Post-modernization Paradigm on the Modern Cultural Communication Research: A Literature Review

Geofakta Razali

Correspondence: Geofakta Razali, LSPR Institute of Communication and Business, Postgraduate Department, The Leading Graduate School of Communication and Business, ASEAN Global Campus, Jakarta, Indonesia. Email: geofakta.r@lspr.edu

Abstract

The aim of this research study was to examine the patterns of cultural communication in the modern era and analyze its impact from a post-modernization paradigm. A rapid review approach employing the keywords "communication" AND "culture" AND "modern" was used to identify relevant articles published between 2019 and 2023. The reveiw which followed the PRISMA guidelines selected 35 articles that were grouped by type, function and purpose of communication (communication, identity, perception, education and entertainment) using the NVivo 12 Pro program. Most articles (n=13) were published in 2022 by predominantly authors from Russia. Modernization gives rise to cultural evolution and changes in ethnic and symbolic identities which drive post-modernists to advocate for the return of cultural identity that relies on various forms of communication. Modernization in cultural communication must be balanced with the post-modernization paradigm so that limitations in the generalization of communication design are in alignment with the subjective needs of each individual. The current study also acknowledged its methodological limitaons and potential biases for transparency and scientific rigor.

Keywords: postmodernism, cultural communication, modernization, literature review, NVivo

1. Introduction

The dynamics of cultural communication, which are increasingly complex and keep evolving with each technological advancement, deeply influence the fabric of daily life. The present study critically examined the role of cultural communication within the tapestry of modern society, and specifically through the transformative lens of the post-modernization paradigm. Cultural communication is a process done by various supporters of certain cultural characteristics in a region or community of communicators (Sorce, 2019). Communication as a ritual function is carried out communally by a group of a particular culture as a habit (Iqbal et al., 2020). Culture, as an element of communication contexts, is always developing as is human civilization and communication support devices (Kurniady et al., 2022). Classically, culture is defined by instrumental similarities, such as clothing, habits, or equipment that show an ethnicity's characteristics. Furthermore, culture reflects the civilization of human life, including beliefs, paradigms of thinking, or behavior that a group of individuals have been accustomed to. Culture is often limited only by ethnic labels or who lives in an area or identity (Hall, 2010). Cultural communication is a process that constantly develops concurrent with human civilization and developments in communication media such as technology.

The present study sought to illuminate the intricate ways in which cultural narratives are both crafted and shared in our contemporary world in three ways. (1) The emerging complexity in cultural communication: A relentless progress in communication technologies has profoundly reshaped the construction and dissemination of cultural narratives by embedding itself into the very core of societal interaction. (2) Modernization and its discontents: Although modernization has streamlined communication across a globalized network, there are concerns about the diminishing diversity of cultural identities and the potential loss of traditional values. (3) Post-modernization paradigm: As a compelling counter-narrative, the post-modernization perspective celebrates the rich diversity in cultural expressions and fervently advocates for a more inclusive comprehension of identities and communication especially in the digital era.

The function of communication is based on the needs of a communicator and a recipient of a message in the communication process. Communication serves both a social and instrumentation function. The social function of communication is closely related to conveying messages, self-expression, or having an impact on the message's recipient

(Segerberg & Bennett, 2011).The instrumentation function of communication is reflected in communication serving as a medium for conveying messages. Both functions are a core part of modern cultural communication that conveys messages from certain cultures using modern technology (Kruglova et al., 2023; Teo et al., 2019). Certain cultural or community activists envisage technology as a new medium of communication, as a means of self-existence, or of building public perceptions (Chatterjee et al., 2022). But media technology may become the focus of researchers in information and communication technology. Studies on communication using technology, specifically cultural discussions, have been extensively studied. Moreover, limited research has been conducted on the modernization paradigm.

The modern era is evidenced by the ongoing process of globalization in social and cultural life (Sudakova & Astafyeva, 2019). The modern era generalizes the feelings and values of individuals and nations (Musambira, 2000). The modern era, supported by technology, uniformly ropes both users and consumers. Likewise, the study of communication science is increasingly linked to the existence of technological devices that are adaptable to individual habits or cultures: a view that has been criticized by experts who consider the era of modernization an abolishment of social aspects or individual freedoms (Kuznetsova et al., 2020). The era of modernization, which has also been adopted in every scienrific study, is marked by the development of classical scientific rationality with subject-object opposition, dominance of one truth, monologism, and a marked orientation towards the truth (Kitchen & Proctor, 2015).

Postmodernism has replaced modernism in the study of cultural communication. Postmodernism possesses an understanding that insists on several fundamentally new foundations in the study of cultural communication (Capilla, 2012; Matusitz, 2008; Musambira, 2000). One of the core tenets of postmodernism involves enhancing the principle of human freedom, which remains deeply connected with numerous established cultural traditions within communication contexts. Unlike modernism, it lacks the customary philosophical justifications. Furthermore, this principle acts as a secondary reflection of human accomplishments in the realm of communication (Kuznetsova et al., 2020). The postmodernism paradigm in communication studies has received little attention from scholars. Moreover, there is an increasing need to find a bridge between postmodernism and modernism in the field of communication due to the emergence of tensions and conflicts in modern society as evidenced by the gap between the various levels of social interaction, especially between the micro level represented by the world of everyday life and the macro level represented by institutional structures. Postmodernism tries to bridge this gap by restoring the identity of each individual in conveying communication - especially through digital media and cultural characteristics that are inherent in each individual- which so far have been considered uniform (Wilson & Wolford, 2017). Furthermore, postmodernism proclaims that every individual can become an independent creator.

