PCS Review: Digital Communication Culture
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Digital Communication Culture reflects and likewise thrusts developments in internet platforms, social media, mobile media, online governance, trans-media, digital literacy, e-research with e-methodologies, and e-modalities. The culture then interacts, integrates, adopts, and tackles rejection and resistance. Some recognize and embrace digitization and digitalization as these merge with traditional media and communication. The environment today is filled with overwhelming accelerated changes and technological disruptions. Communities and societies, going through the digital transformation that touches the everyday lives of individuals, move their information, ideas, and narratives to attain connectivity, interactivity, and ubiquity.

The production and circulation of knowledge in this digital time critically transform the digital communication culture. It changes how we think in politics, economics, education, and governance in communities, nations, and societies. Digitization and digitalization in multidisciplinary scenarios have merged into a communication culture. Such a merge signifies significant bursts of concepts, constructs, and narratives. It is a digital communication culture born out of the merging of the concepts of industrial revolution discourse, the bourgeoning web applications, the exponential transformation of teaching and learning, and diverse socialization practices changing the ways we view, do, and think. And today, the COVID 19 pandemic has likewise heightened the urgency of maximizing digital technology affordances in media and communication as we face the imposed physical lockdown, thus channeling movement of ideas through digital production distribution and consumption through computing and the web. Before and during the pandemic, the studies foreshadow another shift to a high technology-mediated digital communication and media culture.

It is most important we study the Philippine experience, the complexities of media and communication practices, and its texts, subtext, and contexts. The multimedia nature of communication practices have converged as well as diversified into countless variations of practices and applications simultaneously in this non-linear virtual and physical phenomenon.

This issue of PCS Review on Digital Communication Culture is essential in studying the ever and fast-changing communication and media environment. This issue contributes to the need for research models, approaches, methodologies, and theorizing that are responsive, agile, and

open to knowing authentic voices that have been silenced and drowned by closed systems of thought. The digital age has opened unchartered spaces of understanding. It has opened venues for peoples' voices as they live their everyday lives and confront present realities, emerging possibilities, reimagined scenarios, and encountering regulations, censorship, and resistance maneuvering, pressure, and manipulation. Gaining a deeper and more comprehensive understanding of technological changes, media and communication, and cultural contexts contributes insights, analyses, solutions, recommendations, and theorizing to address challenges people face in this digital era.

It brings to the fore studies and documentation of insights and analysis of communication scholars on particular points of significance in strengthening its affordances of connectivity, interactivity, and ubiquity through technology-mediated communication and media. Connectivity amongst individuals forming identities, communities through collective thought, and shared meanings presented in different virtual platforms become grounds for understanding phenomena. Studying the interactivity factor is likewise vital as it is the driving force for crystallizing and solidifying the social construction of realities. Research on ubiquity gives as mapping of the reach that blurs the lines of nations but allows us to tackle understanding amongst diverse cultures. Seeing the national and transnational networking, coalitions, and partnerships grounded on respect for indigenous knowledge and practice may coexist and be explained amidst tortuous, elaborate, and complex links in the landscape of production, dissemination, and consumption of communication and media content.

In the study of connectivity, forming identities and virtual communities involves merging traditional media into digital language, going through computing, and being transformed into multimedia and accessed through social media. Multimedia has shifted blogging into vlogging. "The digital nomad identity: Insights about the future of workers from YouTube vlogs" by Mary Diane A. Duran presents the movement and positioning of workers and their transformation as they migrate to the virtual environment. It also brings light to the construction of identities and the converging of concepts of work and leisure as they share their motivations and narratives. Mariam Jayne M. Agonos and Jomar D. Redubla, in their study "Calls to action: The process of legislative response and action formation through call-out discourses on Facebook and Twitter," bring the connectivity factor of social media in focus looking into the call-out culture beyond social interactions analyzing authentic accounts, general public concerns, and other personal email messages. It posts whether the call-out online translates to off-line political and legislative actions of service delivery requested by constituents reached and acted upon by their representatives in a position that may bring an image of action or inaction in public service delivery.

On the other hand, discourse on collective thought and shared meanings expand into the interactivity factor of the digital communication culture. For example, the article by Chloe Rodriguez, Cielou Garganera, Amiel Pazcoguin, Sarah Rulloda, and Luise Sangalang, "Shoot them dead": Influence of the Headlines and Captions of Online News Articles towards Comments on Facebook" presents the framing of headlines and the text, subtext, and context relationships in the online platform as journalist curate content.; This study gives space to what content creators do to trigger reactions from audiences. Similarly, "Media manipulation: A public deception through subliminal seduction" by Bryan Paul L. Tumlad and Eileen Marie R. Palmejar adds the lenses and dimensions of power, manipulation, and seduction in the circulation of information and expression as content magnified in a consumer culture framework.

