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Decoding the Social Genome: Communication, Identity, and the Inherited Self

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Abstract *This paper explores the intersection between genetics and communication, proposing the concept of a "social genome" the invisible network through which biological inheritance interacts with cultural, emotional, and linguistic transmission. Through an interdisciplinary lens, the paper examines how inherited tendencies affect empathy, attachment, and social cohesion, suggesting that communication itself may be viewed as an evolutionary mechanism for adaptation and connection.*

• Introduction

Drawing on theories from social communication, psychology, and molecular biology, the study argues that heredity not only determines physical traits but also influences relational behaviors, emotional predispositions, and patterns of interpersonal interaction. The genome thus becomes a silent communicator, encoding both biological information and symbolic meaning that shape individual and collective identity.

Material and method

Data were collected from academic literature, genetics and communications field studies, and documented case studies.

• Results and discussions

The comparative analysis revealed that communication plays a central role in preserving and transmitting herbal knowledge across generations and cultures. In Asian and African traditions, oral storytelling and apprenticeship remain the dominant forms of communication, where knowledge is conveyed through observation, memorization, and symbolic interpretation. In contrast, European traditions emphasize documentation and written transmission, yet still retain ritualistic and symbolic dimensions within local practices.

• Conclusions

The contributions to this Special Issue testify to the diversity of the ways in which genetics is incorporated into the everyday social practices of identity formation. On the one hand, they show how genetics serves and facilitates the top-down exercise of institutional power in the creation and imposition of identity categories for purposes including social surveillance and control, the pursuit of bureaucratic and economic efficiency, and the consolidation and advancement of nations and states.

