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THE EFFECTIVENESS OF RESPONSIBLE COMMUNICATION IN BUILDING ADVERTISING CONTENTS FOR INSTITUTIONS WITH A DIGITAL DIMENSION: A THEORETICAL STUDY WITHIN THE VIRTUAL ENVIRONMENT

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ABSTRACT

This study examines the value of responsible communication as an operational basis in the field of institutional communication with a strategic dimension through its entry as an effective variable in building communication contents in the context of messages presented by modern institutions with a digital dimension in their advertising contents with the aim of reaching recipients inside and outside the institution, within the framework of the transformations that occurred as a result of the virtual digital environment by creating a symbolic, moral and digital field for competitiveness within what is called modern marketing environments.

The study also attempts to investigate the field of advertising content in the form of promotional and marketing discourse as an economic motive to attract profits on which modern institutions with a digital dimension rely in the context of the new competitive space, considering that the majority of the world today from all categories are in a state of immersion and endless use of social media with all its carriers that facilitate the individual's access to anything and then make a decision on the topics and interests that fall within the circle of his attention, whether they are purely material consumption or have symbolic and moral intellectual dimensions, and this represents a strong motive for the integration of institutions with a digital dimension to follow a modern administrative philosophy within the societal communication responsibility to create more convincing and dazzling advertising contents in relation to the preferences of the receiving audience.

KEYWORDS

Communication, Responsible Communication, Virtual Environment, Advertising Content, Institutions with a Digital Dimension, Modern Institutions

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Introduction.

Responsible communication is considered a new path in the strategic thinking of institutions, whether in terms of administrative-organizational or communication planning or in terms of the general policy objectives of the institution.

Modern institutions with a digital dimension today have become more aware of the importance of the principles it carries and the benefits they obtain as a result of adopting it as strategic communication, whether from the profit side or from the reputation side. Perhaps these modern responsible institutions also seek to keep pace with digital technological developments to increase their levels of development from various aspects, as the integration of responsibility and technology is considered a guarantee in one way or another to keep pace

with human and technical development to preserve the principles of the responsible communication process and thus ensure the continuity of sustainable growth by harnessing modern means whose multiple and effective uses cannot be denied.

It is noted that the responsible approach focuses on the communication process as a complex and harmonious link, and there is no doubt that one of the most important of these digital links is the message that institutions broadcast to their internal and external audiences. They also rely on many means and tools to spread it, the most important of which are advertisements and publicity, which in themselves carry messages of value and purpose.

Advertising contents are considered a message and a means at the same time through which the institution conveys its principles and values based on its commitment to its audiences and making them a priority to ensure its continuity and survival. Responsible communication, as an institutional communication, is considered directed to the topics that modern institutions adopt in their dealings with the parties related to them or what is known as stakeholders, and therefore it affects their advertising contents in their messages and method of presentation, and accordingly, modern institutions find themselves obligated to also take into account the methods and styles of presenting these speeches in a manner consistent with the principles of social responsibility, which in turn are consistent with their responsible communications and the rest of their other goals, and it has become a real challenge and a bet that must be taken to reach the level of competition and sustainable development in various sectors, by taking the basic rules of a responsible nature and applying them in editing their advertisements and taking into account the beliefs, values and way of thinking of the various societal groups that deal with them in managing their business in the virtual environment, as it is the environment that imposed itself and created a modern market through which modern institutions with digital dimension compete to build a prestigious position among competitors and maintain their reputation in the eyes of their audiences.

Accordingly, our study aims to answer the following question:

- what is the effectiveness of responsible communication in building advertising contents for institutions with a digital dimension?

Which requires achieving a set of objectives as follows:

- Identifying the strategic dimension of responsible communication in modern institutions in the context of the virtual environment.

- The importance of responsible communication for modern institutions with a digital dimension and advertising content in terms of their semantic construction mechanism and field of application.

- Revealing the current obstacles to advertising content in the context of responsible communication for modern institutions within the virtual environment.

Study concepts:

Communication:

There have been many definitions of communication since ancient times to the present day, and many of them agree on the elements that come together to give us the concept of this process, among which we will show:

Communication is considered etymologically as an exchange between two or more people and a process of transmission and sharing of information and knowledge. This term comes from the Latin "communicare" which means "to put in common".¹

It is:²

- The action, the fact of communicating, of establishing a relationship with others, of transmitting something to someone;

- All the means and techniques allowing the diffusion of a message to a more or less vast and heterogeneous audience;

- The action, for someone, a company, to inform and promote its activity to the public, but also to maintain its image, whatever the media process.

