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## The first lecture:

### The nature of research in communication

#### Introduction:

It must be warned at the beginning that it is difficult to provide a because it will be ,current presentation about the communication major Its scope is limited because it grows more .limited in scope and biased process and digest new quickly than the capabilities of learners to and it is ,information and maintain comprehensive coverage of it necessarily biased because learners disagree about what is good and what and given the dual orientations of the ,From the research .is outstanding -the presentation will be two ,communication field of research in positive and negative )theses -theses and counter propositional and through assumptions).

#### **1. The first thesis:Communication is considered one of the most developed academic fields in the last thirty years:**

Communication is characterized by a dynamism that is only rivaled In .such as informatics and biotechnology ,by a few specializations we find that the first university ,communication research institutions ) 1916e in specialization in communication was opened in EuropUniv of Leipzig-Germany) with some trying ,and five in the following decade Branches of social and human .to adopt it as a secondary specialization It appears that the .and history ,sociology ,such as literature ,sciences for the ,ization will increase in the coming yearsgrowth of this special following six reasons:

- The increasing importance of information in individual and economic successes.
- The increasing importance of communication skills in public wing specialty in the field which has become the fastest gro ,relations of communication.

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- The time devoted to exposure to media and the use of social media is constantly increasing.
  - there is a continuous increase in the media being ,As a result particularly pa)considered as an essential source for understanding reality (political.
  - The increasing interconnection between the media system and other has turned into a means of ,especially political ones ,social systems political power.
  - The importance of communication specialization when talking about portance of the influence of mass media on the quality of the im public and private communication.

**2. thesisThe first counter-:Communication is a specialty that is incapable of itself and even lacks identity**

harmony in Any academic specialty is usually characterized by some we all know ,For example .the topics of its studies and in its theories that physics is a clearly defined specialty and that its subject is nature Einstein’s theory of )and its theories are built one on top of the other and there is no great (...eory of mechanicsrelativity on Newton’s th to which you belong .controversy about the nature of the theories.

While we have a great debate about whether communication is and whether it is a specific or a very ,considered a specialty or field there ,However .everything in life includes communication ,broad topic are those who believe that not everything related to the means of For .communication is considered research into communication research into distortions is considered The psychological ,example arch resulting from exposure to violent media programs is a rese and research into the reasons for the media ,psychological research not a communication research ...monopoly is an economic research.

This identity crisis accompanied the entire academic path of When calling for the institutionalization of .communication researchers s in 1930called journalistic research in the early )communication

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the ,malongside sociology in the German academic syste (Germany president of the Association of German Sociologists refused to include oT deen ton od eW” :it with a comparative sarcastic argument that said ...teach chickens or ducks within biology

The response has always been that communication is at the same me an “integrative” scienceti, a “ synoptical as Littlejohn ,or ,ecneics “ secnereffid thgils era ereht taht gniwonk “,yranilpicsiditlum” ,puts it it is integrative because it allows the use of :between the three terms alty have something useful in theories or The curricula of any speci It is a synthesis because it uses the .describing its communicative topic and it is multidisciplinary because it ,knowledge of several disciplines does both.

But our use of any of the three terms does not solve the problem .ause the identity of our specialty is not clearly definedbec Specialization departments carry different names even within one it is certain that ,Yes .and the actors in them do different things ,country different but we do so in very ,we treat communication phenomena even if they are ,The topics are different .circumstances and contexts supervised by departments bearing the same name.

,any scientific specialty usually has a set of common theories ,Also the same which lacks this even when we study ,unlike our specialty because we have always benefited from the theoretical ,topics It may seem at first glance that this is a .approaches of other disciplines because from a theoretical standpoint it is possible to ,positive matter This .roaches to describe our subjectintegrate the best theories and app then came the second ,came initially from economists and historians ,Lazarsfeld)wave of psychologists and other specializations Meeting those .then came the approaches of scientists ,(...Hovland and Gitlin ,Bourdieu ,such as Habermas ,interested in culture.

Craig enumerated seven academic traditions in communication ,rhetoric :theories that theorize communication in different ways

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cultural ,social psychology ,cyberneticism ,phenomenology ,semiotics  
While we find that the natural .cal sociologyand criti ,sociology  
psychology has two ,sciences have one theoretical tradition  
and we have seven or more ,(behaviourism and psychoanalysis).

Returning to the talk about the pluralistic nature of communication  
one of which was ,been several integration attempts there have ,science  
who defined the specialization ,1993represented by Binger's attempt in  
It .and communication ,control ,culture ,knowledge :as the four aspects  
llow it to is a general classification with vague boundaries that may a  
and it is not suitable as a ,include any type of research related to humans  
source for distinguishing the identity of a single specialty.