One of the views of postmodernism which favours individual freedom in communication and cultural activities can be seen in the Medina Charter; Prophet Muhammad SAW's reference in dealing with the conditions of a pluralistic society. An analysis of communication in the Medina Charter shows that both group communication and mass communication are required to build a multicultural society in the city of Medina (Samosir et al., 2023). An appropriate communication process aligned with existing conditions easens cross-cultural communication processes. Therefore, modernization falls behind postmodernism which considers the modern era to be an era of individual or group freedom in terms of societal stereotypes in certain areas or certain dimensions. Research has proven that there is a transition from a solid individual identity to a "fluid" form, and finally, a loss or destruction of identity, the ongoing destruction of the "ego" integrity of the modern subject, in the process of modernization (Saenko et al., 2020). Research also shows that in today's modern era, there is an increasing volume of simulacra in digital media, hedonism, unlimited consumption of material goods, and increasingly massive virtualization of communications (Saenko et al., 2020). Digital media opened the way for the postmodernism era, such as for artists who can freely express themselves through today's new media (Urmina et al., 2022).

Culture was first defined as a means to simultaneously exist and communicate among people of different cultures and eras, and a means of self-determination within the horizon of personality, the self-determination of life, knowledge, and thought (Bibler, 2020). A culture becomes a character for communicators, and culture allows a person to communicate through writing, impressions, speech, and attitudes as part of recreating the world. Thus intercultural communication is an aspect of logical dialogue (Bibler, 2020). Communication in the form of culture, or culture that is communicated, is always developing alongside civilization, especially with regards to rapid development in technology. The process of communication, even in cultural studies, which is continoulsy progressing, is facilitated by the existence of technological media and internet networks.

The current research study is dedicated to exploring the dynamics of cultural communication in contemporary times and evaluating its significance through a post-modernization lens. The study seeks to uncover prevalent trends in cultural communication research over recent years, to delineate the distinctive attributes of such research by geographical, publishing, and indexing factors, to understand the perspective of the post-modernization paradigm on modern cultural communication, and to contribute valuable insights into the evolving landscape of cultural communication studies by conducting a comprehensive analysis of various communication aspects, including its forms, functions, and objectives.

2. Methods

This investigation used a rapid review approach to systematically obtain articles describing modern culture in communication research, followed by a narrative analysis and meta-synthesis of selected papers using a post-modernization perspective in communicationA rapid review represents a contemporary approach to research. It is characterized by its method of examining how cultural communication evolves in the modern era. This involves using systematic review techniques to search for and critically evaluate existing studies. Rapid reviews have an exploratory character and are suitable for investigating new trends as they provide an insight into the overall quality or direction to the literature about a specific field.

The researcher selected literature published from 2019 to 2023 on the Scopus database based on several strategic considerations. Firstly, the selected period marks a significant phase in the evolution of communication technology and its impact on cultural communication when the advancement in technology, especially in digital media, revolutionized how cultural communication is constructed and disseminated.

Secondly, the Scopus database is a leading database that provides access to a broad range of high-quality academic journals. Scopus encompasses a wide range of disciplines that allows researchers to acquire a comprehensive overview of the latest research in the field of cultural communication (Razali, 2024). Scopus database, which is known for its stringent curation standards, contains is valid, relevant, and reliable literature. Thus, Scopus would contain high-quality relevant literature sources.

Thirdly, the period from 2019 to 2023 captures the influence of global events, such as the COVID-19 pandemic which has had a substantial impact on communication and social interaction worldwide and on current dynamics in cultural communication. Analyzing literature within this timeframe provides insights into how cultural communication adapts and evolves in response to global issues.

In summary, the selected timeframe and data sources were designed to support the research aim of understanding the patterns of modern cultural communication and analyzing its impact through the post-modernization paradigm using the most accurate and up-to-date sources. Our methods were adopted from (Karlsson et al., 2023) are summarized below.

(1) Developing a highly-specific search string to use on the Scopus website

(2) Excluding grey literature (indexed by Scopus Q1 until Q4)

(3) Applying a time limit on the date of publication (2019-2023)

(4) Conducting preliminary screening (done by the first author)

(5) Conducting an in-depth analysis of a only included articles

The study followed the PRISMA guidelines (See Fig. 1). The 35 selected articles were grouped based on types, functions, and purposes of communication. The NVivo 12 Pro program was used on analysing extracted data. Each reviewed article was labeled as shown below.

(1) The year of article publication was coded as 19 for 2019, 20 for 2020, 21 for 2021, 22 for 2022, and 23 for 2023.

(2) Forms and types of communication used in the papers were coded as follows. Code O for communication in oral or verbal form or speech; code V for communication displayed in visual form or digital display; code W for communication in written or printed media; code T for communication in the form of attitudes or behavior; and code A is for communication that contains combined oral, written, audiovisual, or artistic displays.

(3) The purpose of communication included the term identity to show a communicator's identity, education to describe communication process in educational activities, perception to describe feelings conveyed through the communication process, and entertainment for pleasure and leisure.

