The third lecture:The triad of communication models

(systematic and constructivist ,positivist)

Introduction:

Research into the communication phenomenon has known a wide ,that is - range of models that are characterized by its holistic dimension to branch out from it a - treating the phenomenon according to universals es the process of Anyone who contemplat .group of partial models Western in - communication research clearly sees that research efforts have defined their features in three Overall models that can be - general models that dominated communicative thought and still -divided into sub systematic and ,positivist)which we mean   by ,do to this day constructivist).

1. In the concept of the model:

The English term "model" isof Latin origin and means a mold or unit The model has several definitional   .of measurement in architecture levels.and therefore ,s to the ideal that is emulatedIts general meaning refer it is said that every human being has cognitive and evaluative models that These models   .he uses in his daily life in his communication with others ersonal although they are based on p ,are not scientifically rigorous and ,intellectual backgrounds ,principles ,observations and experiences regular behavioral patterns that we work to imitate and diagnose in realityThe goal of modeling in science in general is to highlight the most a system or a ,a process   structure important aspects or elements of In .phenomenon that is subject to analysis through a description of reality models are used to   ,media and communication sciences in particular interpret and highlight the various aspects of the   ,understand ,analyse We do not mean here illustrative   .and communication phenomenon media but rather we mean intellectual models that push us   ,and graphical models to think about how we think about the communication and media phenomenon.

2. The situational model of communication:

- **dea of evolutionThe i:**

One of the pivotal concepts establishing the analysis of communication Spencer founded positivist sociology . **is the concept of evolution** systems in its English version. However ,we find that Auguste Comte, one of Saint-Simon's students' had presented ,several years earlier ,the first conceptions of a positive science about human societies in (Lessons in Positive Philosophy), without paying special attention to the institution of communication and its devices. Unlike Spencer ,who combined biology and energy physics ,and Comte confined himself to biology ,although he called his sociological project the term "social physics" ,whihc hw eserpresent na integrated science of social development.

ideas He combined the concept of the social division of labor with related to evolution and development ,growth ,improvement ,harmony ,and which he ,like Spencer ,derived from embryology ,which refers difference, to the theory of the development of the organism. The collective institution ,which is society ,subj ectis ,as he sees it ,to physiological law and gradual development. In Comte's view' ,history represents a succession of three stages or time periods: the mythical or imaginative stage ,the metaphysical or abstract stage ,and the positive or scientific stage. This final stage is what characterizes industrial society ,the aspiration for truth ,the search for everything that is utilitarian ,science and organization ,the decline of non-scientific forms of knowledge ,although this development is asynchronous in relation to all of these areas.

These perceptions of history as a "fragmented history" ,according ot eht phrase of the French historian Fernand Braudel ,regarding the development of human societies ,formed the foundations that fed the diffusion theories (broadcast theories) ,which believe that the development of the peripheries depends on their exposure to the values of the center ,as a radiation center. At the end of the nineteenth century ,the biological model of social

ate for talking about communication organization turned into a postul systems as effective media in the process of development and civilization.

laid the first building (Friedrich Ratzel)the German ,1897In the year s as the science that studie ,blocks for political geography or geopolitics He considers that "the state is an .place and how to control it/space eht fo yduts eht si ecneics siht fo tnetnoc ehT ".institution rooted in place .organizational relationships that link the state to the geographical space circles ,n pivotal concepts such as networksThis vision is organized withi which represent manifestations of ,interaction and mobility ,of exchange as a spatial space ,the effective energy that creates power in the state.

- **Moral statistics:**

during ,oward pluralismThe new society that emerged with a tendency t constituted the problem of ,the first two decades of the twentieth century which is considered its clearest ,aidem ssam eht dna "yteicos ssam" The public was portrayed as posing a real or potential .manifestation and this danger justifies the application of a ,s a wholedanger to society a Statistician to control the legal and demographic .set of control measures This vision was adopted by the astronomer and .aspects of the population ed this new science found 1835who in ,mathematician Adolphe Keightley sihT ".and he called it the term "social physics ,of social measurement which is equivalent ,science represents the "average man" as its main unit It is based on the fact that this .to the center of gravity in the human body crises ,g" can be the measure of our assessment of social illsnieb namuh" and imbalances that the social system is experiencing.

