

Social Communication via Social Platforms

1- Social Communication

Social communication is defined as “a dynamic process that includes both receptive and productive aspects used for exchange of socially relevant information. Social communication is essential for the integration and maintenance of the individual in the social environment. This Construct is reciprocal and interactive...” (National Institute of Mental Health, n.d.). It involves both **receptive aspects** (e.g., affect recognition, facial recognition) and **productive aspects** (e.g., eye contact, expressive reciprocation), supporting social integration and interaction. In clinical contexts, social communication also encompasses **social interaction**, **social cognition**, **pragmatics**, and **language processing** within cultural norms (American Speech-Language-Hearing Association, n.d.).

2- Social Platforms

Social platforms are “digital applications and websites that enable users to create, share, and interact with content, as well as connect and engage with others in online communities” (Fiveable Content Team, 2025). They are characterized by user-generated content, connectivity among users, and algorithmic curation. Wikipedia further explains that social media platforms enable content creation, sharing, and participation in virtual communities, operating under a “dialogic transmission system” (many-to-many), which distinguishes them from traditional mass media (Wikipedia contributors, 2023).

3- Key Differences

Aspect	Social Communication	Social Platforms
Nature	Interpersonal process; cognitive-behavioral and social exchange	Technological framework; digital tools for content sharing
Focus	Exchanging socially meaningful cues (verbal, nonverbal, facial)	Facilitating creation, distribution, and interaction of content
Function	Supports understanding, integration, social cognition, pragmatic use	Enables connectivity, community building, and content sharing
Examples	Eye contact, verbal reciprocity, turn-taking, pragmatics	Facebook, Twitter, Instagram, TikTok

Summary: Social communication is a **human-centered process** rooted in sociocognitive behaviors, while social platforms are **technological environments** that facilitate these interactions at scale online.

References

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