectual framework that works for the entire subject studied. It could even resemble the fundamental pillars of interpretation. The category emerges from the subject itself, and as researchers, we cannot assign it denominations or frameworks because it stems from both the subject and the nature of the selected sample, up to the research problem. (Hamam Mohamed Zouhir, 2015, page 23).

1- Categories of "What was said?":

- Subject categories: This concerns the subject matter and the response reveals the content's areas of interest in terms of importance and concentration of media material. By this, we mean the different subjects addressed by Anes Tina through his channel, which we divided into subjects: social, economic, political, cultural, sports, and technological.
- Interest category: Anes Tina has adopted an interest-based approach to address issues related to Algerian society to convey his message, using mental and emotional interests and combining them.
- Character category: By this, we mean the active characters in the video podcasts, divided into: content creators, celebrities, amateur actors, politicians, and eyewitnesses.
- Objective-related category: This revolves around the objectives that Anes Tina seeks to achieve, such as raising awareness among the Algerian population about a specific issue, highlighting a particular problem, and rallying public opinion around a given issue.

2- Categories of "How was it said?":

The form categories focus on the patterns and media forms through which the content was presented. Among the form categories, we have:

- Language category used: This is the language used in the discussion, which we divided into: Arabic (literary, dialect), French, English.
- Filming locations category: These are the places where the filming took place. We divided them as follows: nature, home, street, studio, workplaces, documentary images, shops, and international sites.
- Production elements category: This category is divided as follows:
 - a- Category of shooting techniques used: wide, medium, close-up.
 - b- Camera movement category: fixed, panoramic, tracking.
 - c- Sound effects category: national music, natural sounds, foreign music.

7- Units of Analysis:

| Unit of Idea | The idea knows no bounds except those devoid of meaning. It can be a phrase or an expression or extend over an entire sentence. The content can even revolve around a single idea. Moreover, the idea is one of the most commonly used units of analysis in media research that relies on content analysis as it provides a clear indication of the content's orientation and helps understand the associated meanings.

Unit of Shot and Scene This unit is often used in visual content, where the researcher divides the content into shots, which are calculated and classified according to its problematic and study objectives. We used this unit to understand the nature and importance of what is being filmed, as each shot has its own significance.

Research Community and Study Sample:

Research Community It refers to a set of elements with one or more common characteristics, distinguishing them from other elements on which the research or survey is conducted (Maurice Angers, 2008, page 198). In our study, the research community takes the form of audiovisual content, namely Anes Tina's YouTube channel, which addresses issues concerning Algerian society. The choice of Anes Tina's channel was made for the following reasons: • Anes Tina is one of the foremost Algerian activists on YouTube and one of the oldest, starting in 2011. • He enjoys a wide following from Algerian society, with a total view count of his videos estimated at 209,497,344. • Anes Tina addresses a variety of issues affecting Algerian society on his channel, whether political, social, or cultural, sometimes exhibiting audacity. This aligns with what we are seeking in our study.

Sample It consists of specific elements and cases selected by a particular method from among all the elements in the study corpus to serve and correspond to the intended objectives (Rabhi Mostapha Helian, page 138). Regarding the study methodology, the most appropriate sample is the intentional sample, in which the researcher selects individuals from the sample based on what serves their objectives, without conditions other than those deemed appropriate in terms of scientific competence, specialization, or others. Although it may not be representative of all perspectives, it forms a solid basis for scientific analysis and a rich source of information on the study subject. Thus, in our study, the sample consists of 12 podcasts from the YouTube channel of the content creator "Anes Tina." We selected the most representative content of common issues in Algerian society, based on the number of views and interactions from the Algerian community, aiming to cover all domains.

Table 01 indicating the study sample

No.	Video Title	Views	Publication Date	Likes	Comments	Video Duration
01	Documentary on the Automobile Market in Algeria	155K	07/04/2024	5.7K	277	4.41
02	Documentary on George, a Victim of Marriage	293K	29/03/2024	11K	891	5.45
03	Documentary on the International Airport of Algiers	381K	25/03/2024	13K	922	4.43
04	Documentary on Cannabis in Algeria	309K	22/01/2024	14K	628	5.45
05	Documentary on Algerian University	452K	21/03/2024	20K	997	6.01
06	Documentary on Marriages in Algeria	592K	15/03/2024	21K	1088	7.36
07	For the First Time, a Documentary on the Chékamine (Lackeys)	339K	11/03/2024	22K	1229	5.11
08	George, a Victim of Technology	340K	06/04/2023	17K	898	4.16
09	Documentary on the Prisoner of Paranoia	418	03/04/2023	21K	1141	5.25
10	Influencers in Algeria	1.3M	07/10/2023	83K	4780	3.50
11	Documentary on the Practice of Sitting in Front of High Schools	664K	12/04/2023	30K	10438	5.47
12	Algerian Language	3.2M	04/06/2020	244K	12059	4.00
Source	The Researcher					