is considered the first to apply the principle of probabilistic (Keatley) this principle whose first form we find in the Frenchman ,calculations - in what he called "the geometry of coincidences (Blaise Pascal) on of a new model in managing and it calls for the adopti ,"-probabilities Invested in risk .known as the "insurance society" ,individuals

applied in the management of ,management and probabilistic thinking was adopted in the political ,marine risks and fires ,insurance for fatalities e a tool for managing individuals as they constitute a field and becam s project on the calculation of social 'Half a century after Keatley .crowd the sciences that The phenomenon of crime is studied by ,diseases science of the)Standard anthropology .adopting statistical mechanisms especially in determining the personality of ,human body measurements measuring the)life expectancy ,(Liberton)contributed to (criminals eugenics studies according to ,(possible period of time that individuals live in (Lombroso)gy of crime according to and the anthropolo ,(Galton) identifying individuals and providing a comprehensive description of their personalities.

they first appeared in the ,As for the first classifications of readers penultimate decade of s magazines were created in the'media when women They were then refined and .the nineteenth century in the United States relative to Henry)improved under the influence of the Freudian tendency Taking ...Ford and based on considering the individual a machine without personal and psychological dimensions of the problem of into account the It remains to point out .in the twenties of the twentieth century (the self that the thought of statistical probabilities was delayed in its application to until the ,rational character ,cgiving it a positivisti ,mass communication s1930.

- **Cybernetics and empiricism in communication research:**

With the influence of the accumulation of knowledge present in the social sciences and the positivist tendency that tends toward statistics and attempts emerged that are recognized by Bernard Miège ,experimentation and are mainly related to the cybernetic model and ,as independent models that was imprinted on communication functional model -the experimental

ion in the recordsand we will present the discuss ,research in that period. What follows is a model for both models with a kind of explanation and but what concerns us here is how the positivist aspect appears in ,analysis which we will present in the form of ,communication research at that stage owspoints as foll:

❖ Positivism tends to muzzle the phenomenon and experiment with it which ,and this is what we observed in the empirical school and ,constitutes experimental research as one of its research fields s1930which began to appear in the .

❖ explain phenomena in the form of simplified Positivism seeks to which is ,models and diagrams simulated in the physical sciences what we see in the cybernetic model.

❖ the actor is viewed as a tool without regard ,In the cybernetic model h is consistent with the whic ,to personal and contextual factors Freudian view that has shaped a broad trend in the social sciences.

❖ appears prominently in "fragmentation - evolution"The idea of or in ,whether in terms of components ,communication research e social contextterms of influence and influence in th.

❖ The scientificity of science was always compared to the extent of its and therefore it was ,simulation of the physical and natural sciences in their - very natural for the media and communication sciences for a scientific identity to apply to resort to searching -infancy various approaches and methods that depend on quantifying the phenomenon.

❖ in the ,Positivism was evident in communication research contribution of many mathematicians and those interested in the field social ,sociologists ,psychologists ,orksnetw ,of engineering as we will see later...and even politics ,psychology.

❖ The precise description that is proposed for the positivist model is the which did not depart from the ,telegraphic model of communication n and receptioncircle of transmissio.

3. Systematic model:

- **Palo Alto School and Main Ideas:**

represented by the Palo Alto School ,The systematic model* , proposed a new theory of communication that is evident in going beyond the purely then Roman ,Claude Shannon linear communicative model represented by Considering that .and replacing it with the systematic model ,Jacobson communication is the basis of any existing imbalance within the social and perhaps one of the basic concepts adopted in this ,family system pt of "double compulsion" as a concept with basic value model is the conce that has enabled understanding the condition of schizophrenia in isolation This model considers communication to be .from the Freudian perception ip between the as The focus is on the relationsh ,a social phenomenon circular process that occurs in each feedback message.

communication is not reduced only to the ,According to this model given that every social behavior has a communicative ,verbal message ,serutseg sa ",municatemoc ylno nac ew" ,In the case of interaction .value silence can)but also behaviors convey a message ,or positions ,movements Each message .or resentment ,repression ,reservation ,It indicates shyness in the systemic conception of communication requires two levels of but also expresses ,only conveys the news content It not .meaning something about the relationship between the interlocutors.

- **Basic ideas of the systemic model:**
❖ Gregory Bateson :and Psychiatry ,Anthropology ,Communication starts from the recipient and his ,along with Jurgen Ruesch^awareness of but also from ,the "impressions" received not only from other people ,Accordingly .and from the surroundings ,from events ,himself tinguish between four levels will try to dis (Ruesch and Bateson) Which the external observer .depending on the field of relationships intrapersonal ,(the field is limited to the self)intrapersonal :considers

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* it included a team of ,s1950s and 1940Starting in the .California ,One of the schools of thought in the Palo Alto area - informal brought together by ,and mathematicians ,linguists ,psychiatrists ,intellectuals consisting of sociologists .networks rather than belonging to common universities

many)and cultural ,(several people)collective ,(two individuals) people).