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│              │   │   Record identification from     │
│ Identification│   │ https://www.scopus.com/search by the│
│              │   │      following keywords          │
│              │   │  "communication" AND "culture" AND│                ┌──────────────────────────────────┐
│              │   │     "modern" n = 3517            │                │ Record excluded by criterion:    │
└──────────────┘   └─────────────────────────────────┘                │ • Year (2019-2023), n = 1190     │
                                  │                                    │ • Article, final, English, and journal, n=483│
                                  ▼                                    │ • Type field "Social science", n = 283│
                   ┌─────────────────────────────────┐                └──────────────────────────────────┘
┌──────────────┐   │ Record identification from title and abstract│
│              │   │        by keywords:             │
│              │   │ Communication, culture, modernism, and│
│              │   │        media (n = 71)           │
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│ Screening    │                  │                                    │ Record excluded by criterion:    │
│              │                  ▼                                    │ • Indexed by scimagojr with 0 (zero rank), = 9│
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│              │   │ Screening full text to the next step (n = 62)│   └──────────────────────────────────┘
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                                  ▼                                    │ Record excluded by criterion:    │
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│              │   │ Studied included (n = 35) coverage of the aim of│└──────────────────────────────────┘
│              │   │        communication:           │
│              │   │     Communication (n = 19)      │
│ included     │   │       Identity (n = 5)          │
│              │   │      Perception (n = 6)         │
│              │   │      Education (n = 2)          │
│              │   │    Entertainment (n = 3)        │
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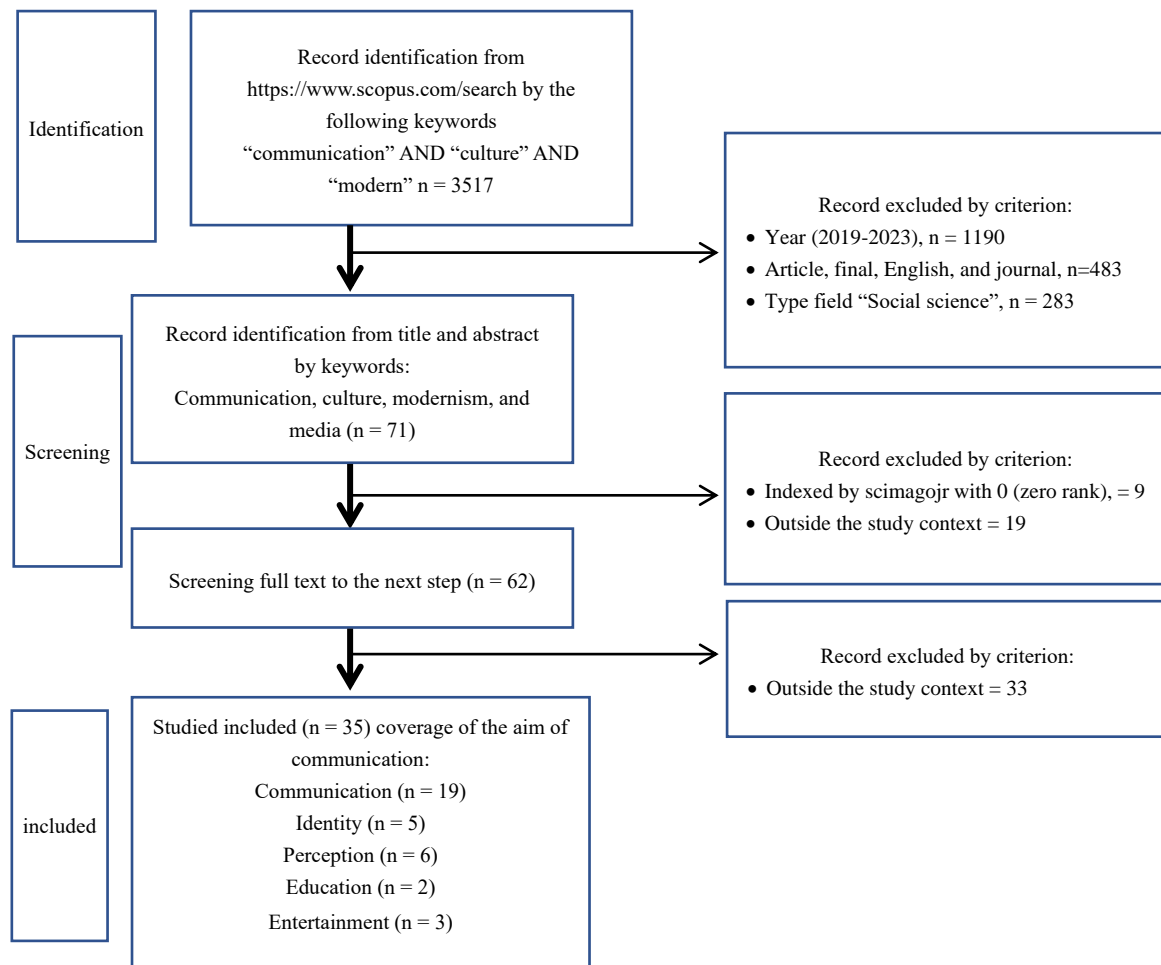
Figure 1. PRISMA flow chart

There were some limitations in our review process. While our selection of articles from the Scopus database and adherence to the PRISMA guidelines was done to ensure a comprehensive and high-quality review, a rapid review approach may not capture the full spectrum of available literature. Additionally, by focusing solely on literature published within a specific timeframe and indexed within Scopus, we may have overlooked relevant studies that do not meet these criteria. Acknowledging these limitations enhances the transparency of our research process and underscores the need for ongoing scrutiny and validation of research within the rapidly evolving field of cultural communication studies. This candid admission invites further research and discussion to foster a richer and more inclusive academic dialogue around the complexities of modern cultural communication and its examination through a post-modern lens.

