

## Decoding Digital Culture: A Semiotic Analysis of Social Media Representation in 'The Social Network'

**Authors :** Nathan Junell S. Arjona, Al-Noor O. Guinal, Marc Leugin V. Logronio, Jean Clark L. Naga

**Abstract :** This study looks at how digital culture is shown in David Fincher's movie "The Social Network." It uses a mix of methods from different theories, including Saussurean semiotics, Castells' Network Society theory, and Jenkins' ideas on digital culture. The research focuses on three important scenes from the film, analyzing them in a clear three-step process. This reveals how movies tell stories about the rise of technology. By using a detailed approach, the study shows that digital platforms connect people but can also create gaps in their experiences. The main findings highlight how the film portrays social networks as important cultural systems. It uncovers the power struggles and identities shaped by technology. The research explains how movies help us understand changes in digital culture, challenging old ways of thinking about technology. This analysis connects film studies, digital sociology, and cultural theory, providing a solid way to understand how technology is represented in modern media. By exploring how technology is turned into cultural stories, the study offers important insights into the changing world of digital culture.

**Keywords :** digital culture, media, social media representation, digital identity

**Conference Title :** ICLLL 2025 : International Conference on Languages, Literature and Linguistics

**Conference Location :** Manila, Philippines

**Conference Dates :** February 17-18, 2025