❖ **communication-ossibility of nonThe imp:**In the chapter on The Social :from the book "Communication ,information and coding Bateson quickly presents a list of ideas about ,Matrix of Psychiatry" the relationship between the value system and the information coding and in this regard he ,(value judgment and reality judgment)ystems s a proposes the idea that each A message that is at the same time and an order that can bend the action of ,about past events "troper" the , command/"rotacidni" will become a dual report ,the interlocutor aspect of the message can be "pihsnoitaler" or "dnammoc" encompassing the first and specifying ,a second message considered then ,Let Bateson . .how it should be understood and understood and his colleagues continue to talk about (Fats Lavick) ,after communication ,that is ,communication about communication A nehW" :and he says in this regard ",tioncommunica-atem" the simple act of communication may carry ,communicates with B sihT hturt ehT "'.won gnitacinummoc era eW' :the implicit meaning statement could be the most important message ever broadcast and ".captured

❖ **communication and analogue communication Digital:**Analog .communication is the method of communicating about relationships eht esuaceb" ,verbal behavior patterns are a model for this-Non and the length of ,the depth of the sound ,momentum of movement directly correspond to the size of the relationships that ...the pause dohtem eht si noitacinummoc latigiD ".are the subject of the speech of communicating about things.

❖ **Symmetry and integration:**Bateson always imagines interaction a segment and a sequence of as ,between people or between groups he distinguishes between two basic ,Thus .reactions to reactions symmetrical relationships through which :systems of relationships

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* .Anthropologist of English origin -

the participants enter into the embrace of a spiral based on the ,for example)ehavior itself growth in the magnitude of the b and complementary relationships during which the (violence protection and :for example)participants form a bipolar entity power and submission ,weakness).

❖ **ecnereffid setareneg taht ecnereffid ehT" :Context:**Context is a comprehensive term that refers to all the events that are assigned to the body within the set of possibilities in which it can make the ",introduces the term "context indicator (Bateson) .second choice nformation that allows a which he defines as a source of special i body to realize and understand whether Developed in a different da no os dna ",and so he proposes "context indicators ,context or not elements that allow the ,logically ,By this phrase he means .infinitum which events take place that in themselves distinction of contexts in are used as a context for other events[*].

❖ **Proximity communication:**Edward Hall was interested in the the distance that separates ,that is ,language of personal spaces and what are the ,lturesand cu ,circles ,people according to places and what are their ,acceptable procedures for communication the body has essentially no ,According to Birdostell ?implications ...and that gestures and the way people stand record ,meaning hich should study the w "pantomime"Strongly a new discipline is body.

- **The seven dimensions of orchestral communication:**
❖ a mechanism ,When we imagine communication as a social activity and ,of a higher order is placed above individual communication every act of broadcasting a message is integrated into a broader x that and it is this matri ,similar to culture in its breadth ,matrix receives the name social communication and constitutes the set of

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[*] The audience attends a performance of the play "Hamlet" and the viewers hear the hero talking to :For example - but the viewers do not rush to call the ,his relationship with his deceased father in the context of ,himself about suicide siht taht dna yalp a si ti taht wonk yehT ".police because they obtained information about the context of "Hamlet ,the placement of the chairs ,the announcements :indicatorsinformation is given to them through several "contextual" ...the putting of the curtain

codes and rules that make interactions and relationships between It maintains regularity and .members of the same culture possible predictability.

❖ verbally ,urs in multiple wayscco "noitacinummoc ni noitapicitraP" Participating actors in the communication system .verbally-or non but they remain very ,can produce very special units of information rare activities.

❖ when two people :Intentionality is not determined in communication they participate in a linguistic system ,particular language speak a when they exchange ;that preceded them and will remain after them they use a code that enables others to read their messages ,writing.

❖ Communication is a theoretical construct that allows an erdisciplinary study of the dynamics of social lifeint.

❖ Communication is a broad system of interaction between and interactions in daily life are nothing but activation ,generations and each social actor is gradually able to learn some of the codes and ms of his group and societyprogra.

❖ whether ,The researcher is necessarily part of the system he studies Even when entering an unknown .or not he works on his own culture a ,even in the short term ,the researcher can only understand ,culture behavior of his interlocutors manifestation of the.

❖ The structure of social communication is understood through the as members of a certain culture contribute to ,image of an orchestra communication just as members of a certain culture contribute to but the ,ians contribute to an orchestracommunication just as music communication orchestra does not have a conductor and the They live in harmony to some extent .musicians do not have a score and this tune they play is ,because some will alternately guide others is very complex ,if researched ,relationships that a structured set of.