3. Results

The comprehensive analysis conducted in this study illuminated the intricate dynamics of cultural communication in the contemporary era, as influenced by the advancement of communication technologies and the pervasive effects of globalization. The current investigation that was done through a post-modernization paradigm revealed a nuanced landscape where traditional forms of cultural identity and communication have largely been transformed. This section underscores the emerging complexity in cultural communication, the challenges posed by modernization, and the opportunities for a more inclusive understanding of cultural identities offered by the post-modernization perspective.

A total of 3571 potential metadata were collected on 23.7.29 based on search criteria such as year of publication, field studies, type of publication, and language. Subsequenlty, 71 metadata (title, abstract, and article identity) were obtained and transferred in Ris format to Mendely for filtering and full-text analysis. After screening the 71 articles, 35 articles met the researcher's inclusion criteria. The findings the 35 articles are shown below.

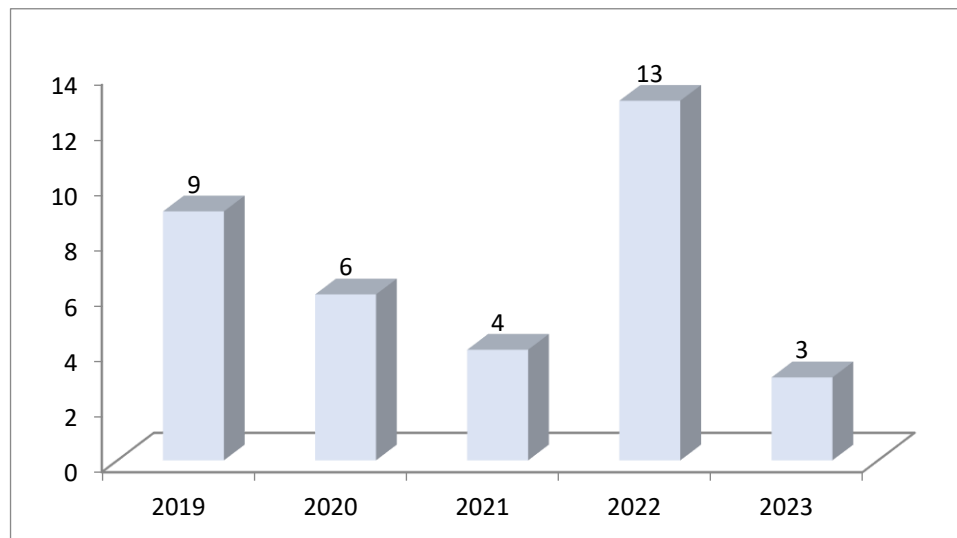(1)   Number of publications on modern cultural communication between 2019 and 2023

Figure 2. The number of publications on modern cultural communication study over the past five years

Most articles (n=13) were published in 2022 and the least number of articles (n=4) was published in 2023. (Figure 2) The year 2022 was a turning point in rapid communication technology development when the world experienced a change processes as it recoved from the COVID-19 pandemic that started at the end of 2019. An increase in interest in studying modern cultural communication could be attributed to technological advancements marked by new digital-based media that increasingly provide a space for every cultural actor to express himself.

(2)   Home countries of first authors

Table 1. Home countries of authors

Country	No. of articles	First authors names (Year of publication)
Ukraine	1	Yuliya (2022)
Brasil	1	Kruglova (2023)
Australia	2	Fay (2022) and Teo (2019)
China	3	Dai (2022), Yang & Liu (2022), and Liu (2022)
Europe	2	Vidauskytė (2019) and Surguladze & Kakhidze (2019)
France	1	Tudor (2021)
India	1	Chatterjee (2022)
Indonesia	3	Samosir (2023), Kurniady (2022), dan Suryasa (2019)
Italy	1	Messner (2020)
Japan	1	Takumasa (2020)
Kazakhstan	1	Beisembayeva & Issina (2022)
England	1	Dingley & Catterall (2019)
Russia	8	Takhtarova (2019), Takhtarova (2019), Kuznetsova (2020), (Urmina et al., 2022), Safina (2020), Makarova (2022), Saenko (2020), and (Bibler, 2020)
Saudi Arabia	1	Ghazouani (2023)
South Africa	1	Cadle (2022)
Switzerland	1	Nicolaou (2023)
Ukrainian	1	Ishchenko (2021)
USA	5	Williams & Swierad (2019), Baranova & Kriakina (2020), Collins (2022), Diamond-Smith (2019), and Yeganeh (2022)

Research on the study of communication science related to culture in the modernization era was predominantly written by authors from Russia (n=8), followed by the USA (n=5). Research studies originating from Russia were on contemporary Russian society research; a society that has been polarized into the young and the old advancing the need for deeper exploration of the position values and motives of young people which are usually formed under cultural influence (Kruglova et al., 2023). Studies of modern culture in communication science were also of great interest to researchers from the USA which is a centre for modernization and cultural heterogeneity for its citizens (Baranova & Kriakina, 2020; Yeganeh, 2022). Other countries that studied modern culture such as Indonesia and China were multi-cultural with multiple ethnicities who communicate in various languages.

