

## THE ROLE OF TECHNOLOGICAL MEDIA IN RECEIVING DIGITAL TEXT

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### Abstract:

Literature is considered a communication tool between generations. It is an important means of transmitting knowledge, experiences, and the social conditions of a society. Furthermore, it is relied upon to convey information and cultivate well-rounded individuals, given the opinions, ideas, and ideals it contains. With the advent of modern technologies and their dominance over the audience, literature has also been affected.

A fusion between literary texts and technology has emerged, leading to the development of a new artistic and literary appreciation embodied in interactive digital literature.

This article will explore the relationship between various technological media and diverse literary texts, and the role of digital education in facilitating and enhancing the reception of literary texts.

**Keywords:** Technological media, literary text, audience, digital education, interactive literature.

### Introduction:

The fusion of literature and modern technology has resulted in the emergence of modern communication media, leading to a new kind of reception. While the traditional reader was confined to the pages of a printed book, the modern reader now has access to various effective media that enable them to navigate electronic texts and different types of digital literature. These communication media have facilitated the reading process and brought joy to the reader, inspiring creativity and the production of literary texts that align with their interests. Therefore, we pose the following question: What are these interactive media? And how have they contributed to the evolution of literary text reception?

To answer this research question, we will address the following elements:

#### First: Communication Methods:

Communication methods have varied and diversified as humans have sought to utilize available modern means in their communication with others. In ancient times, humans also searched for suitable methods and tools to perform various activities, including conveying messages and news. Inscriptions, sculptures, drawings, and images carved on rocks are communication and educational tools. A "message" is a system for transmitting a message.<sup>i</sup>

There are several methods for conveying messages, including oral communication, which has been used since ancient times. Writing is another important means of communication, evolving from the earliest forms of pictographic writing on flat surfaces to the use of parchment and paper, and extending to the use of technological devices.

Modern communication methods include media and communication tools such as radio, television, satellite broadcasting, cinema, and theater. Finally, there are technological tools such as computers, the internet, and their peripherals.<sup>ii</sup>

#### 1. Oral Communication:

The first stage in the communication process was oral communication. This stage was associated with illiteracy because its users at that time did not know how to write. Furthermore, the most innate and primitive tools were the tongue and ears, so early humans relied on oral communication. However, relying on oral communication alone was insufficient for effective communication, so the search began for a way to strengthen communication, leading to the development of written documentation.

#### 2. Writing:

Life itself is a continuous process of communication. Humans begin communicating with others from the moment of birth. Humans need tools to facilitate communication, as spoken language alone is insufficient for this purpose.<sup>iii</sup> Therefore, early humans created drawings on rocks and in caves. These drawings represent a creative means of

expressing their thoughts during the Stone Age. They are early attempts to convey information and news, and they are also early attempts at learning to draw and write. These first attempts at writing in the form of drawings can be considered the beginning of the art of writing. Rock carvings, symbols, and pictographic writing, which represent subjects or activities such as hunting, or depict places, events, or animals inhabiting the area, were primarily for the purpose of communication.

Humans invented writing to express their thoughts and communicate with others, but its emergence has been described as a late development. Writing was a very late development in human history.<sup>iv</sup>

Thus, the oldest known written texts are those written in cuneiform script by the Sumerians. Writing then evolved over time to perform its communicative functions in a better way, and because of its great importance in communication and preserving news, events, agreements, texts, and other things<sup>v</sup>.

### 3. Media and Communication:

Given the importance of communication among human beings, devices have been invented to enrich the communication process. These include the telephone, radio, television, satellites, satellite broadcasting channels, cinema, and theater. These are important means of communication as they transmit information, news, and texts of various kinds from the sender to the receiver. Television, with its numerous and varied channels, attracts huge audiences who follow various programs, including news, films, and other diverse content. Cinema also presents dramas derived from literary texts, such as novels. All these tools are means of communication that play educational, informative, entertaining, pedagogical, and social roles.<sup>vi</sup>

### 4. Technological Communication Tools:

Digital technology has permeated the worlds of writing and reading due to the convergence of literature and technology. Creators now utilize modern tools and electronic devices, and these modern devices have influenced readers, who have also incorporated them into their reading of literary works and their own writing.