4. Structural model:

Cognitive Experiments from Possible Really adoption sciences The the building Complete , Constructivist Sample in , And so on . Successive And the , And social Personal examples Our from About us from world And therefore , Imagine it during from For the researcher Known topic that Constructivist approach tries He . Modeling _ she All sciences The The one Principle from From , Explains that from instead of Understands he have not researcher that and . Objective reality There is No : who said Her daughter that the facts from Many there F . Neutral reading network group there s get'Let ; With others linked phenomena all And ; Attitudes And multiple And the complex Circularity the reasons from.

- **Basic ideas of the constructivist model:**
- ❖ **The incompatibility between the structure and what is given:** Through the complete incompatibility between what is presented and is possible to it ,what the recipient constructs of the media given clarify that in journalism there is no incompatibility between the if there is indeed a ,and that in total ,given and what is urestruct and the ,it is not It is completely independent ,structure in journalism in it individual plays a fundamental role.
- ❖ **Constitution of Language: "Strict" and** objective therefore noitpircsed citsiugnil eht" ,first ,is not possible as long as information it cannot "describe ,si taht ",of reality cannot be normatively neutral stcaf gnitatS" ",evitagen ro evitisop rehtehw ",without "clarification reporting to dditiona ni " , without making actions lawful or unlawful words without qualifying them or excluding the speakers we quote makes objectivity an elusive path , from.
- ❖ **The effect of meaning** objective information is therefore **and 'Strict' :** " through the -by exposing reality :not possible for a second reason 'passing on'to media means not only :meaning releases one -media on the stage in form and meaning 'facts but putting them'the ." for ,HoweverGilles Gauthier ," ,it is quite possible to only report meaning'without releasing any '". 'Blues"the phrase ,For example

constitutes information that does not "victory in the qualifying match "meaning"give any particular .

- ❖ **Lack of reality:**objective information is , therefore **,dna "tcirtS"** reality there is no "given :more radical reason ,a final not possible for truth is always the product –exists information -a reality that pre – " view , determined -preor "socially" ,oriented-sense-of a pre. ni dedeeccus ton evah eW" :open the question remains ,However " . existence-nor in proving its non ,roving the existence of realityp

- ❖ **tnednepedni" :Real" mutual .vs" co-construction"** The act of **:** as the ,strictly speaking ,communication cannot be understood seen as)cipient of information transfer from the outside to the re but rather ,(dnuorg eht no egdelwonk "laer" fo stnemele "gnirutpac" it must be "modeling a shared world" We are faced ,and at this stage with one of the basic assumptions underpinned by constructivism ,social ,individual)truth is called taccording to which wha and what is usually called "reality" is (ideological or even scientific the product of communication that is viewed not as the taking ("from elements of "real" knowledge)of information (exchange) a unique arrangement of a particular but as ,with the world as it is predetermined by predetermined properties ,experience.

- ❖ **does not assume the complete independence of Constructivism** does not make this it :**the construct as opposed to the given** t as it does not deny the jus ,construction and this mutually given existence of a real subject outside the object of thought and its , representation either)it understands the "given" ,On the contrary in a very intimate relationship with (the "exterior" ,the real ,the world the ,the representation ,ither the informatione)the "construction" these bodies "generate" each other and ("roiretni". So the if we readily admit that "factual information" , position constructivist won the Abdelmadjid Tebbounethe news " ,for example – is not "independent – "presidential election" , that it relates well to in the logical and cultural)which can ,another reality that is itself

we ,be inaccurate or deceptive (framework in which it is recorded is ("ytilaer")discuss on the other hand the idea that this other "fact" ,in any case ,existing" Completely or-erp" ,completely prior to it completely freed from it since we cannot prove anything in ,Indeed we take it by ,(are unprovable and constructivism realism)this regard syawla stcaf "eurt" (or communicating)hypothesis that learning (constructivism)amounts to .

❖ a ,of course ,which is – Constructivism **:Constructivism and Ethics** has at least one big –gap free from truly rigorous structures media and communication which is to "open up" the ,dvantagea to ethics sciences.By assuming the initial indeterminacy of the -because man and the world "generate themselves" and "co ,principle problem to the ,in principle ,he returns ,produce" in a continuous way deal with man according to the idea we have We .of his responsibility just as we have the idea of A man depends on the way we ,of him treat him. this generalization refers each of us to a ,Therefore echanical or genetic or m ,technology ,no science that responsibility death can eliminate.

evaluation-Questions for self:
❖ Identify the most important differences between the trinity of communication models in terms of (and media work ,formulation of concepts ,vision)?
❖ features of orchestral communication Identify the most important?
❖ What is the relationship between the structural model and theories of meaning construction in communication?