



Determinants of Social Communication from the Perspective of Contemporary Global Challenges

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Abstract: The article examines the determinants of social communication from the perspective of contemporary global challenges, highlighting the profound transformations generated by current social, cultural, technological, and axiological dynamics. Social communication is approached as a fundamental process of collective life through which meanings are constructed, values are transmitted, and relationships between individuals and groups are structured. Within this framework, the main determinants of social communication are outlined, including the cultural and axiological context, the influence of globalization, the accelerated development of digital technologies, identity diversity, and the pressure of rapid social change. Particular attention is given to the impact of contemporary media environments on forms of social interaction, on public language, and on the configuration of social opinion. The analysis also addresses challenges related to the fragmentation of social discourse, the redefinition of the public sphere, and the need to adapt messages to a plurality of values and perspectives. Social communication is interpreted as an instrument of cohesion, negotiation, and mediation of differences, with a significant role in maintaining social balance. At the same time, the importance of communicative responsibility, public discourse ethics, and information management capacity is emphasized within a context marked by media saturation. The article concludes by underlining the importance of strengthening social communication competencies oriented toward responsibility, dialogue, and openness as responses to the complexity of the contemporary world.

Keywords: social communication; contemporary challenges; globalization; social values; communication media

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1. Introduction

Human communication manifests itself as a process of great complexity in any type of interaction. Within social relations, it acquires distinct meanings, determined by the mediated nature of the interaction, by the purpose of the communicative exchanges, as well as by the requirements to which the participants must respond in the change-oriented approaches. During the communicative process, the social actors reach a mutual understanding regarding the identified problems and the context in which the difficulties manifest themselves, which contributes to the strengthening of cooperation relations. By formulating responses aimed at clarifying the objectives and identifying the resources necessary for the transformation of social situations, the communication acquires an explicit direction, being supported, at the same time, by respect for the freedom of decision and the right to self-determination of the participants.

2. Communication

The communication process is presented as a complex approach, integrating cognitive, affective, attitudinal and motivational dimensions of the individual. In the specialized literature (sociology, social psychology, ethology, semiotics, etc.), communication is approached from a transactional perspective, being interpreted as a dynamic phenomenon, anchored in a temporal succession that includes previous experiences, current manifestations and future projections. In this context, communication is defined as an unrepeatable and irreversible process, each communicative act having a unique character, without the possibility of identical reproduction of a previous experience (Amado & Guittet, 2007).

According to DEXI, communication refers to the relationship between individuals of the same society, between different societies, achieved through language, codes, signs, within which information, ideas, opinions are exchanged. This is the primary, most extensive, form of social coexistence (DEXI, p.413)

The sender (communicator) orients the communicative process towards the achievement of a certain goal, and the level of awareness of one's own actions increases the probability of achieving the desired goal. The content of communication (the message) is distinguished by different degrees of activism, dependence or autonomy, by orientation towards personal goals or external interests, as well as by self-direction or influence from others. The intensity of the message is determined by the nature of the interpersonal relationship and is expressed through

polarities such as weak–strong or deep–superficial, being appreciated in relation to a certain value system and the level of concordance between them and the values of the receiver. The position of receiver (interlocutor) is temporary, being likely to transform into the position of sender, depending on the type of relationship, the willingness to accept or reject the communicative partner, the functionality of the interaction, as well as the degree of correspondence, similarity or divergence of opinions, goals and motivations (Amado & Guittet, 2007).

Communication is a means by which the individual integrates into society and through which his culture is configured. The understanding of the human being is possible in relation to the communicative processes, which involve the following dimensions (Mușeanu, 2011):

- existence in the community, as a form of organization of social life, within which structured social groups are constituted, guided by norms, rules and conventions, including of a communicational nature;
- the condition for the manifestation of social life and the human spirit, expressed through the relations between individuals, communities, ethnic groups, societies, states, nations and cultures, up to the level of humanity, seen in its spatial and temporal unfolding, characterized by diversity and coherence;
- the continuous exchange of information, messages and meanings between individuals and groups, a process that gives consistency and diversity to the cultural phenomenon.