These technological tools include smartphones, computers, the internet, and other technological devices.

A computer is defined as "information processing equipment for the automated processing of data, comprising several tools necessary for its independent operation. It includes elements called software and hardware, or the physical components and units of the computer."<sup>vii</sup>

Technology is not merely about sophisticated modern devices, but also about the practical and skillful application of these devices. It is a mistake to view technology solely as hardware and tools, neglecting the essential application process<sup>viii</sup>. The skillful and effective use of computers and the internet is fundamental to communication. The World Wide Web is a modern communication tool through which information and data are accessed. It is the complete network encompassing all computers connected to the internet, containing documents that can be accessed interchangeably using a standard protocol (HTTP). Information and data are now accessed via the network and are now comprehensive in their scope, designed for multimedia interaction among computer users anywhere in the world. Its numerous functions include encyclopedias, archiving, indexing, advertising, personal publishing, games, news reports, creative writing, and all kinds of business transactions, along with films and other forms of entertainment that are becoming increasingly available.<sup>ix</sup>

Technological tools are electronic, interactive, and global communication platforms used for creativity, electronic publishing, information and knowledge exchange, communication, and staying informed about developments and events in various fields.

### **Secondly: Literary Creativity and Technology:**

Literature serves an educational function by conveying ideas, opinions, theories, and experiences to readers. From these, the recipient learns, gains experience, knowledge, and ideals. Literature influences people's lives, and its impact on society cannot be ignored, as literary phenomena arise, develop, and interact within society<sup>x</sup>. The writer is a sensitive and creative individual. He draws inspiration from his lived reality and creates to benefit others with the fruits of his intellect. He expresses his feelings and the nature of his emotions towards others and various phenomena. This does not preclude the writer from benefiting from knowledge to contribute, influence, and fulfill his assigned roles. Literature also contributes to the formation of a person's character and their understanding of themselves and the world around them through exposure to and learning from the experiences of others. Literature conveys historical facts, events, and realities. The writer is often a historian, as nations have benefited from literary texts. Throughout history, the words of literature have been a guiding light, illuminating humanity through the darkness of misery and suffering, dispelling its gloom and clouds. They were a source of peace and tranquility in the face of the fires ignited by enmity and hatred, extinguishing their flames and quelling their blaze. The words of literature were the voice of reason and wisdom, to which hardened hearts submitted and rebellious souls yielded<sup>xi</sup>..

#### 1.Literary Writing on the Computer:

For a long time, writers relied on paper to convey their creative works and literary texts, both prose and poetry, to readers. Readers, in turn, relied on printed books to draw from literary texts and satisfy their need for reading and access to knowledge. With rapid developments, the transition began to the possibilities offered by the technological age, and to benefit from the tools and technologies it provides, such as writing on the computer and publishing literary works on the World Wide Web so that the largest possible number of readers could read and interact with them. All of this resulted in the fusion of literature with modern technology, and the reliance on electronic devices and interactive media began in creation, reception, and communication. The emergence of interactive media was linked to the computer and the various developments that accompanied its emergence in terms of hardware and software on the one hand, and with the emergence of the Internet, interactive media became the most advanced, flexible, and fastest basis for communication between people compared to traditional media (oral and written discourse) and modern multimedia (media of all kinds: written, audio, and visual) on the other hand<sup>xii</sup>.

Therefore, users now communicate through these interactive media using writing, spoken language, and images. The process of receiving information also relies on these media, and writers and creators have accelerated the production of their works using computers and their technologies.

### 2. Digital Text:

Digital text is defined as text that appears through a computer, whether connected to the internet or not. It is also text presented digitally on a computer screen. Presented digitally means that it is presented through a computer that uses the binary (0/1) format for handling text. Naturally, texts presented through a computer acquire this characteristic accordingly<sup>xiii</sup>.

