

Experimental Freedom: Vulnerable Fundaments and Social Networking Strategies

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Abstract. *The study „Experimental freedom: vulgar fundaments and strategies within social networks” focuses on the analysis of certain key elements in public communication so as to have a better understanding of their effects. The assumed values included in the present study involve certain personal philosophical and ideational postulates that I have to mention from the very beginning for the comprehension of the text.*

Keywords: Public communication; Discourse; Deontological internet; Fake news; Freedom of expression.

What is public digitized communication?

Public communication is intended to be a joy of aspiration (positive case) or common hatred (negative case), or mostly a combination of both! In hedonic manner. Interested. The affective mystery should be reinvented in each participant. Rational intelligence must be overcome through the affective one in order to get maximum efficiency. It has seldom experienced locutions where persuasion has not been present diachronically and synchronically! We communicate by hiding our intentions behind the information or informing by masking our intended intentions. But only who knew how to maintain and stimulate the negative case has achieved notable results. Consequences are of no interest. On the contrary. They are mitigated and diminished because almost everyone has been in the same post-communicative, factual agreement.

In the digitized era, public communication becomes the carrier of rational messages directed towards persuasion through the development and gradual clicktivism¹. But it is a methodological error to consider this processualism as belonging only to left-wing activism as it is explicitly stated (accord. White, 2010 and etc.). Consequence of ideologies denigrated by the liberal world as being effectively neo-Marxist. Oppositions and predictable and motivated framings by fear of a neo-French alter-revolution! Moreover, if not communist, socialist, post-communist, post-socialist, then another term must be invented among many others to anchor it with diversification in dishonesty, repudiation: illiberalism. Also called a partial democracy, low intensity democracy, empty democracy, or hybrid regime"that are categorized as neither 'free' nor 'not free', but as 'probably free', falling somewhere between democratic and nondemocratic regimes" (Calleros, Calleros, 2009, O'Neil, 2010). To sum up: I approach clicktivism without any anchoring in dedicated categories, in the locutors' semantic cynicisms, and illiberalism as a minimalist tendency to overcome all historical ideologies. This does not mean that clicktivism cannot be used as a weapon of manipulation by some leftist doctrines and illiberalism as another form of nationalist extremism.

What is information today? Jumbled cognitive maps

Information is more likely input than output in a system. Each individual is reduced to the universe of his knowledge, to more or less structured reason, to his own, assimilated cognitive maps, type of mental map, mental model, mental representation "a great stuff, no fluff" (Kawasaki& Fitzpatrick, 2014). I suggest this synthetic characterization to analyze the choices made from the perspective of

1 The Oxford English Dictionary defines Clicktivism as "the use of social media and other on-line methods to promote a cause."