

---

## Fourth lecture:Positivist models

### communication at two leve , media theory model "information -)

#### Introduction:

Within dynamic contexts characterized by the keenness to transfer models of the exact sciences to the humanities and social scientific a ,s1940since the end of the ,information theory has played ,sciences based on the , "information" The idea of .central role in this trend l legitimacy gained its fina ,communication machines produced by the war It was not enough to benefit .To gag .as a symbol that can be subjugated from this aspect to show us experimental functional research that always level communication -including the two ,seeks to quantify the phenomenon .model

#### 1. media theory model "information -:

##### - First beginnings:

the American Claude Elwood Shannon published a detailed ,1948In eht nihtiw “,noitacinummoC fo yroehT lacitamehtaM ehT” :study entitled a ,framework of the research publications of Pal System Laboratories erican communications known asbranch of AmATT ,The following year . ,this study was turned into a book published by the University of Illinois coordinator of ,including comments and explanations by Warren Weaver annon had Sh .research on mainframe computers during World War II where he worked during the war as an ,1941joined Pall Laboratories in .(breaking codes)in the field of cryptography ,Electronics .engineer he was able to formulate his ,During his work in breaking secret codes theory of information hypotheses about the mathematical.

##### - Background knowledge of the model:

---

in ,This theory represents the culmination of research efforts that began with the research work of the ,the first decade of the twentieth century on the theory of sequential symbols in (Markov)Russian mathematician h the hypotheses of the American This research continued wit .literature The .the standard unit ,1927in ,who proposed for the first time (Hartley) first accurate measurement of information in its connection to the These symbols are the first formula for .transmission of symbolsBIT and the British mathematician Alan ,Later .uage of binary inversionthe lang created a diagram for a machine capable of 1936who in ,Turing appeared It is also worth noting the research of John .processing information largest electronic who contributed to building the last ,Noman .Vaughn the founder ,the ideas of Norbert Wiener ,and on the other hand ,calculator whose lectures Shannon followed ,of cybernetics.

- **Basic ideas of the model:**

we will ,In order to facilitate the review of the basic ideas of the model plify them into a group of the following pointstry to sim:

- ❖ general system of "Shannon proposed the structure of a The problem of communication lies in reproducing ".communication a message in an exact or approximate manner from one chosen point to another point.
- ❖ s is a linear structure where the poles define a source and an Thi end.the :Communication is based on the following components the encoder or sender who transfers the message ,the message ,source through a channel to a recipient and finally the destination.
- ❖ s goal is to draw a mathematical framework that enables us 'Shannon or a communication between units ,to calculate the cost of a message

- 
- ,of this system in the context of unwanted random disturbances ".jamming"which he called
- ❖ hat could prevent compatibility or Jamming transmits everything t  
If we want to reduce the cost to its .harmony between the two poles  
we must transmit the appropriate signals at the lowest cost ,minimum  
(the concept of loss).
  - ❖ tive the quantita :is ,s concept'according to Shannon ,Information  
measurement of uncertainty in a message according to the degree of  
probability of each signal composing this message.
  - ❖ the :Weaver poses three levels of problems related to communication  
with what accuracy can communication symbols be :first level  
with what accuracy :the second level ,(technical problem)smitted tran  
semantic )do communication symbols express the desired meaning  
with what efficiency does the resulting :and the third level ,(problem  
e problem Th) ?meaning affect In the course of the desired meaning  
of efficiency).
  - ❖ biological organisms ,Whether it is relationships between machines  
the process of communication is a response to a ,or social institutions  
linear structure that sees communication as an accidental process.
  - ❖ communication is affected by random taht snaem “tnegnitnoC”  
which occur between a sender who is free to choose the ,phenomena  
and a recipient who receives this ,message he wants to broadcast  
information in a context in which coercions abound.
  - ❖ ,information :odel areThe most important concepts of this m  
encryption -re ,encryption and decryption ,information transfer  
and freedom of choice ,redundancy and confusion.
  - ❖ established an approach to (of Shannon)The completed model  
is a It .technology that reduces it to its instrumental dimension  
horizon that excludes any problematic proposal that defines  
,computation ,technology in terms other than the terms of arithmetic  
and forecasting ,planning.
- **The seven dimensions of communication according to the model:**

---

contemporary communication researchers Drawing on many studies by seven principles for operating (according to Yves Winkin)we can extract Shannon and )the communication model resulting from the work of Weaver).

