

SOCIOLOGY OF COMMUNICATION (COMMUNICATION IN EVERYDAY LIFE)

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The contemporary everyday life is characterized by the generalized presence of Media (Mass Media as well as “New” Media); nevertheless, social elements which are given as “characteristic points” of the “traditional societies”, continue to define the contemporary dynamics and to support the ways of reception of different cultural messages.

The dominant “literature”, which explains the contemporary everyday life traits, recognizes a central place to the relation between technology and society, underestimating some elements such as the importance of “irrationality” (linked with sentiments, fear, passion or death); all this, still constitutes the communicational frame of nowadays which is based on the creation of consumers (of goods and services including leisure and entertainment) and on the central place occupied by “commercial” and commercial centers (malls) as a kind of “heart” of the contemporary sociality (together with the transfer of social links –such as solidarity– to the “virtual” level).

Special interest is given on semiotics of the contemporary “communication frames” as well as on the everyday life narrated by films, commercials, television and internet.

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