Table 2. SCImago Journal ranking of journals where selected articles were published

Journal	Scopus Indexed	No, of articles
Creativity Studies	Q1	1
Cultural Studies	Q1	1
Culture, Health and Sexuality	Q1	1
Ethnic and Racial Studies	Q1	1
Eurasian Journal of Applied Linguistics	Q1	1
French Cultural Studies	Q1	1
Frontiers in Public Health	Q1	1
International Journal of Disaster Risk Reduction	Q1	1
International Journal of Sociology and Social Policy	Q1	1
Sustainability	Q1	1
Training, Language and Culture	Q1	1
Academic Journal of Interdisciplinary Studies	Q2	2
Emerging Science Journal	Q2	1
Filosofija, Sociologija	Q2	1
Information Sciences Letters	Q2	1
International Journal for the Semiotics of Law	Q2	1
International Journal of Designed Objects	Q2	1
International Journal of Environmental Research and Public Health	Q2	2
Journal of Environmental and Public Health	Q2	1
Journal of Healthcare Engineering	Q2	1
Journal of Language Teaching and Research	Q2	1
Journal of Namibian Studies	Q2	1
Journal of Social Studies Education Research	Q2	1
Proceedings of the Royal Society B: Biological Sciences	Q2	1
World Journal of English Language	Q2	1
International Journal of Media and Information Literacy	Q3	3
Journal of Narrative and Language Studies	Q3	1
Rupkatha Journal on Interdisciplinary Studies in Humanities	Q3	3
Brazilian Journal of Law and International Relations	Q4	1
Przeglad Strategiczny	Q4	1
Russian Studies in Philosophy	Q4	1

The 35 articles reviewed were generally sourced from Q2 journals (n=16), followed by Q1 journals (n=11) implying that the research studies reviewed were of high quality, as is the methods employed the researchers in this review. The "International Journal of Media and Information Literacy" and "Rupkatha Journal on Interdisciplinary Studies in Humanities" had the highest number of articles. Both these journals are regarded major sources of research articles in the field of modern cultural communication especially with regard to postmodernization views.

(3) The postmodernization paradigm view of modern cultural communication research

Cultural communication in the current modern era has five main objectives: communication, identity, perception, education, and entertainment. There were 19 articles in the present literature review focused on communication . Communication processes were a social function that was literarily coded as 19_T_E_Communication, 20_A_I_Communication, 21_A_S_Communication, and 22_O_I_Communication. Five articles that were focused on identity included the following codes: 19_T_I_Identity and 20_A_E_Identity. Two articles were focused on education (19_A_S_Education and 22_A_S_Education), three articles on entertainment (20_W_E_Entertainment, 22_A_E_Entertainment, and 23_A_S_Entertainment), and six on perception (19-O_S_Perception, 19_V_E_Perception, 20_O_S_Perception, 20_P_S_Perception, 22_G_S_Perception and 22_W_E_Perception). (Figure 3)

Figure 3 shows that the main purpose of cultural communication in the modernization era is communication. The next goal is to enable members of community to express themselves and to form a cultural identity.

Most modern cultural communication studies use communication as a social function (S), an expression function (E), and an instrumental function (I) and one study used communication as a ritual function (R) (22_A_R_Entertainment). The most dominant function of communication is a social function; communication acts as a media for self-actualization and self-conceptualization of a culture. Figure 3 also shows various types of communication used in modern cultural communication studies including writing (W code), speech or verbal (O code), visual (V code), attitude (T code), and a combination of various types of communication (Code A). In summary, studies focusing on modern cultural communication generally use communication as a social function and communication combines various types of communication, such as spoken, written, or visual forms.
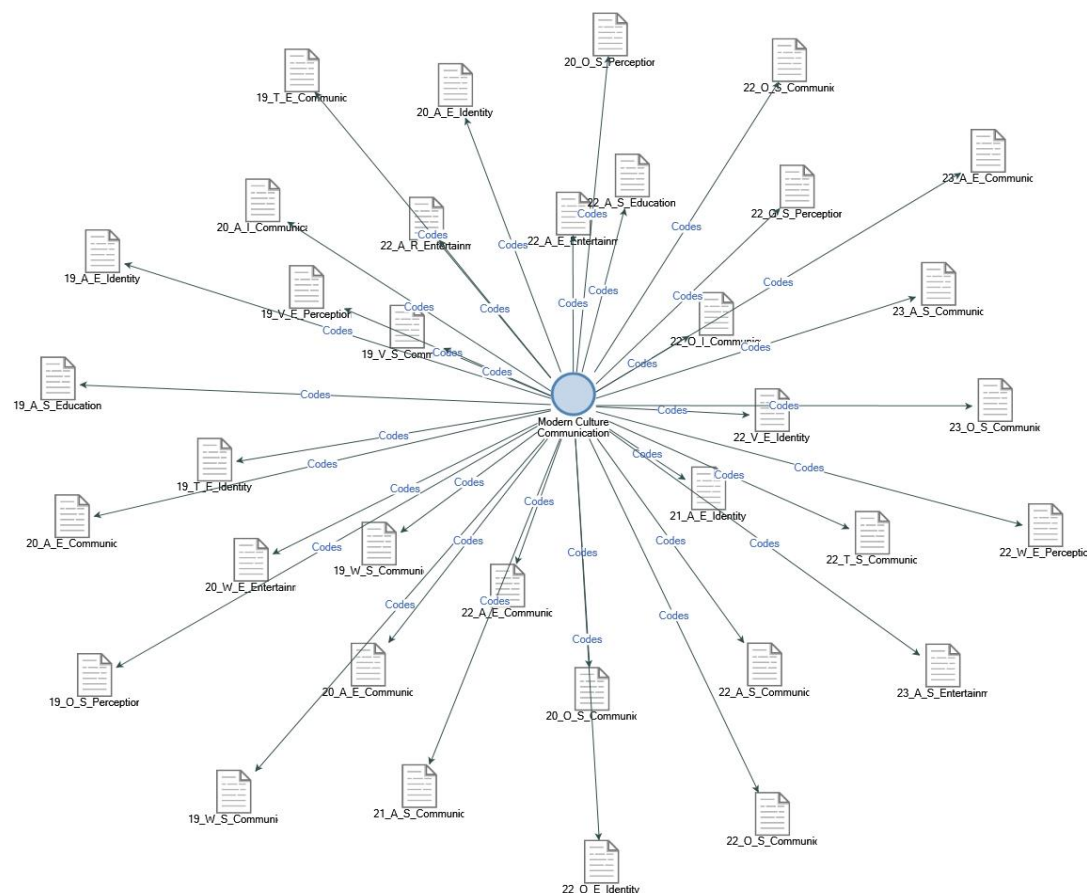