¹Ben Harb Naima : guide pratique : La communication au service de l'organisation, Friedrich-Ebert-Stiftung, Bureau de Tunisie, Programme « Youth for Change »,2020, p.10.

² Référentiel et savoir associés : communication et négociation, méthodes et moyens de communication, chapitre 1, les principes de base de la communication, disponible sur : <https://adonis.lalib.fr/E9782370540508.pdf>

Responsible communication

Responsible communication is communication that considers the environmental, social and societal aspects of the messages it transmits, in addition to the transmission methods it uses. Responsible communication includes two aspects:

- On the one hand, it is about communicating in a responsible way, considering the recipient of the communication, and on the other hand, it is about communicating on responsible topics.¹

Responsible communication is communication that evaluates the environmental, social and societal consequences of the means it applies and the messages it develops and directs in a responsible way. It refuses to promote behaviours that will negatively affect the quality of our environment and our social relations. On the contrary, it seeks to participate in the positive evolution of ways of thinking and living in our society.²

Responsible communication also corresponds to responsible management in terms of communication processes, the content of the communication (the message) and the effects of the means of communication. So that it is purposeful, humane, transparent, honest and concerned with economic, social and environmental affairs, it is more than just a concept, but rather a new model in the field of communication and requires a coordinated approach and dialogue that includes all stakeholders.³

It is noted that all these definitions agreed that responsible communication is communication whose primary goal is to serve the environment and society and develop the economy and designs its message on this basis by relying on means that facilitate the achievement of this goal and make it more effective.

Virtual environment:

Defining a fixed concept for the virtual environment is a very difficult matter because its meaning is subject to uses that go beyond one specialization to multiple specializations, and due to the effect of that, the virtual environment has concepts that are similar or compatible with each field or specialization that is worked on within its framework. Accordingly, we can develop a concept that is compatible with the nature and characteristics of our research field as follows:

Virtual environments are virtual places accessible through the connectedness of the Internet. What differentiates a virtual environment from a website is the robust ability to interact with others. We focus on three forms of virtual environments: those accessible through a variety of devices such as computers, consoles, and mobile phones; large social media platforms, and virtual experiences using a headset or other accessories⁴.

The virtual environment represents the virtual field that electronic and communication media have allowed to exist in order to achieve communication between individuals and groups without temporal and spatial obstacles, as well as the exchange of information and the implementation of qualitative activities according to a virtual digital formula that differs in nature from traditional reality in terms of the nature of practice and interaction.

Advertising contents:

The term advertising derives from the Medieval Latin verb *advertere*, “to direct one’s attention to” a product or service by means of some public announcement (oral or written). The term content refers to specific constructions of language for social or psychosocial purposes.

Advertising content is a blended message, adopting and adapting relevant social contents or trends for its own marketing purposes. Each product adopts a style of its own that is as recognizable as any message style. There is thus a “McDonald’s form of message,” a “Chanel message style,” and so on. Each one is marked by a register (formal or informal) and rhetorical mode (humorous, serious, and so on).

In this sense, advertising content and socio-ideological structure are one and the same. The ideology behind perfumes is different from that behind hamburgers and it shows up in the rhetorical structure of the related advertising content.⁵

¹ Noël.Gerard, Armand.Loic: le guide communication responsable des entreprises : pour une relation de confiance avec les consommateurs.Medef.Uda, 2011,p6.

² Parguel ,Beatrice : La communication sociétale vs communication responsable: 50 fiches sur le marketing durable, Bréal, 2010, p123, available on : <https://halshs.archives-ouvertes.fr/halshs-00655622>

³ Legault, Nicholas : Analyse de la communication responsable d’une organisation : Etude de cas sur Hydro-Québec et le projet de la romaine".Thèse. Université de Québec. Montreal, 2015, p.25.

⁴ Katherine B. Forrest, Jerrold Wexler: A primer on digital environments,2023, available on: <https://www.sciencedirect.com/topics/computer-science/digital-environment>

⁵ Danesi Marcel: Advertising Discourse,2015, available on: <https://onlinelibrary.wiley.com/doi/pdf/10.1002/9781118611463.wbielsi137>

Modern institutions with digital dimension:

They are institutions that use Internet technology extensively for the purpose of e-commerce and e-business for the purpose of managing and administering their internal operations and their relationships with customers, suppliers and other external parties. They are any institution that works in the fields of business, public service sectors or non-profit civil society institutions.¹

From here it becomes clear to us that modern institutions with a digital dimension are institutions that try to keep pace with digital technological developments and rely on various digital means and tools in their dealings with their internal and external audiences, through which they display their products and services and obtain interaction with the parties related to them or other institutions with which they exchange benefits.

