ANALYSIS OF THEORETICAL PERSPECTIVES ON COMMUNICATION CULTURE IN SOCIAL NETWORKS

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Abstract: This article explores theoretical perspectives on the culture of communication within social networks, providing an in-depth analysis of how digital platforms shape interpersonal interactions, information dissemination, and community-building in the online world. Drawing from established theories in communication studies, sociology, and media theory, the article examines the ways in which social networks alter traditional forms of communication and influence social behaviors. It also highlights the complexities of online communication, including issues such as authenticity, privacy, and the impact of algorithms on content visibility.
Keywords: Friendster, Facebook, Instagram, Twitter, TikTok, Media, Postmodern, fandoms.

In the digital era, social networking platforms have emerged as a central domain of communication, significantly shaping the ways individuals interact, exchange information, and construct communities. The culture of communication within these platforms is inherently complex, being formed through the interplay of technological affordances, user behavior, and prevailing social norms. The theoretical frameworks of sociology, communication studies, and media theory offer critical perspectives for understanding the dynamics of communication in social networks. These frameworks elucidate not only processes of information exchange but also the broader implications of such exchanges for individual identity formation, social structures, and cultural values. As social networking platforms continue to evolve, patterns of user communication likewise transform, giving rise to pressing concerns related to privacy, authenticity, and social responsibility. This article explores key theoretical perspectives on communication culture in social networks, critically analyzes their implications, and proposes insights into how communicative practices within digital environments may shape the future of social interaction.

Concept of social networks. The definition of social networks begins with tracing their evolution from early platforms such as Friendster to contemporary platforms including Facebook, Instagram, Twitter (X), and TikTok. As scholars note, "social media platforms have transformed the ways individuals communicate, creating new spaces for interaction, self-expression, and identity construction.".[1]

Significance of social networks. The importance of social networks in modern society lies in their capacity to shape personal relationships and influence public discourse. These platforms function as new public spheres in which diverse voices converge, as "social networks represent contemporary public arenas where millions of voices come together". [2]

 Theoretical Foundations of Communication Studies

Communication theories. Key communication theories relevant to social networks are examined, including social presence theory, media richness theory, and uses and gratifications theory. Media richness theory posits that "the richer the medium, the greater its capacity to facilitate effective communication".[3]

Uses and gratifications theory. According to this perspective, "social media users actively seek out platforms to satisfy personal needs, ranging from entertainment to social interaction".[4]

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[1] boyd, d. (2014). It's Complicated: The Social Lives of Networked Teens. Yale University Press.

[2] Castells, M. (2011). The Rise of the Network Society (2nd ed.). Wiley-Blackwell.

[3] Daft, R. L., & Lengel, R. H. (1986). Organizational Information Requirements, Media Richness, and Structural Design. Management Science, 32(5), 554-571.

[4] Katz, E., Blumler, J. G., & Gurevitch, M. (1974). *Utilization of Mass Communication by the Individual.* In D. L. Shaw & M. McCombs (Eds.), *Theories of Mass Communication* (pp. 365-388).

Critical theories. Critical perspectives include Marxist theory, which emphasizes the dynamics of capitalism and the commodification of user data, arguing that "the user, once merely a receiver, has now become a product within the media ecosystem"[5] Postmodern theory further highlights the fluidity of identity and the concept of hyper reality, asserting that "the internet represents a space of hyper reality in which the boundaries between the real and the virtual become increasingly blurred".[6]

Culture of communication on social media.

Communication styles: various forms of interaction that have emerged on social media-such as informal communication, visual communication, and hash tag culture-are analyzed. "On social media, brevity is often valued more than depth, and emotions are conveyed not so much through words as through memes and images".[7]

• Transformation of interaction norms: when discussing how social media has reshaped norms related to politeness, responsiveness, and transparency in communication, it can be noted that "social media creates space for the expression of every voice; however, the cultural norms that regulate these voices remain in a state of transformation".[8]

• Digital identification and identity construction: this study examines how users construct digital identifiers and the role of personal branding in communication on social media. It argues that "in the digital age, individuals continuously curate their lives, presenting selected versions of their identities for public consumption".[9]

Analysis of communication practices on social media

• Public and private communication: the blurred boundaries between personal and public interaction and the tension between personal expression and the representation of one's own content: "The private individual is always public on social media, and full access to the public sphere is never possible.".[10]

• Communication in online communities: The culture of interaction in specific communities (e.g., fandoms, professional networks) compared to general social media platforms: "Communities on social media are defined by the co-creation of shared values and meanings".[11]

Attitudes toward communication on social media

• Positive attitudes: Emphasizing how social media facilitates communication, civic engagement, and self-expression: "Social media offers people new opportunities to connect, collaborate, and innovate".[12]

• Negative attitudes: Considering concerns such as misinformation, echo chambers, online harassment, and harmful effects on mental health: "While social media amplifies voices, it also facilitates the rapid spread of false and divisive rhetoric".[13]

• Ambivalent Attitudes: Discussing people's mixed feelings toward social media, recognizing both its benefits and risks: "Social media is both a tool of freedom and of control, simultaneously promoting and constraining liberty".[14]

• Future Directions: Pointing to prospective research opportunities for understanding the evolving culture of social media, particularly in relation to emerging technologies such as artificial intelligence, virtual reality, and augmented reality.

Key theoretical perspectives for study:

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[5] Fuchs, C. (2017). Social Media: A Critical Introduction (2nd ed.). Sage.

[6] Baudrillard, J. (1981). Simulacra and Simulation. University of Michigan Press.

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[8] Marwick, A. E., & Boyd, D. (2014). It's Complicated: The Social Lives of Networked Teens. Yale University Press.

[9] Goffman, E. (1959). *The Presentation of Self in Everyday Life.* Doubleday.

[10] Zhao, S. (2014). Social Media and the Transformation of Private and Public Communication. In J. S. Applegate, R. R. Howard, & D. P. Boehm (Eds.), Digital Media and Society (pp. 56-76). Palgrave Macmillan.

[11] Rheingold, H. (2000). The Virtual Community: Homesteading on the Electronic Frontier. Addison-Wesley.

[12] Jenkins, H. (2006). Convergence Culture: Where Old and New Media Collide. New York University Press.

[13] Tufekci, Z. (2015). Twitter and Tear Gas: The Power and Fragility of Networked Protest. Yale University Press.

[14] Zuboff, S. (2019). The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power. PublicAffairs.

• Social media as a public sphere: Habermas's concept of the public sphere can be considered in the context of social media—do these platforms truly facilitate genuine public discourse, or do they merely serve as echo chambers?

• Networked individualism: Castells's concept of "networked individualism" can be applied today to discuss how people engage with and communicate on social media, primarily through their personal networks rather than through mass communication channels.

• Theories of digital identity: Goffman's theory of self-presentation can be applied to study how individuals construct their identities in the digital world.

The culture of communication on social media has transformed the ways in which people interact with one another and with information. From various theoretical perspectives, it is evident that social media has introduced new forms of interaction that can either enhance or hinder meaningful communication. While it enables the establishment of global connections and the democratization of information, it also gives rise to challenges such as misinformation, privacy concerns, and the erosion of face-to-face interaction. As the digital landscape continues to evolve, understanding these theoretical foundations is crucial for navigating the complex dynamics of social media communication. A deeper comprehension of how communication practices are shaped within these spaces is essential for fostering healthy online interactions and ensuring that social media serves as a tool for positive social change.

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