Communication emerges as a pragmatic necessity, determined by the efficiency requirements of human action, while also having a moral dimension. These two planes frequently evolve independently of each other. As Harry L. Weinberg (1967) observes, one can find communicators characterized by efficiency associated with the absence of ethical conduct, as well as communicators who show ethical concern in conditions of low efficiency. The analysis of the moral character of communication implies placing it in a determined ethical framework, which implies assuming a specific philosophical-moral perspective and delimiting it from others, which are in opposition. In relation to the reference system adopted, evaluations acquire a relative character, so that what is considered moral in one cultural space can be appreciated as amoral to another (Weinberg, 1967).

In order to overcome this difficulty, Weinberg (1967) proposes the use of a criterion with cross-cultural validity, applicable, in the author's view, within any society. This

is called *time-binding*, a phrase that expresses the idea of transmitting the accumulated knowledge from one generation to another. Beyond the fact that it highlights the human specificity in relation to other forms of life, capable of information accumulation throughout existence, the concept of temporal connection offers the possibility of reducing the moral dimension of communication to a particular form of efficiency. In this perspective, the author qualifies as ethics any form of communication that contributes to the maintenance, consolidation or development of the temporal link between generations. Based on this principle, H. Weinberg (1967) formulates two moral commandments of communication, formulated beyond a specific ethical framework of reference (Weinberg, 1967):

1. Act in such a way that one's own communicative conduct favors the transformation into a temporal binder with increased efficiency.
2. Adopt behaviors that support the development of *time-binder* capacities among other participants in communication.

In another work by anthropologist E. T. Hall (1999), the implications of temporality on interpersonal communication are analyzed from a distinct perspective. In Hall's conception, time can function as a signal carrying communicational meanings. The expressive value of delays in contexts such as meetings, negotiations or receptions, examined in an intercultural key, highlights the fact that the transmission of messages is achieved through time, in a way comparable to the use of space within the proxemic strategies adopted in interpersonal relationships (Hall, 1999).

A legitimate question arises: what is the relationship between the examples presented above and the Communication? It can be easily ascertained that, in the end, the interference between subjective time streams is a result of the communicative act. The young man of Antiquity transmitted, through an information provider, namely the poet of his time, the necessary elements for time transfer (*time-binding*), indispensable for correlating his own psychological time with that of the young sportsman of contemporaneity.

In the absence of communication, through which the states of one subject come to influence the states of another, consciences are placed in disjointed temporal registers, and historical contemporaneity loses its relevance. Existence takes place at the same time physically with about seven and a half billion people, but the lack of communicative interaction gives many the status of strangers, comparable to that of people who lived many centuries previously.

The ethical function of communication becomes evident through the responsibility of the person who conveys the message. In the same way, the responsibility of the one who makes the connection between the source of information coming from persons inaccessible directly to an interested recipient is highlighted, an aspect that shows the importance of the correct transmission of information in social communication.

3. Social Communication

People live together because of the things they share, and social communication is the means by which they come to have them in common. It takes place between several participants, in a social setting, contributing to the formation of relationships between them.

According to specialists, social communication is understood as:

- a process present in all cultures, which supports the interaction between people and helps to shape social rules and models (Craia, 2000);
- a set of social bonds in which individuals and groups are consciously involved (Dobrescu, 1998, p.64);
- a type of communication based on continuous collaboration between those involved (Lesenciuc, 2017, p.58);
- a general notion that designates all forms of social relationship, be they between individuals or groups, in which there is conscious involvement and closeness between consciences (Dobrescu, 1998, p.64).

Social communication differs from other forms of communication in that messages involve coding and decoding processes, as their transmission takes place through physical or artificial communication channels, taking place within relational networks marked by social and subjective dimensions (Mohorea, E. et al., 2018).

The objectives of social communication can be explained as follows:

a) *persuasion* – social communication aims to influence the way of thinking, attitudes or behaviors of the other, through arguments, examples or messages adapted to the relational context;

b) *self-knowledge* – according to the “Johari’s window” model, this objective implies the orientation of the interaction by the sender in a way that favors the receipt of

feedback from others, feedback regarding personal traits or behavioral manifestations that are difficult to observe through self-analysis;

c) *discovering the outside world* – a large part of the knowledge is acquired through direct exchanges of information with people from the immediate social environment, such as family members, colleagues, teachers, specialists. This information occupies an important place in the personal cognitive experience. Data from readings, cultural events or travel experiences are understood more deeply when discussed with other people, a process that favors their fixation in the longer term;

d) *establishing the maintenance of meaningful relationships* – sociopsychological studies show that relationship needs are factors that influence people's communication behavior in different social contexts (Mohorea, E. et al., 2018).