The strategic dimension of responsible communication in modern institutions in the context of the virtual environment:

Corporate communication is no longer limited to the unilateral direction and centralization of decision-making, but has become aware of the new role imposed on it by the virtual environment. Institutions in the current era have become more aware of their role as citizens belonging to the society for which they carry out their activities and plan their programs in order to meet their needs and what is consistent with their beliefs and traditions, through which they seek to make them also belong to them and gain their permanent loyalty to their benefit by showing permanent support to their audiences and conducting active interactive communications with them to generate trust and rapprochement and form a positive image around them and around the product they offer. If their image is positive about the institution, the audience will undoubtedly purchase the product.

All these methods and principles that modern institutions must adhere to stem primarily from the principles of responsible communications, which are based primarily on institutional societal responsibility, which creates value for them and reflects their good reputation as a moral commitment to society before anything else, which achieves their profit and increases their capital secondly.

Today, responsible communication has become a basic trend associated with modern successful institutions with digital dimension and is no longer just an option, but rather mandatory, as it is the way to achieve transparent, participatory, and credible communication that is based primarily on the dialogue process with the parties related to institutions of all kinds, as these institutions are committed to it and present their various activities, values, and intentions with all credibility and transparency, especially through various available means, including modern digital technologies that have features that are compatible with these principles, as they are technologies that also allow direct, interactive, transparent communication and expressing opinions with complete freedom.

It is noted through many studies that the most popular digital platforms are social networking sites such as Facebook, Instagram, YouTube, LinkedIn, and other sites that have played an effective role in promoting their products and obtaining feedback from their audiences and benefiting from them in the evaluation and assessment processes in their communication strategies.

According to a study conducted by Iveta Lenina and "Velga.Veveri" in 2020, which aimed to investigate the evaluation of socially responsible communications of retailers by consumers via social networks, it was concluded that through socially responsible communication, especially using modern means such as social networks, any company can build strong relationships with customers and increase their loyalty despite all the surrounding circumstances.²

The need to communicate with the audiences it deals with has become an effective means for modern institutions with digital dimension to maintain their existence and success. The parties related to it are the main driver of its communications and activities and the source of its planning for its programs, and thus the ability to manage the various crises that it may face, so it is prepared to confront them and manage them easily.

Accordingly, the researchers proposed a set of steps so that institutional communication can benefit from these basic principles that responsible communication carries and be adopted as a general strategy for the success and sustainability of modern institutions, the most important of which are:³

¹ koudri Kamal: E-management applications and the transformation towards digital institutions, Egyptian Journal of Information Sciences, Volume 5, Issue 2, October 2018, pp. 173-190, p. 180

² Iveta linina ,Velga vevere: "Retailers' Socially Responsible Communication in the Situation of Global Pandemic, 2020, available on: <https://doi.org/10.1051/shsconf/20219206020>

³ Geoffrey Roche, Hamsini Ravi : Comment rendre vos plans de communication socialement responsables et durables ?2024, available on : <https://www.linkedin.com/advice/0/how-do-you-make-your-communication-plans>

- Define your purpose and values.
- Identify stakeholders and their needs.
- Choose your channels and formats wisely.
- Monitor and measure your impact.
- Align your communications with your actions.

What must be taken into consideration is exploiting digital spaces to share examples, stories or ideas that reflect the committed image of the institution and its interest in the opinion of the parties and the relationship with it, thus enhancing trust and reducing the doubts that these parties may have.

Experts add in this regard that social networks are an important tool for communicating with users, engaging them with the institution and then practicing in reality, where a concrete meeting is held between this institution and stakeholders.

Another point is to direct users to forums in order to deal with their requests more efficiently and for the answers to be visible to everyone. Through this co-creation of the communication strategy, both the institution and the consumer are equal players in corporate social responsibility and it is an important point of development.

The consequences of this development are important for modern institutions with digital dimension as they must invest time and resources in creating this dialogue to be open to adapting their plans, programs and objectives according to the comments and opinions of their audiences, and be willing to make a real experiment and commitment, beyond "Marketing support" when it comes to corporate social responsibility, i.e. community development and the creation and development of the concept of digital sustainable development within the general policy of the institution and work to establish it in the minds of its audiences¹.