Achieving the identity or coherence of any specialty is important for  
it is important to justify the ,allyExtern :internal and external reasons  
existence and growth of the specialty when discussing funding for  
Our .and research ,teaching ,projects of administrative independence  
political ,departments usually compete with departments of sociology  
guistics in order to maintain an independent training or lin ,science  
harmony and ,Internally .A distinct scientific identity .entity for students  
which ,identity are important for the scientific function of the discipline  
.knowledge is represented by the recognized accumulation of

### **3. The second thesis:the accumulation of large numbers of empirical facts about the communication process:**

Empiricism basically means the following properties:

- knowledge-Achieving self
- Describe and explain human behavior
- thodsThrough some scientific me
- Let reality decide the fate of hypotheses

This meaning is based on two assumptions:

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- recognized knowledge is considered the most -The production of self such ,decisive factor in separating science from other social systems iteraturepolitics or l ,journalism :as.
  - can ,although different from other subjects of science ,Human beings be studied with the same methodology based on the same similar to the subjects of physics and chemistry ,epistemology.

these two ,since the era of the European Enlightenment ,By the way assumptions have faced strong opposition from church thought and from traditional disciplines that believed that applying these laws to to act according human behavior would limit the freedom of individuals .and thus would conflict with their interests ,to their nature or desire .This confrontation continued and grew stronger when it developed The .first experimental psychology and later sociology :Social sciences Popper in the name of led by Karl - ivismcalled debate over posit-so critical rationalism and Adorno and Habermas in the name of critical was considered the most prominent epistemological landmark -theory .

We know exactly how much input is needed for the media to place a and even how many articles ,ical issue on their public agendanew polit and television reports are needed to raise public awareness in terms of ten articles :s research'according to Russell Newman)percentage points 0.3ts raise it by News repor .(or any magazine in the New York Times% 0.9to % s 'We also know the power of images to influence people . compared to written text ,perceptions or to arouse their emotions images ,according to research conducted by Dolph Zalman and others) and people regardless of the can direct our perception of issues and we also know that the amount of contrast The ,(accompanying text making process is explained -news decision 'extent to which journalists objective news factors or their personal beliefs is about a third -by semi that show how (from my field)se are just a few examples The .of each we have developed a solid body of knowledge by building new research

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and enhancing the depth of Our processing of ,on existing studies communications.

#### **4. thesis-Second counter:suffering from The field is increasingly epistemological erosion**

the closeness of its subject :Communication has a very simple problem to the reality and experience of all people makes these people declare “,tol a noisivelet hctaw I esuaceb” ,meht fo eno syas “,themselves “experts I have at least a .or just a father ,doctor ,preacher ,whether as a politician This problem does not apply to the ."lot to say as a researcher in this field and sometimes they make ,But they happen to us .physicist or neurologist search against common wisdom or the desires of it difficult to defend re parties involved in the phenomenon being studied.

epistemological erosion from within is more severe because ,However Epistemological .term-the consequences are more fundamental and longer debates about the nature of the true path leading to scientific knowledge Adorno was the first to .ionhave accompanied the field since its incept criticize the empiricist Lazarsfeld and what he called administrative and he confronted this “institutionally directed and oppressive” ,research a dednopser dlefsrazaL “.with “critical research - as he put it - research rs later with Notes on Critical and Managerial Communication few yea in which he showed that empirical research can of course be ,Research if it uses ,empirical research-than non ,and perhaps more critical ,critical point is It lay in his s main'but Lazarsfeld ,valid and convincing data assertion that there is no alternative to subjective interactions.

The German sociologist Niklas Luhmann saw that the social function of science lies in determining the criteria that separate scientific assertions and ,de in other contexts and for other purposesfrom assertions ma The sciences .diversity in and of itself has no value in science ,therefore exist because society expects from them (including the social sciences) .which are not decisions that determine which theories are acceptable and and beautiful for the natural sciences and most of This seems clear

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including the ,but it is not so for most of the social sciences ,psychology communication sciences.

In his article “An Overview of the Contributions of Other Disciplines to the Theory of Human Communication: the most important of which are four issues for epistemological debate

- or ,is reality absolute and discoverable ,That is ?How global is reality or is it the result of human interpretation?
- Is the locus of reality outside people or is it personal experiences?
- Can humans be observed by the same scientific processes as other things?
- or is it ,Does scientific knowledge arise from sensory experience or is it the result of interaction between the resulting from an individual ,personal constructions of the knower and the known?

they should ,While pluralism and diversity are generally great values there must be ,Of course .not lead to an “anything goes” culture in science but at some point we must acknowledge ,competition between approaches the possibility ,in all disciplines ,This expresses .the touchstone of reality of hypotheses replicating evidence on the one hand and of expectations on the other hand like any research in any other ,Research in communication .the other hand which are the basis of ,models and standards benefits from ,discipline .knowledge that can be accepted regardless of the researcher’s preparation

**evaluation-Questions for self:**

- ❖ To what extent can media and communication sciences be considered an independent science in itself?
- ❖ Why are communication sciences described as “sciences” and not science?
- ❖ What are the most important criticisms directed at the empirical approach to research in communication?