



RESEARCH REGARDING THE TOOLS AND CHANNELS OF COMMUNICATION USED BY LIVESTOCK ENTERPRISES IN TIMIS COUNTY

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Abstract: *A communication channel in business refers to any method you use to interact with others, whether it is people within your company or your clients. Businesses commonly use communication channels to ask and answer customers' questions and share information about their products and services. Traditional communication channels are face-to-face conversations and phone calls. With technology, channels also include email, text messaging, instant messaging, and social media.*



• Introduction

Over the past decade, social media platforms like Pinterest, Twitter and Tumblr have been described and defined by academics in several ways. In 2007, danah boyd and Nicole B. Ellison used the term social network sites (SNS) to describe similar applications. They emphasize the way such applications enabled users "to articulate and make visible their social networks", and defined SNSs as: web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system (boyd & Ellison, 2007).

• Material and method

Today technology is a key element of both economy and leisure, and new technologies are blurring the line between work and leisure time. New Internet technologies have increased the potential for people who are widely distributed in space and time to engage in shared projects, such as Wikipedia (Fuchs, 2014).

Conclusions

The empirical study of the three social media platforms uncovered a variety of styles materializing in social media texts as a result of text-makers' semiotic choices. The possibility of communicating with others without spatial or time constraints, and to a mass-audience without editorial constraints on dissemination, has gained considerable attention from academia and popular culture. Shirky (2010) states that "digital media have made creating and disseminating text, sound and images cheap, easy and global" as a posting on Twitter, YouTube or Facebook can potentially reach a global audience within minutes. This has resulted in concepts such as 'the social media effect' and content 'going viral'.

• Results and discussions

The social media production of content can be understood as one part of a much broader history of production. Production has long been an integral element of society, and as new technology development in the 20th century made mass-production possible, consumer wants resulted in associated mass-consumption. Today technology is a key element of both economy and leisure, and new technologies are blurring the line between work and leisure time. New Internet technologies have increased the potential for people who are widely distributed in space and time to engage in shared projects, such as Wikipedia (Fuchs, 2014). Terms like crowdsourcing and peer-to-peer production have been used to describe practices where groups of users can be formed around processes of co-operational production, creating and construction of content (Benkler, 2006; Brabham, 2010; Bruns, 2016). The widespread access to information and communication technologies and the way people are using these technologies has given new focus to ideas of 'making things' (Guantlett, 2011), and especially making things together.