ONLINE

Communication is an essential component that does not change in the course of the struggle for the life of the individual. Communication plays a determinant role during the period from individuals' birth to death. Media providing the connection between source and target during the process of communicative action has been standing on with technical developments from past to present. Communication is a technique of producing and transmitting information based on the needs of individuals. Today, it is not enough to define the communication concept as a pure language technique or a way of transmitting. Technology directs offline life practices and brings these practices different approaches, which leads communication to be considered as an "interdisciplinary" field in the social sciences field. Therefore, communication plays a significant role in the transformation of social communication as of the moment it is in a relationship with technology even though it first appeared as a social invention. In the digital age, the process of researching information and methods of transmitting information simultaneously develops with communication tools. The mentioned definition is supportive in revealing various approaches considering the rapid development of communication tools, especially as of the 20th century. Various disciplines analyze how the communication tools developed in this process affect social life and how the language and sense phenomenon are built using these tools.

Communication tools integrated with the technology as of the 20th century has been a significant factor in revealing a new communication model. This communication model has led to a new understanding of culture and a "new" common social network in which society and information have actively been included. Information production, data channels, and digitalized user network have articulated new media as an alternative to traditional media. Therefore, the "new" concept used for media indicates a basis based on activity and which is focused on continuity. There have been various definitions of communication tools throughout history (such as experimental communication, mass communication, etc.). However, it is updated as "new media" leading to radical social and cultural changes. Social media can be defined as a digital communication tool based on technology. With rapid technological developments, network society, in other words, touch society form interaction and can "exist" in different courses of the media and create their communication media.

Today, digital communication network that is used as social media not only allows data flow between societies but also provide an opportunity for "social" identity. Based on the relationship between activity and continuity, real identities turn into digital identities and they are formed as positioning the "existence" of individuals through the virtual platform. Thus, the social media in which daily life practices turned to digitalization changes socially and culturally and a new social basis is formed. Digital communication tools or in other words "smart" devices can produce limitless content

through the features identified to them and these contents lead to socializing of societies. These changes between real and virtual worlds bring several positive and negative effects together with it. Considering the increasing issues such as digital consumption, digital addiction, internet urges, which can also be qualified as social issues, various disciplinary studies discussing social media are quite significant. However, it is significant to point out what the global system means on social media as well as the globalizing world and how the metas are positioned on digital media.

Being online in a virtual platform has led to the formation of a new social structure. This terminology, particularly used for social media, indicates how the daily life practices of the individual correspond in social media. While the online phenomenon is sociologically an appearance of socializing, it also is a digital movement strengthening the numbness/addiction of the individual. However, being online in the digital communication network is directly related to activity and continuity. Both concepts are supported by smart devices, computers or tablets and try not to stop the activities of digital identities positioned on the common network thanks to their portability. Thus, the guidance of technology on users is determined based on the activity situations of communication tools and socializing perception is reproduced on this basis. These developments and proceedings on various subjects regarding the online have been discussed in the "Communication and Technology Congress". The technology of the communication process requires a continuous social transformation in the course of the technique to technology journey. It should not be forgotten that the new of today will be the old of tomorrow.

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