Figure 3. The distribution of modern cultural communication studies based on analytical codes of communication objectives

Globalization and integration in the modern world develop dynamically to actualize cross-cultural communication. Cultural relativism/flexibility and ethnocentrism are two basic principles that ensure effective cultural interaction (Archdeacon, 1985). Cultural flexibility must be balanced with defending cultural identity that maybe lost in the process of modernization. According to a study investigating modern interpretations of ethnocentrism and cultural relativism as principles of cross-cultural communication, organizations must meet the following time requirements: dynamism, universality, pragmatism, identity, and efficiency (Yuliya et al., 2022). Communication in culture is used to modernize an ethnic group or a group of people who live in a region. For example, the African diaspora in the United States claims modernization has altered their identity and advocate for freeing African people from the Eurocentricity of universal humanism and globalization traps. The African diaspora in the United States popularizes the term "Afrofuturism," a phenomenon also known as "Afro-now-ism" that means using Afrikanness' visual communication of culture (Cadle, 2022). The post-modernism aspect views cultural communication conveyed by the African diaspora in the United States as an attempt to standardize themselves as a part of a Eurocentric universality due to globalization with modernization, and to indirectly initiate post-modernism to restore their self-identity or Africanness. Communication is also expressed in an oral form as evidenced by three female North-East Indian poets, namely, Temsula Ao, Mamang Dai, and Esther Syiem who investigated the reclamation of identity using classic tales, formulaic pieces, and native language in their poetry (Chatterjee et al., 2022).

4. Discussion

In the globalization era, intercultural communication is pivotal. Communicants of different languages should understand cultural expression to appropriately communicate and avoid embarrassing situations or cultural misunderstandings (Ishchenko et al., 2021). Diverse cultural backgrounds create different expressions in certain cultures such as phraseologies. Each language has a special sub-group of phraseologies called idioms, hyponyms, and phraseophytonyms. Phraseology is a well-developed modern linguistic field. The popularity of phraseological units with a phytonymic component has been on the increase; for example, French and Georgian phytonymic phraseologism (Surguladze & Kakhidze, 2019). Phytonymic phraseologism is comprised of differences and similarities that people may misunderstand. From a historical perspective, German linguistic and cultural material postulates that a sociocultural phenomenon that could result in misunderstanding is politeness' expression (Takhtarova et al., 2019). The dominant characteristics of German politeness is observed in predetermined diachronic aspects. The modern era has contributed to an ambivalent attitude towards decency in German society. For Germans, the word "politeness" identifies the components of kindness, respect for others, assistance, the ability to listen to other people, and tact (S. Takhtarova et al., 2019).

The modern era has blurred ethnic and regional boundaries because various ethnicities will envitably occupy one area. As a result, communication to people living in an area is uniform or homogenous; for example, as regards communicating social information on disasters. Ultimately, different perceptions are unavoidable due to ethnic diversity and variations in the understanding of language. Each household will therefore have distinct levels of disaster preparedness. Teo et al. (2019) investigated the effect of a person's ethnicity and language skills on his disaster preparedness level and found that individual attributes, such as age, ethnicity, language skills, and gender do not influence nor sustain disaster preparedness levels. But variations in "ethnicity" and "English skills" result in different levels of disaster preparedness. Therefore, policymakers should consider how different ethnic groups perceive information and prepare for disasters so as to design disaster management and communication plans customized to different comprehension abilities using different languages.

The modernization of cultural communication is also found in oral culture, a primary form of communication. A rise in printed media, which is related to the declining role of traditional religion and the rise in science, denotes a fundamental dimension of ethnonational identity (Dingley & Catterall, 2019). Incompatible ethnonational identities can cause conflicts. Printed media facilitates scientific processes and scientific thought and creates new forms of consciousness that shift ontological notions from religion to nationalism; a condition that explains why some multi-ethnic and multi-religious countries are less disturbed by modernity. Other people tend to generate ethnic conflict because different ethnoreligious (structured) minds cannot unite into one "collective consciousness" without losing (or sometimes trying to recapture) their sense of existential ontological security.

The impact of changing times on culture is also observed in wedding rituals. Marriage is a turning point in young people's lives especially in an area that highly values marriage such as Asian countries (Chahnazarian, 1984). The modern era has standardized the perceptions of marriage. Many marriages are still arranged implying that couples have never spoken or met before marriage. Moreover, technology facilitates arranged marriages. However, some couples are reluctant to admit their communication limitations due to the stigma around it. Clashes between traditional and modern ideas and practices, which occur in Nepal, affect the status of households and the quality of relationships of newly married women and potentially women's health (Diamond-Smith et al., 2019).

