

سيمولوجيا التواصل الاجتماعي: دراسة تحليلية لبنية الرموز غير اللفظية على موقع "فيس بوك"

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Abstract:

This research examines the non-verbal symbols and signs on the social networking sites through the application of Semiological analysis approach. A sample of "Facebook" pages were analyzed using qualitative and quantitative analysis of the various elements, units components and meanings of non-verbal symbols, tracking the mechanisms of meaning production by those symbols, in accordance with an objective, quantitative explanation. The research concluded that there are core functions carried out by the non-verbal symbols on "Facebook" as a representative of social media, including: incarnation and expression function, supportive function, promotional function, expression and emphasizing of self-identity function, and finally compensation and convergence function.