8- Interpretation and Data Analysis:**8-1 Language Category:**

Language	Occurrences	Percentage
Literary Arabic	79	45
Dialectal Arabic	62	36
French	49	16
English	3	3
Total	175	100

The table above indicates the languages used by Anes Tina in his videos, through which he addresses issues related to Algerian society. It can be observed through the table that he uses several languages in addition to the dialect adopted within Algerian society. Language is one of the most remarkable social phenomena as it constitutes the core of understanding and communication in all societies. Thus, it exists where there is a community, evolving and declining according to the social movement of a given society (Mouiz Benmassoud, 2015). Language enjoys considerable importance in any society due to the role it plays in social communication. It is a world in which man exercises his freedom of expression and thought. Therefore, languages are the most faithful witnesses to the history of peoples... as they are the tool of the present and the image of history. The results of the table highlight the most used languages by Anes Tina, where dialectal and literary Arabic occupy the top positions, as they are the main communication languages in Algeria. Anes Tina primarily relied on these languages to

reach all segments of society and communicate with them on issues that concern them, thereby ensuring the dissemination of his messages integrated into his videos. This is also due to the nature of the content, which made it satirical by adopting a documentary program model similar to that of Al Jazeera. Thus, we find a literal translation into literary Arabic of what is said in dialectal Arabic. As for French, it is also an essential language in Algerian society due to historical considerations, and it is rare to find a sentence without a French word, which explains its presence.

8-2 Filming Locations Category:

Filming Locations	Occurrences	Percentage
Nature	12	16
Street	23	31
House	7	9.33
Studios	11	15
International Sites	3	4
Documentary Images	10	13.33
Stores	3	4
Workplaces	6	8
Total	75	100

The results of Table 02 show a predominance of outdoor locations and studios for filming. This is explained, on the one hand, by the nature of the subjects addressed and, on the other hand, by the fact that the street reflects more of the reality experienced in Algeria. Indeed, the topics covered in the podcast are often inspired by daily life, as illustrated in the video on "Cannabis," which shows the spread of the drug scourge in Algerian alleys and describes those who propagate it. Similarly, human experiences such as the video on "The Algerian Language in Nature" highlight linguistic diversity compared to literary Arabic and French. As for the video on "Influencers," it takes place in places where the target audience is located. As for the documentary images, they appear at the beginning of each video as they serve as an introduction to the topics discussed and are also used by the content creator to humorously address the issues raised, with the aim of conveying educational or informative messages about the problems addressed.

8-3 External Elements Category:

8-3-1 Shot Types:

Shot Types	Occurrences	Percentage
Wide	6	11.11
Close-up	20	37.03
Long	12	22.22
Medium	16	29.62
Total	54	100

As part of our discussion on production elements, it is essential to address the elements of cinematic language, primarily manifested by the shot sizes used in the content produced by the content creator Anes Tina. He employed a variety of shot sizes that highlighted social issues through different subjects. At the top of the list, we have the close-up shot, which he used to highlight spatial characteristics by focusing on actions. By using the medium shot, he emphasized locations and characters, thereby avoiding the viewer from focusing too much on environmental details and focusing more on the details of the presented idea. Moreover, the use of wide shots by the creator or active characters, whether actors or individuals selected from neighborhoods, was intended for narration or capturing their spontaneous movements and behaviors, clarifying problem details, highlighting facial expressions, or drawing attention to specific elements in the frame. This type of shot is considered one of the most powerful shooting tools used by most digital content creators.

8-3-2 Shooting Angles Category:

Shooting Angles	Occurrences	Percentage
Fixed	20	41.66
Panoramic	12	25
Traveling	16	33.33
Total	48	100

Content creator Anes Tina used various camera movements in his works. He focused more on the fusion between attention to people and events than on locations to add a realistic dimension. The static movement ranked first in terms of focusing

on speaking characters, mainly due to its length and slowness, allowing the viewer to concentrate on the speech and translation, which were primarily humorous as they compared literary Arabic to Algerian dialectal Arabic. In our daily lives, when we observe something, we stop even for a moment and only move to change our perspective to discover new details to complete the picture. In contrast, traveling or movement was more present in the introduction or conclusion of the subject and appeared in documentary images and sequences.