Digital text has several advantages, including its portability and storage capabilities, ease of searching, and its ability to transcend the barriers of time and space. It also benefits from the vastness of its surrounding environment, as electronically published text is shared, commented upon, and interacted with by readers.

Digital text is characterized by several features, including its portability and storage, ease of searching, and its ability to overcome the limitations of time and space. This new literary text originates from the medium, which is the computer. Based on this medium, the text is sometimes labeled as electronic, and at other times as digital. These two usages are employed as equivalents to "Electronique," "Digital," or "Numérique" in French and English, and they indicate the close connection between the text and the medium or device through which the text is produced and received. This usage has gone beyond the concept of the text to also connect with literature. We find talk sometimes of electronic literature or digital literature, and other times of some types associated with one of them. For example, there is the electronic novel and digital poetry. Among the examples of Arab creativity is the pioneering novelistic experience of the Jordanian writer Muhammad Sanajleh, which relies on new technology in communication, and which he called {the digital realistic novel}. On the website of the Arab Internet Writers Union, we find a novel entitled Digital Writing<sup>xiv</sup>.

Digital or electronic text appears to be text displayed on a computer screen, even if it was previously printed. Interacting with text on a computer screen and in the digital world renders it electronic and digital.

### 3. Hypertext:

Professor Saeed Yaqteen used the term hypertext as a counterpart to "hypertext," which is: "The older concept (1965), first used by Ted Nelson. He used it to denote the 'organization' of text and how it is constructed through the interconnectedness of its elements and components; the text consists of nodes that are linked together by links."<sup>xv</sup>

Hypertext resulted from the use of computers and their advanced software, which enabled the production and reception of text in a way that is based on linking the internal and external structures of the text. It is in which links are embodied, because it "is formed from a set of non-hierarchical structures, some of which are connected to each other by links that the reader activates, which allow him to move quickly between each of them. Organizing hypertext requires not only the abilities of a specialist in the field of information technology, but also special writing abilities, through which it becomes clear when and where links can be embodied within the complex network of the text, so that it is possible to read it in a suitable and possible way."<sup>xvi</sup>

Computer and internet technology has introduced interactivity to both creative writing and reading, creating new methods of literary creation and reception.

The present era is witnessing the emergence of a new form of expression, driven by technological culture, which has altered the rhythm of individual and collective interactions. Thanks to its electronic and digital media, it has facilitated interconnectedness, contributing to the liberation of individual creativity, which has benefited from information technology. However, the emergence and spread of these electronic texts does not negate the presence of printed texts, as we cannot do without them. We must keep pace with the times by using computers in creation, reception, and learning.

Hypertext theorists have championed the close relationship between digital and print literature, exploring the connections between literary theory and the hypertext concept. George Landow, one of the early theorists of hypertext, particularly distinguished himself by seeking common ground between literary theory and hypertext. He considered many of Roland Barthes's ideas—such as the concept of the text as a system, the reader as a producer of the text, and polyphony as a multiplicity of modes of consciousness, as proposed by Mikhail Bakhtin—to be fundamental to the hypertext concept.<sup>xvii</sup>

Printed books play a vital role in introducing digital literature. Because the Arab reader still approaches the world of digital literature with some reservation, printed books serve as a medium for connecting with digital literature. Since understanding digital and interactive literature requires reading, comprehension, and awareness, printed books can help facilitate engagement with the world of electronic and interactive literature.

### **Third: Electronic Reception:**

#### 1. The E-book:

The e-book is material uploaded through electronic publishing houses, allowing readers to obtain an electronic or digital copy of a book. It is "a method of reading books and magazines through a computer screen and handheld devices in an easy and convenient way for the reader. Electronic publishing houses convert the works of writers and authors from printed books into electronic books that can be read using programs such as Acrobat Reader."<sup>xviii</sup>

Arab publishing houses offer Arab readers digital books, dictionaries, and magazines through their websites. These sites provide digital versions of both new and old books at a significantly lower cost compared to purchasing printed books and the hassle of searching in libraries. Learners can search the electronic library and, using simple and enjoyable technologies, browse on the blue screen with a mouse, exploring topics of interest vertically and horizontally. They can also access additional explanations and use an electronic dictionary to clarify difficult words, among other features available on their computers.