- ❖ the ,When we consider communication as an individual act establishes it is the one that transforms internal mechanism that as communication begins from within ,thoughts into external speech an individual and ends within another individual.
- ❖ It is .oral or written activity ,communication is a linguistic ,Therefore ords that are transmitted from one mind to another a series of w through the mouth and ear or through the hand and eyes.
- ❖ and ,it is rational and voluntary ,Since communication is linguistic and it is not possible to talk ,hence it is a characteristic of humans otherwise in cases of encrypted ,munication in animalsabout com as is the case in ,movements that have been explicitly agreed upon the language of deaf and dumb people.
- ❖ then it can be ,If communication is a voluntary and conscious process and it ,and it can succeed or fail ,d morallyevaluated aesthetically an effective or confusing ,normal or satisfactory ,can be good or bad.
- ❖ ,receiver” segments-Communication is a series of “sender exchanging roles linearly and sequentially.
- ❖ the researcher can ,atoryas is the case in the labor ,Specifically positioning himself ,examine or produce communicative clips outside the studied system or seeking to neutralize the possible effects of his examination of the system through several statistical technical means.
- ❖ dual communication can be easily included using The model of indivi na si yhpargelet fo ssecorp ehT “.the image of a “telegraph written linguistic process that is limited in time and ,intentional space.

## **2. has two levels form:**

### **- First beginnings:**

---

the functional sociology of the media identified ,s1950s and 1940In the the issue of innovation in the discovery of intermediate elements between It .the starting point and the ending point in the process of communication about direct (of Harold Lasswell)inciple reconsidered the mechanistic prin and thus the superficial ,influence not adapted to the situations ,For mass society .demonstration of the mobilizing collective influence pioneering researches formed the basis for the emergence of this new two y about mediating elements and variablestheor.

1944 ni dehsilbup saw “,titled “The People’s Choice ,The first study by Lazarsfeld and his colleagues Bernard Berelson and Hazel Goody. Their primary motivation in the research process was to measure the During the .voters from Erie County in Ohio 600e of the media on influenc a - he used the “panel” technique ,1940presidential election campaign in model of research techniques in which a sample of people is subjected to ,As for the second study .time repeated interviews for a certain period of The role that :ecneulfni lanosreP” :under the title ,1955which appeared in yb nettirw saw ti “,individuals play in the flow of means of communication relying on field data dating back ten years ,(Lazarsfeld and Elihu Katz) and it is mainly related to studying the behavior of Consumers in the ,prior in particular the determinants that ,world of fashion and entertainment making -By analyzing the individual decision .govern the choice of films women in a city with a population of 800process of a feminist sample of as shown in the - they discovered ,(Illinois ,Decatur)residents 60,000 meht edam hcihw “,the importance of the “nuclear group - previous study approach the flow of communication as a process that takes place in two it is the theory of ,where The role of “opinion leaders” is central ,agesst two-step flow .

- **Background knowledge of the model:**

If the discovery of the nuclear group and the mediating level by Lazarsfeld and his collaborators represented something new in the the matter is different with regard to ,functional analysis of the media

---

f the “nuclear The idea o .models of other communicative approaches group” is essentially considered one of the research components of the the tradition of research on “indirect effects” ,In addition .Chicago School on children and youth reached its peak in the United States with the ,.and all of this preceded this ,Foundation report appearance of the Payne who is ,(Hugo Munsterberg)the pioneering works of the German ,considered one of the first representatives of experimental psychology ial without forgetting the first research of the pioneer of industrial soc 1927who emphasized in the period between ,(Alton Mayo)psychology the role of nuclear groups and hidden functions to improve 1932and productivity.