Interactivity continuously occurs in teaching and learning; however, another digital communication culture factor of ubiquity is highlighted as COVID 19 has affected the continuity of education worldwide and has implications everywhere, nationally and internationally. The more prominent role of technology-mediated communication has given unprecedented rise to webinars as a platform for learning. The study on "Rise of Webinars: An impact assessment of online seminar from the student's perspective" by Laurence L. Ramos and Paolo Carl E. Soliven is timely in understanding ways of knowledge creation and shifting pedagogies needed towards an agile, sustainable, and equitable transformation of education for the following standard scenario in the country. People worldwide are reached instantly and constantly non-stop as the web carries trillions and trillions of data, information, conversations, and narratives crisscrossing transnationally.

Today's socialization has morphed into a connected, interactive, and ubiquitous bonding of cultures and subcultures beyond traditional boundaries. It has created countless virtual communities as digital safe spaces, but as in the physical world, there are penetrations of oppositions and vandals. Mobile dating technologies have been around for quite some time, and the study of narratives and experiences from Filipino users brings us closer to understanding this phenomenon. In the study "Don't hate me cause I'm beautiful: Attributions of successes and failures in mobile dating application use" by Jonalou S. Labor presents comprehensive theorizing on cultural values, individual ideals, gender and family roles, and technological features of the communication medium as factors of interactions, relationships, and behavior in the ICT cultural spaces of constructs of romance and intimacies. Transcultural phenomena happen in fandom creation as well. It is most prevalent in traditional mass communication platforms of radio, film, and television. However, as conventional media forms digitized and digitalized into multimedia allowed various independent producers to thrive, syndicated music TV and TV drama series have strengthened their distribution in digital

platforms, giving the fandom phenomena resilience and sustainability. Icons from Japanese anime, Latin American telenovelas, K-drama, and K-pop transcultural worlds are now known alongside Hollywood stars. Digital television multi-unlimited channels and digital film distribution beyond physical theaters were established, too. In Jasmine Sabrina J. Rombaoa and Romylyn A. Metila study "Borrowing of Romanized Korean Words in Philippine English Tweets of Filipino Fans of Korean Culture: Exploring an Emerging Feature of Subculture Language," brings us closer to social media's role in creating a solid base of fans for Korean popular culture taking roots in Filipino homes. This article that looks at the aspects of Romanized Korean words, shifting from the Hangul alphabet to the Roman alphabet, smoothens the road of assimilation into the Filipino English tweets of Filipino fans of Korean popular culture.

In this issue of PCS Review on Digital Communication, a special featured interview with Dr. Jean Saludadez explains Organizational Communication and its schools of thought. The Agency Framework, which belongs to the Communication as Constitutive of Organization (CCO) school of thought, wherein the organization is a configuration of human and non-human agents, looks at digital media. She emphasizes that it is studied as a non-human agent.

And therefore, we see a multi-lens approach that varies positioning of digital communication culture; that create ripples and echoes of the fluidity of movement and openness in exchanges of ideas, constructs, narratives, and cultures happens in an environment of connectivity, interactivity, and ubiquity in these digital times.

Dr. Grace Javier Alfonso

Dr. Grace Javier Alfonso is the Executive Director of the University of the Philippines Television (TVUP). She is the former Chancellor of the UP Open University and formerly UPOU Multimedia Center Director. She has been chosen as Professor Emeritus of the University of the Philippines. She is the founding Chairperson of the Film and Audiovisual Communication Department of the College of Mass Communication, UP Diliman; a director for film and television; a painter; a sculptor; a multimedia artist; a film critic; Member of the Manunuri ng Pelikulang Pilipino (Gawad Urian), a Professor at the UP Film Institute and UPOU Faculty member of Information and Communication Studies.

She has been bestowed numerous awards and distinctions, some of which are the "Excellence in Communication Award" by the Philippine Communication Society in 2018. Dr. Alfonso is also an awardee of the 2014 Concepcion Dadufalza Award for her Distinguished Achievement. The Asian Association of Open Universities awarded her also the AAOU Meritorius Award in 2016. She was also an awardee of the 2018 UPAA Distinguished Alumni for Culture and the Arts and Recipients of the 2018 Dakila Awards. She was awarded also the 2018 PAASE Distinguished Vanguard Award of Philippine Science. She received the CEO EXCEL (Communication Excellence in Organizations) Awards 2020 given by International Association of Business Communicators (IABC) Philippines on February 17, 2020 and recently awarded the International Council for Open and Distance Education (ICDE) Prize for Lifelong Learning 2021 .

She earned her PhD in Communication in 1990, her MA in the Humanities (Art History) in 1980, and her Bachelor of Fine Arts in 1972, all from the University of the Philippines.