#### 2. Characteristics of the Electronic Book:

The electronic book possesses numerous features that attract readers, including<sup>xix</sup>:

- \*The cost of an e-book is significantly lower than that of a printed book.

- \*It can be accessed with a single click anywhere in the world with a computer connected to the internet.

- \*Searching for specific information is easy using keyword search, eliminating the need to browse the entire book.

- \*Hyperlinks allow the reader/learner to access additional information, explanations, images, and grammatical analyses simply by clicking on them with the mouse.

- \*E-books can be carried on a computer anywhere, serving as a large and diverse digital library containing a vast number of books on a single device.

- \*Some e-books allow listening to certain texts, which is beneficial for those who cannot read and for the visually impaired.

These features have led to widespread adoption of e-books, making it easier for readers and researchers to access the information they need through modern technology. However, despite the advantages of e-books, many remain expensive, and the excessive use of hyperlinks can sometimes lead the reader/user into a maze from which it is difficult to escape. Furthermore, the overuse of multimedia technologies can be distracting.<sup>xx</sup>

The convergence of literature and technology has led to the emergence of numerous literary forms, such as electronic literature, online literary forums, literary discussion forums, online literary websites, online magazines, and interactive literature.

#### 3. Interactive Literature:

Interactive literature utilizes modern technology to present a new literary genre that combines the literary and the electronic. Its audience can only access it through electronic media, specifically the screen. Said Yaktine defines it, within the concept of "interactive creativity," as "the sum of creative works, most notably literature, that arose with the use of computers and did not exist before, or that evolved from older forms, but which, with the advent of computers, took on new forms in production and reception."<sup>xxi</sup>

From this, I conclude that interactive literature acknowledges the role of the reader in its construction; interactive literature only comes into being through the interaction of the reader/user with it.

#### 4. Characteristics of Interactive Literature:

Any text belonging to the literary genre known as interactive literature is considered unconventional and must possess a number of characteristics, including:

Interactive literature presents an open text, where the writer can write a text and submit it to a literary website, allowing readers to add to it, comment on it, and create multiple endings for the text.

Interactive literature offers the reader the opportunity to participate, thus elevating their status and authority. This aligns with the concerns of critics such as reception aesthetics theorists (Esrow Jauss). Interactive literature has taken the reader/user, a figure recently emphasized in modern critical studies, as its starting point, making them the foundation of the interactive creative process within the virtual space. Their creativity is manifested through their contribution to the process; they write the text in their own way, clicking the mouse and navigating the text according to their choices and capabilities, thereby creating their own text through the text they are reading <sup>xxiii</sup>. Thus, interactive literature does not recognize the sole producer of the text. Therefore, the recipients and users of the interactive text are participants in it, and owners of the right to add to and modify the original text. "It abolishes the pre-existing boundaries between the elements of the creative process, and opens the closed doors between them, and makes the creator a recipient, and the recipient a creator, so that the union of these two elements leads to the creation of a new text, which is not owned by the creator, nor by the recipient, it is owned by all the pioneers of the virtual space."<sup>xxiii</sup>.

Interactive literature is born from the connection and fusion between literary creativity and the use of computers and the internet, on the one hand, and the interaction of readers with texts presented online through forums and websites, on the other. This interaction between creators, recipients, and texts has produced interactive literature that differs from traditional literature. Interactive novels, in which the reader participates, have emerged, as have interactive poetry, interactive poems, and other forms of interactive literature.

#### **Fourth: The Use of Technology in Education:**

We live in a technological age, a digital age characterized by the use of computers in various fields and the widespread availability of the internet. The development of media and communication has presented us with a significant challenge. The use of the internet has generated a massive global explosion of knowledge. With just a click on a computer, one can access the information they need. Therefore, it is necessary to integrate modern technologies as educational tools.