The appropriate communication skills can encourage people of different ethnicities, cultures, and religions to co-exist in

one country. Furthermore, communication aims to find common perceptions between communicators and communicants; a goal that can be rapidly achieved in the absence of misunderstandings (Samosir et al., 2023). Different perceptions of the communication process are a disaster for an organization and for relationships between superiors and subordinates. Acceptance of inequality in high-power distance situations disturbs the operation of modern organizations; such a condition results in communication barriers in the workplace and ineffective communication that can trigger workplace accidents. In high-power distance situations, those in authority fear mediating the adverse effects of high-power distance on communication. Therefore, an organization should pay attention to the belief in power distance and fear of authority to limit the possibilyt of communication disasters and work accidents (Dai et al., 2022).

The modern culture of communication is also seen in changes in how society meets its health information needs. Health campaigns compete with the rapid development of information in today's modern era, and more people obtaib health education information from digital media. Unlike formal education from health workers, information on digital media may have not been validated. The modern era has standardized health education information without no regard for individual recipients' information needs or patients' health conditions. Medical personnel have indirectly ulilised post-modernization communication aspects that combine three main domains that consider the degree of socio-ecological influence on the targeted behavior including: (1) art (innovation/creativity), (2) culture (culturally adaptable), and (3) science (evidence-based) (Williams & Swierad, 2019). These domains are used to design health education interventions that consider contexts, such as the degree of social and ecological influence, and the best approach to develop and deliver health education to optimize its effectiveness in today's modern increasingly diverse era.

Cultural communication in the form of expression is also of interest to researchers. Moreover, various technological features support self-expression in communication with others. People's cultures and localities result in varied delivery of expressions including the meaning or translated version of happy emotions from English to Indonesian (Suryasa et al., 2019). Translated happy emotions can be used to refer to being happy, fond of, relieved, joyful, cheerful, heartbroken, and serene. These meanings can lead to the acceptance of structurally and metalinguistically different meanings between language and culture, as well as between a sender and a receiver of a message. Post-modernism offers a specific solution for recipients of communication messages without homogenizing regional and language backgrounds between the source language (SL) which has a higher context and the target language (TL). Several linguistic problems and cultural conditions complicate communication between the ethnocultural communities.For instance, Germany exhibits the characteristics of low-context cultures; communicative style of German-speaking Swiss is mitigating because they prefer explicit expressions unlike high-context cultures (S. S. Takhtarova et al., 2019).

In the current modern era, cultural and language differences can be resolved by communicating usingh body language or gestures which are the primary modality for language creation (Fay et al., 2022). Nicolas Fay states that the universality of gestures is appropriate for bootstrapping communication between modern humans. Modern humans have also altered how they understand communication resulting from language development. There has been a gender transformational change in the modern multilingual world. The phenomenon of gender identity has been employed to distinguish the primary characteristics of individuals by examining how cultural contexts influence verbal language. (Beisembayeva & Issina, 2022).

Technological development in modern era has had an impact on oral communication. The rapid advancement in telecommunication technology in the last three decades has significantly transformed spoken and written communication modes. Digital technologies, such as Facebook, Twitter, and Short Message Service (SMS), have created new forms of written communication that share substantial similarities with spoken language. The role of technology as a communication instrument requires communicators and communicants to be digitally literate because digital illiteracy can result in misunderstanding (Yeganeh, 2022). Furthermore, communication failures in technological media can result in stereotypes and prejudices. Moreover, new vocabulary emerged during the COVID-19 pandemic, and modern media has changed people's attitudes from tolerance to intolerance. Misinformation creates new stereotypes and eventually leads to hate speech due to anxiety and fear of COVID-19 (Makarova et al., 2022).

A homogenous uniformity of meaning is required for every user of technology as a digital communication tool. Post-modernism activists' role is to revert the meaning of communication to the original purpose of a communication process without standardizing meanings with the use of technological media. Brand owners utilize the Internet and social media in the modern era to increase the popularity of their products, or to appeal to an audience via healthy, solid, and sustainable modern marketing communications (Nicolaou, 2023). Such a strategy is feasible because there are now three groups of the newest adult generation aged 18 and over outlined under the lens of the sociocultural culture of digital technology, the media environment, and the audiovisual industry; Generation X, Generation Y, and Generation Z,. The modern era, accompanied by technological developments, has reduced the engagement in social activities and isolated humans (Vidauskytė, 2019). Communication processes and habits have significantly changed in today's modern era. Work activities using technology make humans more isolated because various jobs can be carried out independently or in

collaboration with partners or co-workers using digital media interaction.

Digitalization is a consequence and the latest manifestation of Western machine culture. Digitalization shapes various concepts of language, political community, and justice, which depend on the diverse views of current interpreters. The development of modern information-communication technology has led to the emergence of a new and unique sociocultural phenomenon, a network culture that is ironically the dominant rhetoric (Messner, 2020). The development of digital communication technology has transformed modern art ontologically by creating, storing, and reproducing works of art and perception laws. Social media and the Internet have blurred the boundaries between creators and consumers of cultural benefits so that networked communities and digital technology mediate between artwork and its audience (Safina et al., 2020). For example, popular music and art music influence the formation of value orientations in contemporary Russian youth. Research reveals that the influence of popular music and art is is more deeply rooted in social and historical realities than many researchers and the general public believe (Kruglova et al., 2023). The Internet, whose development is a fundamental and ongoing transformation, has become a "cultural mediator" . The symbolic formation of the Internet is generated and circulated in modern society.