One of these needs is *the need for inclusion*, which is expressed through the desire to obtain recognition of one's own value from others. People seek acceptance in a certain reference group, relying on at least one quality perceived as an element of positive differentiation. This need for inclusion influences social behaviors, determining individuals to adopt behaviors meant to attract attention, to become visible, to stand out within social relationships.

The second interpersonal need is the need *for control*, which expresses the desire to direct the conduct of others, to exert influence over them or to occupy leadership positions. Empirical research shows the lack of a binding link between the need for inclusion and the need for control. Situations may arise where a reduced need for inclusion coexists with a heightened need for control. In other cases, the aspiration for leadership positions arises from the desire for social visibility, from the need to be the center of attention of others.

The third interpersonal need is the need *for affection*. Some people show warmth and openness in most social relationships, including short-term interactions. They expect similar manifestations from others, as the level of need for affection is higher. When this need appears in a diminished form, people who prefer to maintain a relational distance, limit emotional closeness or avoid intimacy can be observed, a situation that favors the attribution of social labels such as overconfident, proud or distant people. Such an attitude generates a state of discomfort at the level of the interlocutor, which affects the development of social communication (Dinu, 2008).

Communication manifests itself permanently within human existence, because any behavior acquires a certain meaning. In the social universe, signs and communicative processes are found everywhere, since each person expresses himself through a form

of manifestation. Even silence or the absence of gestures in a concrete situation convey a meaning, being interpreted as messages within social interaction.

Accepting the idea that any behavior manifested in an interaction acquires message value naturally leads to understanding communication as a permanent process. Regardless of the intention, each form of manifestation conveys meanings: action, inaction, speech or silence acquire meaning within social relations.

In this perspective, communication is approached as a structure that includes all forms of human relationship with the natural and social environment. Through it, social life is shaped and dominant cultural patterns within different societies are consolidated.

New media can be understood as cultural tools that influence the way people perceive reality, form their attitudes, build their image of the world and take on patterns of social behavior. Compared to the forms of social communication in Antiquity or in the historical periods of two or three centuries ago, the changes that have occurred are of great magnitude. The expansion of the use of the media has favored the emergence of a new type of culture (Georgiu, 2004, pp.13-14), initially designated by the term mass culture, due to its widespread spread, and in the recent period the notion of media culture has been consecrated (Georgiu, 2004, p.144).

Over time, the appearance of the printed book, followed by the mass press, telephone, film, radio, pate phone, television, advertising, audio and video cassettes, communication satellites, computers, internet, mobile phones, along with the entire range of new information technologies, has generated an accelerated evolution of communication. The succession of these means has considerably expanded the possibilities of transmitting messages and has changed the way people relate and exchange information.

Social communication supports the development of people's individuality, as well as the constitution of social community. The languages used, sign systems, signification practices, and cultural forms contribute to keeping the individual in community relationships (Palii, 2005).

Communicating is the primary form by which people, as rational beings, exchange intelligible messages and interact in the social space. The process of communication accompanies human existence and is found in the development of activities that support social life and the continuity of societies, participating in the configuration of the social framework in which they develop.

Social communication is influenced by various factors that reflect the complexity of the contemporary world. Technological transformations, cultural diversity, global interdependence, the active involvement of individuals in the public space, the role of the media and demographic traits are just some of the elements that shape communication processes. Understanding these determinants provides a clearer picture of the dynamics of social relationships and how messages circulate and are interpreted in various contexts.