But the central hypothesis that brought about a turning point in the issue s first research 'was adopted by Lazarsfeld which ,of political election who , Lewin .Lewin .Kerr T was directly inspired by the work of ,study founded the Group Dynamics ,shares Austrian origins with Lazarsfeld .1945Research Center at the Massachusetts Institute of Technology in where he ,er studying for more than ten years at the University of IowaAft Being” Research -supervised the management of the “Childhood Well fo yroehT cimanyD A” :a book titled ,1935in ,Lewin published ,Center ” :year with a book gniwolof eht ni dewollof eh hcihw “,Personality he was interested in the ,”Principles of topological psychology the phenomenon of ,making within the group-mechanisms of decision of members to messages that are "reactions"opinion leaders and the The idea of the .ication patternsbroadcast according to multiple commun gatekeeper or controller of the flow of information was revealed and As a function of informal “opinion .determined during these experiments Both Melvin Defler and Sandrapol Rokeach emphasize the .leaders” e two approaches to individual differences and social importance of th relations in building this model.

- **Basic ideas of the model:**

---

we will ,In order to facilitate the review of the basic ideas of the model try to simplify them into a group of the following points:

- ❖ basic idea of the model is summarized by Katz and Lazarsfeld The eht dna oidar eht morf evom ot smees saedi fo wolf ehT” :by saying and from these towards the less ,press towards opinion leaders dynamic members of society.“
  - ❖ extremely important factors that Informal social relations constitute and determine ,come between the media message and the recipient but also the ways ,not only the way people choose media content they interpret these contents and the methods of their reactions to them.
  - ❖ s social relationships is an important factor 'onThe type of one pers that affects how media information reaches another person and how that other person uses that information later.
  - ❖ the local leader ,Regarding the characteristics of an opinion leader There is a reverse .he group in many waysexerts his influence on t ,(encyclopedic)local opinion leader -trend that characterizes the non who is characterized by being specific and selective in his network of and that he lived most of his life outside the ,personal relationships oup to which he belonged and to which he returned as an outsidergr. he has special competencies and therefore authority with ,However and he usually consumes He uses ,regard to certain topics and uses them in a way that ,sophisticated types of media products differs from the method of a local leader who builds a large part of his authority on being a person known to all members of the group.
  - ❖ Merton believes that the process of personal influence also moves in a single class as influence within ,that is ,a horizontal direction opposed to hierarchical influence from top to bottom.
- **Three revisions to the model:**
- ❖ It must be noted that the chain of influences is in reality much longer stage influence -and more detailed than what is presented by the two the change in topics presented within the ,n additionI .hypothesis

- 
- affiliation groups leads to the influencers and those affected whoever assumes the role of an ,that is ,exchanging their roles A person .opinion leader in the affiliation group regarding a topic ve his place to someone else while discussing another topic may lea.
- ❖ s method and criticized him for his 'Dichter objected to Lazarsfeld excessive investment and appreciation in exploring opinions and at ,(closed subjects)questionnaires constructed in a closed manner and cultural ,psychoanalysis ,the expense of clinical questionnaires This is because he was wrong when he adopted the .anthropology instead of adopting ( .(of Adolf Keightley)mathematical tradition the Freudian approach.
  - ❖ od of television dominance exempted Bockleman argues that the peri from their duties related to ,almost completely ,opinion leaders due to the ,filtering information emanating from the small screen which ,and opinions that the latter broadcasts ,information ,topics and that most television ,in his spare time the recipient follows Without going through the level of .messages are received directly the role of personal ,therefore ,personal communication communication is focused on the personal dialogues that take place more than it is ,that is ,e contents of mass media in the group about th used as a tool to pass on the influence of the media to the recipients.then with the emergence ,If this is the case for television we believe that it is very necessary ,of the Internet and social media review the model to.