8-3-3 Sound Effects Category:

Sound Effects	Occurrences	Percentage
National Music	1	8.33
Foreign Music	1	8.33
Natural Sounds	10	83.33
Total	12	100

The use of music in the videos was associated with simulating the uniqueness of the filmed situations. Natural sounds, whether from the street or indoor spaces, were used to highlight the reality of the event and to emphasize the aesthetic side of the place and situation, thereby enhancing the image quality, especially in the video addressing the issue of influencers and marriages, where natural sounds were used as a varied and integrated range that contributed to addressing the issues raised clearly.

2- Subject Category:

Subjects	Occurrences	Percentage
Political	1	8.33
Social	6	50
Economic	1	8.33
Technological	1	8.33
Sports	3	25
Total	12	100

Regarding the nature of the subjects and issues related to Algerian society addressed by Anes Tina on his YouTube channel, they were varied, covering areas such as social, political, economic, cultural, and sports. Through these videos, the creator presented part of reality and linked it to current events to give it meaning, addressing certain aspects while ignoring others, depending on the goal he wanted to achieve. It is clear from the table above that social issues were at the forefront, addressing topics such as marriage, superficial relationships, social problems, all considered tangible and current issues. Anes Tina offered general explanations for these and linked them to cultural norms. Additionally, he raised questions about the negative use of technology and its abusive exploitation, addressing problems satirically and calling on family members or others to answer the question "who is responsible for what?"

2-2 Character Category:

Characters	Occurrences	Percentage
Content Creator	9	29
Amateur Actors	10	32
Celebrities	6	19
Political Figures	3	10
Eyewitnesses	3	10
Total	31	100

The table above highlights the category of prominent characters chosen by Anes Tina to address and deal with issues of Algerian society. These are a set of individuals, groups, or other actors who move events. Personality, in this type of work, has a functional character and is subject to considerations to acquire this characteristic. It mainly plays a role, and roles are diversified, encompassing each participant in the work, whether playing a negative or positive role, as long as they participate in the event. They are related to the point of merging with the event. The content creator played a major role in this treatment, along with a group of actors and some political figures, as well as eyewitnesses with a direct link to the question being addressed.

The content creator occupies the first place in the category of characters, where he assumes in his videos several roles such as that of the desperate Algerian husband due to his economic situation, the one who refuses the degradation of his standard of living, and the role of the youth in front of high school gates, in addition to a range of roles, through which he seeks to convey a specific message, such as the character of "Chakam" (the lackey) who speaks sarcastically and adopts certain social behaviors in the video "Cannabis."

Anes Tina's role is central in his videos as he is the decision-maker and content creator, producing the discourse and framing it according to his ideas and orientations, emphasizing certain aspects at the expense of others in the discourse, highlighting certain elements and neglecting others to achieve ideological or intellectual goals that are his own or to convey the ideas of Algerian society. Anes Tina called upon them in all his videos to embody the specific scenario and offer a clearer representation of the question addressed with a group of amateur actors, allowing the audience to experience the same situation and feel the emotions to achieve the objectives aimed at by the video.

2-3 Interest Category:

Interests	Occurrences	Percentage
Rational	12	32
Emotional	20	53
Combined	6	16
Total	38	100

The table highlights the tendencies used by Anes Tina to address issues in Algerian society, either implicitly (within the context of discourse) or explicitly. The content creator combined both emotional and rational inclinations or combined them to convey his messages to the recipients. We observe that the largest proportion was for emotional interests aiming to influence the recipient's emotion, evoke their psychological and social needs, and raise awareness of what is happening in Algerian reality and around it, with its various issues and phenomena, making them sympathetic to these issues and consequently achieving a high degree of persuasion. Anes Tina's videos included many of these, especially in the video about influencers, and these interests were manifested through phrases and slogans to simplify the idea and reinforce the meaning, as was the case in the video about victims of marriage.

Rational interests come into play by addressing the recipient's mind and attempting to convince them. They are no less important than emotional interests but focus on logic and appeal to reason. Hence, we found many well-known facts and official statements regarding decisions and figures. As for the combination of interests, it is present in Anes Tina's videos, where he addressed crucial issues concerning Algerian society, such as the need to provoke change. He merged facts with expressions of people's rights. It can be said that Anes Tina did not distinguish much between interests as he tried to speak to the public's intelligence while eliciting their emotions, with emotions being a powerful driver of change for the better, as evidenced by the example of the video on austerity, where he blended humor and seriousness.

Anes Tina seeks, by diversifying interests, to ensure an impact following his message, which determines his success or failure with the audience. Similarly, their use in addressing issues in terms of decisions he makes regarding how the content will be presented. Anes may choose specific information and ignore others, repeat the evidence through which he tries to assert his opinion. He may also mention all the facts in his message or leave it to the recipient to complete the aspects he did not mention in the message. Thus, each individual makes decisions that achieve their goals in the best possible way.