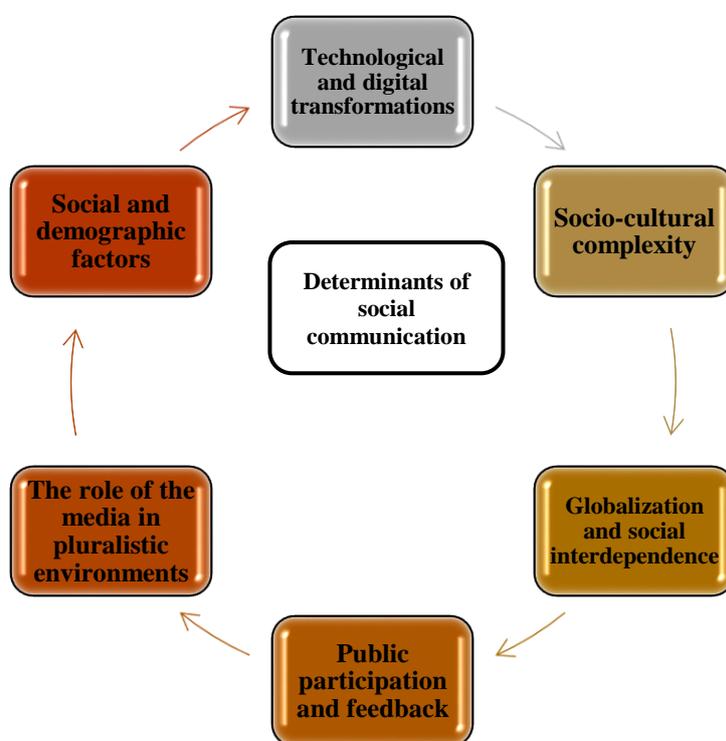


Figure 1. Determinants of Social Communication in the Current Context

3.1. Technological and Digital Transformations

In the process of developing social communication, technological advances have had a major impact on the way information is transmitted. Since its inception, this type of transmission has been seen as a way to reduce distances between people, and

electronic systems have been designed not only for the exchange of written messages, but also for keeping those spoken. These developments marked an important moment in the history of communication, favored by scientific and technological advancement. With the use of electricity, the transmission of information has become much faster, and currently, message exchanges take place almost instantaneously, regardless of where the interlocutors are (Bălănuță, 2003).

Online communities offer an additional space for communication for those who already know each other in everyday life, and the degree of involvement differs depending on the type of platform, from comments to blogs or forums. Currently, there is an expansion of connections between institutions such as schools, libraries and other services, facilitating the dissemination of knowledge, the personalization of education, professional development, job creation and the modernization of telecommunications infrastructure (Paladi & Macrinici, 2016, pp.32-35).

Progress supported by an increasingly advanced technological base constantly penetrates everyday life, causing individuals to constantly adapt to new requirements. Modern technologies have a significant impact on mental development and, in particular, on the way communication takes place. The meaning of a message sent between two or more people is strongly influenced by the context in which the interaction takes place. In the information society, where communication transcends physical boundaries, responsibility for the content transmitted is related to different criteria. There is no certainty that the message will be understood according to the initial intention, because the virtual space works autonomously with respect to the participants, the only real link between them being the desire to communicate (Chiriac, 2008, p.11).

Technology profoundly influences communication and human development, and in the context of the information society, the conscious adaptation to the digital environment, together with capitalizing on the interest of the younger generations in technological tools, offers real opportunities for educational involvement, professional guidance and sustainable personal training.

3.2. Socio-Cultural Complexity

Against the backdrop of global mobility, contemporary societies no longer function in isolation, becoming increasingly culturally and socially diversified. This reality is marked by the coexistence of groups with different ethnic origins and traditions,

which outlines a complex social structure, similar to a cultural mosaic. With the intensification of migration, tensions, misunderstandings and communication difficulties frequently arise both within and between communities. Intercultural dialogue is becoming a necessary element to maintain the balance between unity and diversity and to respond to current social challenges, and the process of globalization, directly influencing the movement of collectivities, has led to an increase in scientific interest in topics such as migration and socio-cultural complexity (Jensen, 2003).

By understanding and valuing cultural diversity, it becomes clear that humanity has been formed in a variety of forms and expressions, each reflecting its own historical journey. New means of communication and expanded access to knowledge allow each culture to get closer to the achievements of the others, integrating new perspectives, languages and styles into their own way of thinking. This interaction fosters a valuable exchange between cultures, contributing to mutual enrichment, but also to strengthening each other's identity. Cultural diversity expresses the plurality of social, historical and human conditions that have shaped the development of communities (Cucos, 2000).

Numerous approaches support the idea of a culture in constant movement and openness to constructive exchanges, which confirms the presence of a dynamic reality. "A culture is great (...) through the metabolism of its growth and transformation, through the way it allows openings to reverberations from the outside" (Cucos, 2000, p.14). Interaction with other cultures influences one's own cultural identity, and in the absence of this contact, the perception of one's own culture can become limited and distorted.

