

Mediatizált közösségek, identitásformáló narratívák  
és változó hagyományfogalom az információ korában  
[Mediatized Communities, Identity-Shaping Narratives and the Changing  
Concept of Tradition in the Information Age]

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Abstract

Through the everyday use of information technologies (internet, mobile phones, etc.), the logic of the media increasingly determines our life, affects all elements of society and culture, and changes social subsystems such as the economy, politics, science and education. In its essence, pervasive mediatization is a meta-process that, by transforming the entire conditions of socialization and social life, also creates new social forms and enriches our image of the community-forming role of communication with previously unknown nuances. In this article, I try to highlight how the interweaving of personal, community, social and mass communication narratives conveyed in the framework of electronically mediated communication contributes to the development of a new concept of community and tradition, and how this new concept makes our community and social roles related to our communication processes more complex. This study argues that in the context of the narratives transmitted and received in the medium of new media, for the individual who is entwined through his multiplying communication relationships, a community no longer appears as a set of direct interpersonal relationships that take place in a given place, but rather as relationships of trust born through the use of different communication technologies in constant interaction with each other as a whole.

Keywords: mediatization, explicit and implicit narratives, virtual communities, tradition

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