2-4 Objective Category:

Objectives	Occurrences	Percentage
Raising Awareness of Societal Issues	6	24
Highlighting the Problematic Situation	15	60
Mobilizing Public Opinion on the Issue	4	16
Total	25	100

The table above represents the category of objectives that Anes Tina seeks to achieve by addressing various issues in Algerian society. It emerges from the table that Anes Tina's primary objective in addressing issues in Algerian society is to highlight a given problem. The results show that his objectives primarily focus on raising awareness about the issue he addresses in his content, defining its scope, and concentrating on its aspects. Through his videos, Anes sought to reveal issues that are silenced and subjected to censorship policies practiced by the ruling power through the media, thereby becoming the spokesperson for the public on issues that affect its interests and those of the nation. Anes Tina mainly focused his treatment on social issues, shedding light on several phenomena such as mismanagement at the airport, chaos in the sale and purchase of cars, relationships among youth, allocating them a significant amount of time, estimated at 60% of the total video duration. Anes also identified the causes of these problems, the actors fueling them, as well as their effects and consequences. Thus, he promoted a specific idea on which the content is based under a common objective.

Next, an objective of sensitizing society to problems followed, where Anes Tina sought to draw attention to issues such as "bootlicking" in the professional environment, calling for the abandonment of this immoral behavior, as well as bad habits related to marriage. To achieve this objective, Anes Tina used a series of approaches focusing on emotional interest to raise awareness among Algerian society about these problems, presenting logical ideas to increase its perception of these issues, as well as emotional approaches to touch its sensitivities.

9. Study Results:

The study, through the analysis of Anes Tina's video content, has yielded the following results:

- Podcast shows faithfully reflect the lived reality, resulting from the interaction of podcasters with the salient issues of their society and the response of the public to them. They have become, on social media, a phenomenon that captures the interest of Algerian youth over the past years, as a space to express social crises and voice discontent with the political situation.
- The study results also show the marked interest of podcast programs in social issues, ranking at the top. This is certainly a natural and expected conclusion, with Anes Tina working to highlight and deeply address them, given the nature of social conditions in society. Among the main concerns of public opinion, as addressed in Anes Tina's videos, are the mismanagement of state institutions, problems faced by Algerian families regarding marriage, the negative effects of technology impacting the daily life of Algerian society, as well as the impact of social ills such as drug abuse among youth.
- Anes Tina is considered one of the leading content creators in Algeria due to the number of people following him. Thus, his treatment of Algerian societal issues is a significant factor of change and influence, especially in the social domain. His podcasts generally address current events such as the phenomenon of influencers and issues related to marriage, giving them a certain coherence by focusing on certain aspects while neglecting others.
- Indeed, podcasts are often devoid of objectivity as they cater to the subjectivity of the content creator and address subjects according to their viewpoint and ideology. It is clear that his opposing or favoring orientations to the issue are clearly manifested, as highlighted in Anes Tina's videos, where the dominant tendency was generally opposed in their content.
- Recently, podcasts in Algeria have adopted a new approach in addressing issues of Algerian society. These have been marked by the emergence of a certain type of drama, replacing their previous comedy-focused orientation. Similarly, a more elaborate satirical style has been observed, manifested by parodying serious podcasts.
- Treatment in this type of program relies on technological techniques that serve artistic realization, notably through the use of sound effects and diversification of camera angles, thus contributing to conveying meaning. Additionally, the content creators of these programs take into account the specificity of the issues addressed by choosing appropriate shooting locations that reflect the subject matter.
- The treatment of Algerian social issues in podcasts occurs in several stages, starting with the identification of the problem or issue that concerns Algerian society, then diagnosing the causes that led to it, as well as the actors involved, in order to determine the resulting outcomes. However, solutions are rarely addressed in this regard.

Conclusion:

The advent of the digital environment through YouTube, particularly the video podcast technique, has led to many changes in how content is treated. Contents convey the daily lives of citizens in all its details, thus offering an opportunity for a minority of society to express their opinions and discuss topics that concern them, which can increase their level of awareness and encourage their social participation in a positive manner.

In Algeria, as in other North African countries, most bloggers focus on discussing and presenting various societal issues in a satirical and humorous manner, far from proposing solutions or presenting the issue to reach public opinion through stereotypical content. However, despite the limited start of podcast platforms, models highlighted in various studies emphasize the importance of the media form, given the extent of the phenomenon both Arab and globally. This indicates an increase in its diffusion, especially considering the importance of the topics addressed. Moreover, the podcast is characterized by its ability to offer great freedom to the public to follow it, which has contributed to the success of models presented in this study by offering a new form of media content to the public, which is different from traditional media. However, the greatest challenge remains sustainability and continuity.

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