3.3. Globalization and Social Interdependence

Globalization reflects an increasing interdependence between individuals, nations and regions, characterized by an accelerated pace of communication on a global scale, with obvious political and cultural implications (Giddens, 2007, p.20). The analysis of this phenomenon requires considering the concepts of space and place, which are central to most theoretical interpretations. A perspective focuses on the new form of sociality generated by communication in the virtual space, offering a focused vision on interaction in the digital environment. Another approach highlights the existence of differences between individuals who have mobility and those who, although unable to move, feel the consequences of rules and decisions established in distant geographical and cultural contexts. These visions reflect the

socio-cultural complexity specific to today's world, where access to communication and resources profoundly influences life experiences.

Globalization manifests itself as an active, inevitable reality that influences the lives of individuals beyond personal choices. Among the risks associated with this phenomenon is the loss of the human dimension of those absorbed by its intense rhythm. Under the influence of the market, the media, sports and the Internet, the globalized world operates in a context dominated by a profound crisis of meaning, which indicates a major cultural and educational decline, a sign of a possible social degradation in the near future.

3.4. Public Participation and Feedback

Effective communication requires constant feedback, through which information is also transmitted in the opposite direction, allowing reactions and adjustments from all participants and institutions involved. This permanent exchange generates the necessary flow of stimuli and information, favoring the formation of connections that support the functions of the system and its ability to intervene in the regulation of social relations (Moraru, 2006, p.8).

Communication is an intentional process, in which the sender transmits a message through a specific channel, aiming to generate certain effects on the receiver (Moraru & Socolov, 2022, p. 80). On this basis, organizations use communication as a tool to influence public decisions, engage communities, and strengthen relationships between institutions. Strategic communication, defined as a structured set of actions carried out at strategic, operational and tactical levels, aims to understand the target audience, formulate effective behaviors and promote ideas through clear objectives to support certain types of action (Tatham, 2008, p. 3).

The effective practices of institutions in contemporary society highlight the role of strategic communication as a determinant of social cooperation and adaptation to the changes generated by the new socio-cultural contexts.

3.5. Social and Demographic Factors

In the Republic of Moldova, the last decades have brought significant transformations in the quality of life of different generations, and the diminishing social status of the elderly has become an increasingly obvious problem, frequently

leading to forms of social exclusion. Among the causes of these changes are the transformation of the nature of work in the industrialized society, the distancing of generations due to urbanization and increased mobility of young people, the accelerated pace of scientific and technological progress, which has reduced the value of the experience gained by older people, as well as the trend of age separation in the workplace. In this context, older people have lost economic autonomy, and difficult material conditions have placed them among the vulnerable categories, in need of support from the state and the community (Gagauz, 2016).

Social communication directly influences the situation described by how it contributes to the integration or exclusion of the elderly from the life of the community. The lack of effective channels of communication between generations can accentuate isolation, while intergenerational dialogue, visibility in the public space and participation in social life through media, community networks or civic initiatives can contribute to the recognition of the social value of older people.

At the same time, social communication shapes collective perceptions of the elderly: if public messages present them as inactive or dependent, stereotypes are perpetuated; Instead, if they are promoted as resources of experience and wisdom, this encourages inclusion and social solidarity.

4. Conclusion

Social communication is expressed in every moment of human coexistence, in silences and words, in discreet gestures or in broad dialogues. Through it, people build connections, affirm their presence and create a network of meanings that gives shape to collective life. Beyond the transmission of information, communication shapes the way we look at each other, the way we belong and contribute to the dynamics of the groups we are part of.

The transformations brought about by technology, demographic changes, the closeness and mixing of cultures provide a constantly moving background, where communication takes on new forms and directions. The diversity of perspectives requires availability, understanding and openness, and messages circulate in a space where borders are increasingly permeable. Within this framework, each communicative gesture can stimulate closeness, cooperation, learning or the assumption of shared values.

Each form of expression contributes to a relational architecture that is always in the making. Communication brings coherence where differences become challenges,

provides clarity when meanings seem murky, and opens paths to closeness where distances seem difficult to cross. Conscious choice of words, attention to the other and trust in the power of authentic exchange support a social space in which coexistence acquires depth and balance

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