Information Technologies and Social Media: New Scientific Methods for the Anthropocene
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Technologies for communication and new models of thought. Culture, philosophy and social identities

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Abstract

The Covid 19 pandemic has forced us to a much larger use of digital communication technologies. The article proposes to investigate the structure underlying a cultural model capable of supporting the widespreading of the new forms of communication along more desirable lines. The article also examines the opposition between those who hold favorable views and those who hold negative views about the employment of the new technologies. I maintain that the most important factor is not in the technical nature of the devices, but in the structure of the meaning constituting the content of communication. I also consider it of pivotal importance to analyze how cultural models can offer semantic tools and aids in order to give a more fruitful configuration to the contents of communication.

Keywords: Pandemic, ICT, Agamben, Self-organization, Objective pull

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