Responsible communication for modern institutions with a digital dimension and advertising contents: semantic construction mechanism and field of application

Advertising content is considered the basic pillar in the communication process and an element of commercial communication and an important tool in influencing individuals and convincing them of a certain product, whether materially or morally, as the advertiser aims through it to introduce his product in order to win the audience and urge them to engage in purchasing and acquisition behaviour.

Achieving this function is what imposes on advertising to search for what the buyer wants to convince him to carry out this purchasing action, and research into these methods leads to forming the structure of advertising content based on a set of mechanisms and methods of persuasion.²

The relationship between advertising content and society is characterized by being a dialectical relationship, as it does not only reflect reality, but also contributes to building it through the processes of perception, defining social identities, forming messages, choosing vocabulary, and the characteristics of the audience that receives it.

It is an ongoing and complex process in which local and international forces and variables interact, reflecting the conditions of society, its culture, and the historical stage in which it lives. It is also considered a type of contents in general due to its direct connection to human life, establishing social, moral, and civilizational value, not to mention its direct commercial value, because even if it is generally associated with advertising and promoting products and goods, it conceals in linguistic and iconic practice an ideological cultural value that it tries to establish in the recipient.³

If we look for the relationship that links advertising contents to responsible communication, we find the same principle applies to it, as advertising content is affected by the principles of the institution that tries to promote its products through its advertisements, which in turn reflect its socially responsible values towards its audiences, and they in turn are affected by the values, beliefs and tendencies of the audiences to win them over as the basis of commercial exchange. Without the audiences, there is no support or foundation for any institution, regardless of its type.

Accordingly, we find that modern institutions with digital dimension are aware of the importance of both the responsible approach and the trend towards digitalization. They are keen, through their advertising contents, to show the responsible side and show through it the extent of their interest in what society cares about, by adopting digital technologies, of course, to increase interactivity and participation and show the

¹ Grandin : "Comment utiliser les réseaux sociaux dans le cadre de la communication de la RSE dans un modèle B2C ? 2018, <http://hdl.handle.net/2078.1/thesis:15433>

² Mazari Fatima: Advertising Discourse in the Media, Al-Hiwar Al-Thaqafi Magazine, Volume 4, Issue 2, September 2015, pp. 184-190, p. 184

³ Ibid,p 187

competitive side that supports it from various aspects by obtaining feedback and continuously improving its image among its audiences.

Responsible communication in its definition includes responsible messages and topics, and the advertising contents are considered one of the means by which the institution expresses and introduces its products and markets them, and accordingly it is considered a guide for the advertising contents that modern institutions broadcast in their advertisements, whether in writing, audio or visual. But the question here is whether modern institutions actually adopt the responsible aspect in their advertisements and focus on it more than their focus on the material profit aspect on which they are based in the first place, especially economic and service institutions and others, as they seek primarily to sell their product and push the public to adopt purchasing behaviour through the responsible dimensions that they market and which are considered part of the marketing strategy that they use in their advertising contents.

Current obstacles to advertising contents in the context of responsible communication for modern institutions: a diagnosis of reality within the virtual environment:

Integrating socially responsible values into the advertising contents of modern institutions is considered a strategic goal in their responsible institutional communications, as this requires following many conditions that protect them from doubts that reduce their credibility before their audiences in the fact that they are socially responsible, by avoiding, first and foremost, that responsible advertisements do not cause any harm to any of the stakeholders while benefiting at least one of the parties, or that they encourage harmful behaviours within society, such as encouraging racism, hatred, anger, embarrassment, unhealthy habits, and not taking into account individual differences between different societal groups.

Therefore, the privacy of societies, their beliefs, and what they accept of ideas and what they reject must be taken into consideration, and this is considered the essence of responsible advertising.

It is noted that modern institutions are keen on the responsible side in broadcasting their advertising contents in order to avoid falling into many crises that are difficult to get out of, so they try to control the various ethical, social and legal standards that make their advertisements have a responsible character, as we find among the examples "Panasonic Group" and its code of ethics stipulates with regard to its policies for communications with society the necessity of providing accurate and honest information and communications to customers and society as a whole, as it is the starting point for gaining trust from the same person, which is necessary to protect the value of the brand and its growth.