Media technology is an instrument of communication that has penetrated learning activities. Online collaborative international learning programs, such as virtual exchanges that utilize collaborative activities, have been integrated into more classrooms in higher education settings. The integration of modern technologies in the learning process is inevitable. Media technology homogenizes individuals' academic abilities to adapt to virtual learning. Virtual exchange communication channels have undeniable challenges on one's ability to communicate effectively with partners and create a discourse such as internet connectivity, the need for an online communication platform, and time restrictions. Technology reflects a modern adaptation of the transformative learning theory that enables adult learning theorists, researchers, and scholars to precisely integrate transformative learning principles (Collins et al., 2022). Students and teachers have different technology adaptation capabilities towhich must be accomodated by transforming modernization towards post-modernization. Such an effort will enable educators to incorporate specific mechanisms into to communication processes (e.g., openness, cultural background, anticipated roles, and relationships), to increase students' readiness and to participate in transformative critical reflection on teaching and learning activities. Digital options in education have reduced students' social interactions. Students prefer using digital learning methods because they ca comfortably communicate on digital media showing that the communicative culture has changed due to digital means in education (Kurniady et al., 2022).

Scholars should pay more attention to the implications of the uniform meaning of technology for children n because communication tools and media have various influences on children of different age (Ghazouani, 2023). In the present study, technology creates a screen culture in children with both positive and negative effects risks that ouht to be addressed wisely. The rationalization of modern means of communication and media enables children to build positive interactive relationships with their virtual environment based on to their age, inclinations, and expectations. Moreover, this rationalization increases knowledge, intellectuality, and creative abilities (Ghazouani, 2023). Modern cultural communication has also evidently influenced tertiary students. Cultural communication using technological media can affect students' psychological cognition, experiences, and mental health (Yang & Liu, 2022). The use of technology as a means of communication must be supported by a friendly and positive campus environment, a democratic and scientific educational environment, and a civilized and fair legal environment to addresss students' psychological health problems. A culture's communication rituals may have reduced mental health problems by creating folk dances, collecting artistic wisdom of the Nanxian huge community as China's national culture, and using network media to record it (Liu, 2022). The Internet has promoted the exchange of local arts and culture, and effective communication has been established by promoting network media.

Studies of cultural communication in the East Asian region have revealed changes that anime, games, and light novels. In the past, reading literary works was focused on appreciating the story and style. However, in the present the focus has shifted to the characters of a literary work and the development of new media (Takumasa, 2020). New digital media, especially the mass media, has increased the branding of novel characters and made people embody characters that only exist in fictional stories. Political figures also use character branding or self-identity and technology to disseminate information and their self-existence. British and American politicians have exploited crocodiles' flexibility, which refers to significant events familiar to their audiences, in the modern era. They use various general ideas, as well as specific terms and expressions, depending on the impression they want to make on their listeners. Modern political discourse is characterized by inextricable links to earlier stages of its development, continuity, the acquisition of new specificities and resultant new forms (Baranova & Kriakina, 2020).

The modern cultural communication experiment in the spoken form of poetry rejects anonymity and reclaims the roots of a society; a society which has suffered from identity fragmentation since the advent of the colonial education system and a growing dependence on written communication in modern social life. Modernization gives rise to cultural evolution;

the loss of distinctive identity markers does not augur well for tribes in various regions. If this trend is allowed to continue without reason, globalization will change ethnic and symbolic identities and drive the post-modernists to fight for the return of the identity of each culture (which relies on various forms of communication). Modernization of cultural communication must be balanced with the post-modernization paradigm where limitations in the generalization of communication design are in alignment with the subjective needs of everyone.

Communication using media will continuously be monitored by certain interested parties (Tudor, 2021). The audience or the public has limited time to adjust to publications in the mass media or various information available on the Internet. Post-modernism offer a solution to the subjectivity of various studies on cultural communication in the modern era, which is laden with today's technology. But the post-modernism paradigm must also be limited so that freedom of communication on social media can be monitored and does not cause divisions. The current research study delves into the influence of postmodern perspectives on the evolution of cultural communication, critiquing its tendency to be overly generalized and excessively reliant on objective analysis. This critique highlights that culture embodies the identity of individuals or groups within a specific area, who share understandings or beliefs. Such cultural expressions necessitate the conveyance of subjective information or the communication of identity, underscoring the importance of integrating subjective insights into the discourse on cultural communication.

5. Conclussion

The current study reviewed 35 articles published between 2019 and 2023 and found that the highest number or articles (n= 13) was published in 2022, and the least number of articles (n=4) in 2023. Most articles wer published in Q2 journals (n= 16) and Q1 journals (n= 11). Articles were predominantly written by authors from Russia (n=8) and the USA (n=5) and were clustered into five main objectives: communication, identity, perception, education, and entertainment. In conclusion, the findings from the current investigation into modern cultural communication, examined through the post-modernization lens, highlight a pivotal shift towards acknowledging the diversity and fluidity of cultural expressions in the digital age. The current analysis reveals that while modernization brings about a globalized network of communication, it also raises concerns over the homogenization of cultural identities. However, the post-modernization paradigm offers a counter-narrative that champions the richness of cultural diversity and advocates for a more inclusive approach to understanding identity and communication. The present discourse not only enriches our theoretical understanding but also calls for a pragmatic reflection on the ways we engage with and interpret cultural communication in a rapidly evolving global landscape.

Modernization gives rise to cultural evolution; losing distinctive identity markers does not augur well for tribes in various regions. If this trend is allowed to indiscriminately continue without reason, globalization will change ethnic and symbolic identities; a change that drives the post-modernists to fight for the return of the identity of each culture which relies on various forms of communication. Modernization of cultural communication must be balanced with the post-modernization paradigm, where limitations in the generalization of communication design are in alignment with the subjective needs of each individual.

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

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