

# Journal



# of P R research

## Middle East

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# Journal of public relations research Middle East

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# **Sociology uses frames its approach in Information and Communication Sciences**

## **Read the representations and use and ownership**

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### **Abstract**

The purpose of this contribution is to present a theoretical reading concerning the concepts of representation, usage, and appropriation, also the theoretical and intellectual approaches which were in these origins. Our main aim is also to put the interested reader by the social uses of information and communication technologies on the context of the theoretical heritage of the usage issue. It is our objectives to try providing an understanding of the content of these concepts and approaches, to put a road map in the hands of researchers who may contribute to further debate and in order to meet challenges imposed by information and communication technologies at the present time.