As for the principles related to advertising activities, they are based on a set of points that if manufacturers can make good products, they have an obligation to communicate quickly, widely and correctly with their customers, in addition to the necessity of being socially responsible in communicating widely not only about products but also about the entire scope of this company's activities, by using a creative approach in which facts are told honestly and in easy ways in addition to avoiding causing inconvenience to customers and choosing the digital means used well based on their popularity and effectiveness, and considering the advertising content as a social task that conveys the reality of the institution.¹

We also find that BNP Paribas Bank seeks in its advertising communications to adhere to a responsible nature by avoiding the following main risks:²

- Non-inclusive representation of society (stereotype, exclusion based on age, sexual orientation, geographical origin, disability);
- Representation of the environment and behaviour contrary to the principles of sustainable development;
- Communication is not accessible to people with disabilities;
- Lack of transparency regarding the advertising nature of communication;
- Over-attraction of targeted people;
- Environmental misinformation, misleading commercial practices, and misleading advertising.

Effective responsible communication seeks to convey valuable advertising communications widely, to enable behavioural change that benefits society, by positioning and differentiating the institution's products and services to enable and encourage "better" consumer choices based on responsible or socially conscious attributes. However, with the emergence of "consciousness washing", inauthentic marketing, and the volume

¹ Panasonic holdings corporation: Responsible publicity and advertising, 2022, available at: <https://holdings.panasonic/global/corporate/sustainability/pdf/sdb2023e-advertising.pdf>

² BNP Paribas: Responsible communication and fair Advertising principles, available at: https://cdn.group.bnpparibas.com/uploads/file/20230912_execsum_communication_responsable_en.pdf.

of marketing communications fuelled by digital methods and artificial intelligence, the credibility of marketing and the behaviour of marketers is being challenged.

Therefore, it is necessary to follow good marketing practices and eradicate false or misleading claims. Specifically, the institution's differentiation strategy must be responsible, authentic and truly consistent with its values, purpose and actions, rather than being a superficial marketing ploy.¹

Accordingly, these bets and challenges remain confined to the application and the desire of modern institutions to exploit digital technologies positively in directing their advertising contents to what benefits them and their audiences at the same time and that does not contradict their programs of a responsible nature so as not to collide with the biggest problems and crises represented in questioning their credibility and integrity and their lack of real commitment to these audiences. This is likely to destroy their image, distort their reputation and lose them both from the profitable material aspect, which is their primary goal, or the committed moral aspect that ensures their survival and the loyalty of the audiences to them.

Conclusions

Finally, we conclude that responsible communication is an effective strategy for modern institutions with digital dimension to market their products and build a positive image among the public, through the socially, ethically and legally responsible principles on which this type of communication is based, especially through its compatibility with the digital aspect in terms of the characteristics that distinguish it from transparency and credibility in publishing its contents and the interactive and participatory feature that digital technologies provide to the public to express their opinions about it freely, which imposed on those institutions to take it into consideration due to its importance in the decision-making process.

Consequently, these institutions moved towards focusing on the optimal exploitation of the virtual environment to serve their commercial goals and maintain their good reputation.

In addition, we found that one of the most important means and messages that responsible communication in modern institutions relies on to highlight its responsible imprint is advertising contents, known for their effectiveness in promoting and marketing institutional products and services. Accordingly, we find that they have taken on a responsible character to serve the general goals of institutions and achieve sustainable development and gain their internal and external audiences and permanently reduce doubts that may discourage this endeavour.

The orientation towards responsible advertising contents is likely to raise many of the challenges and stakes facing these institutions as an effective means to catch up with the competitive bandwagon within the local and international market for these institutions.

Among the most important of these stakes is taking into account the elements of the communication process in terms of including non-inciting content that does not violate societal rules and public morals and avoiding misleading and focusing on transparency in publishing activities and identifying elements of institutions' products, in addition to paying attention to the recipient element by taking into account individual differences and the cognitive and emotional aspects of the target audiences, in addition to using digital means in an ethical manner and avoiding violating the privacy of society.

Accordingly, our study proposes a set of recommendations, the most important of which are:

- Establishing the basic rules for effective responsible advertising content in the general strategy of modern institutions with digital dimension.
- Conducting applied research and studies on the effectiveness of responsible advertising contents in economic and service institutions, especially through social media platforms.
- Conducting electronic surveys of audiences through social media and digital media on indicators of the effectiveness of responsible advertising contents to direct them towards improving their image through them.

¹ Ranjit Voola, Richard Howarth, Barbara Tomasella: The 'Responsible Marketing Education' Imperative, The EFMD business magazine, volume 18, issue2, 2024, pp 33-42, p 35.

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