##### 1. Definition of Educational Tools:

Educational tools can be defined as devices, tools, and methods used by teachers to improve the teaching and learning process. Educational literature mentions many terms that fall under the umbrella of educational aids, which have undergone several stages of development. These include: illustrative aids, audiovisual aids, educational technologies, and most recently, educational technology. The latter, in its comprehensive sense, encompasses a range of methods, tools, devices, and various organizational structures within the framework of the teaching system, all aimed at achieving the stated objectives with a high degree of effectiveness.<sup>xxiv</sup>.

From this, we conclude that educational resources encompass all methods, tools, equipment, and organizational structures used within an educational system to achieve specific learning objectives.

##### 2. The Importance of Educational Resources:

The use of educational resources in the classroom is essential. These tools help simplify the lesson and facilitate the teacher's achievement of the set objectives. Among the positive effects of their use are the following:<sup>xxv</sup>:

\*Increasing student attention: Educational aids help teachers make their teaching more engaging and stimulating, thus increasing student engagement.

\*Enhancing students' experiences: Educational aids help broaden students' knowledge base, making them more receptive to learning. For example, watching a film about a particular subject provides students with the necessary experience and prepares them for learning.

\*Reducing individual differences: When teachers don't use educational aids and rely solely on verbal explanations, some students find it difficult to keep up. This widens the gap between students, as some can follow and understand while others cannot. Using educational aids reduces these differences.

\*Saving time and effort.

\*Aiding in information recall and comprehension, especially when using audiovisual tools.

\*Enriching students' experiences.

\*Reinforcing and deepening learning by engaging all the senses.

\*Developing reflection and observation skills.

\*Improving the quality of education and raising student performance levels. \*It helps students discover, innovate, and be creative through their interaction with educational resources.

\*It fosters a spirit of collaboration between teachers and students through participation in the preparation and production of educational materials.

##### 3. Using Educational Electronic Devices:

Teachers use many modern devices to simplify the educational process. These devices include: computers, interactive whiteboards, educational televisions, projection screens, scanners, educational CDs, data and video projectors, audio recorders, and the internet.

Computer-Assisted Learning and Software:

Using computers in education motivates students to participate actively, focus, and understand. It also makes them feel like important participants in the learning process. Computers have become synonymous with information, and education has also become synonymous with information. This integration of education and computers is crucial. However, learning is not simply a matter of transmitting information; rather, it is an active process through which students engage in diverse activities that allow them to acquire experiences and skills that strengthen their creative spirit. As Mohammed Abbas says, "Computers and their various software programs are more than just information machines; they are a new field through which students innovate and express themselves".<sup>xxvi</sup> The use of technology fosters creativity, but the process requires careful design, organization, and management by the subject matter expert.

It is essential to prepare learners with the skills and experience to navigate the realities and challenges of our time. Furthermore, it is necessary to integrate technological innovations and leverage their potential in education to achieve these goals. This requires understanding the key features of educational technology and its various programs. This technology, a modern application of computers and the internet, necessitates exploring its potential use in educational institutions to cultivate individuals capable of adapting to the changing demands of our era.

#### 4.Objectives of E-Learning:

Entering the gateway of modern technology is based on achieving specific objectives, including:

Providing a rich and diverse learning environment that supports all aspects of the educational process.<sup>xxvii</sup>

Redefining roles in the teaching and learning process to align with the latest developments in educational thought.

Modeling and presenting education in a standardized format, where lessons are delivered in a model manner and outstanding teaching practices can be replicated.

Preparing a generation of learners and teachers capable of engaging with technology, possessing the skills of the modern age, and adapting to the rapid advancements the world is witnessing.

Assisting in the integration of technology within educational institutions, transforming them into institutions that keep pace with the ever-increasing technological advancements of the modern era.<sup>xxviii</sup>

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