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Abstract: The present work is an analysis of the e-commerce as an exchange that supposes a cultural and a communication dimension.

We are trying to demonstrate that the proper economic transaction is doubled by the existence of certain strategies for the elaboration of the message and it is influenced both by the nature of the electronic support and by the inter-subjective relationship generated by the idea of exchange. E-commerce is an activity having many economic advantages representing a well-known progress within the society evolution. Commercial communication established on an electronic way does not necessarily mean an attempt to substitute human authentic relations at least in what interpersonal communication is regarded.