

Reflections on Communication Culture in the Knowledge-Based Economy

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Abstract

Known is that the pillars of the knowledge-based economy are information, connection of information and communication. Complexity of the processes taking place in the knowledge-based economy and structural changes posed by this leads to highlighting required versatility and increased ambiguity in terms of both information and communication. This is because knowledge-based economy is not limiting his horizons, but rather help to build content and communication complexity. Thus, in the digital economy, communication meets new horizons and endless possibilities of achievement.

Today the world is conquered by communication and cultural communication has become a familiar subject to many entities. As such, the study assumes communication approach of information and integrative perspective, highlighting specific elements of culture communication in the knowledge society.

Keywords: communication, culture, information, knowledge

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