

Foreword

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You wake up in the morning and most likely, among the very first things that you will do is check your email and your social media pages, the order of which depends on your preference and/or context. You will probably take some actions like liking or sharing a post or even posting or sharing your own content or answering some emails requiring your immediate attention without having to wait for the start of the official working hours. It is also highly possible that you will do these things several times in a day.

The digital communication culture, as an offshoot of the digitalization and digitization of the information and communication tools and platforms, is now very much enmeshed with our way of life and living. It is no longer possible to describe our current culture without touching on the process of digital communication which majority, if not all of us, have come to engage in as part of our everyday life.

Communication scholars are quick to point out the drastic changes that accompanied the digital transformation of the communication process and the way by which the different elements of the digital communication process converge and result in a synergy that characterizes the digital communication culture that we are in now. Of great interest to note are the dynamics that result from the open communication as an offshoot of the ubiquitous information and communication tools and platforms which empower the different actors in the communication process. The multi-directional, multi-media format of content, even the multi-lingual feature of the digital platforms also liberate the whole communication process to assume a form and power which can be used for a specific purpose and context.

This issue of PCS Review on Digital Communication Culture provides readers with glimpses of the different facets of digital communication as practiced by the different sectors of the society. The science-based inquiries from which the various authors published in this issue based their contributions provide articulations, further elaboration and explanations into this continuously transforming digital communication, which in turn significantly impact our very culture - the way we live and the way we do things. Further, these various contributions also provide some foundations for further research which hopefully will follow the path of open science given the centrality of the people in this phenomenon.

The contributors in this issue have solid and credible background in the field of communication teaching and research and its transformation to its current digital format. Some, I have known and had the opportunity and the privilege to work with while the others have their respective university affiliations to speak for them. On top of these diverse research-based articulations of the digital communication culture is the editor's note penned by a well-known multimedia communicator which gives both the theoretical and pragmatic underpinnings of the digital communication culture and which also further explained the research findings in the various papers comprising the issue.

This issue of the PCS Review is not only for the researchers who plan to pursue similar studies on the topic but also for the teachers and students in the field of communication, for the professionals whose jobs involve digital communication for them to better understand this culture, and yes, for everyone of us who engages in digital communication so we can be better and responsible participants of this communication process.

One thing is sure though, the articulations in this issue of the PRS Review can trigger further discourse and research and knowledge generation in a field of study as alive and dynamic as communication.



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She has been involved in developing course materials and teaching open online courses, doing research on open and distance e-learning and in implementing ICT4D projects for more than 25 years now. She spearheaded the development and implementation of Massive Open Online Courses in her university. Her current involvement includes: implementing a Universal Access to Learning framework in the open distance e-learning mode of instructional delivery and quality assurance in open distance e-learning. Her contributions and accomplishments in the field of Open and Distance eLearning (ODEL) and Open and Flexible Distance Learning (OFDL) was recently recognized when she was conferred with the 2021 Meritorious Service Award by the Asian Association of Open Universities and the 2021 Individual Prize of Excellence by the ICDE. She will also serve as member of the ICDE Board for the term 2022-2024.

