
Second lecture:

History of research in communication

Introduction:

communication between people has been an exciting topic for intellectuals since ancient times. However, it did not become a subject of research for scholars until a relatively short time ago. Below we provide a general summary of the history of research on communication through its most important schools and theories as an independent science in its own right. Communication's presentation in the book 'ng to Judit LazarAccordi .right Science".

1. First beginnings:

After World War II, the desire to establish an independent science of communication began to appear, but those interested and researchers in communication divided into two major schools of thought. This field did not agree on communication.

- Imperial school:

Since the first decade of the twentieth century, communication in the United States has been linked to the project of building social sciences. The Chicago School represented the starting point for this project based on empirical principles. Its microsociological approach to the role of communication methods in organizing human groups is consistent with its thoughts about the role of cognitive scientific tools in reaching solutions. The theses of this school prevailed until the end of World War II, as it considered it a "social laboratory" for experimental research practice, acculturation, marginalization, and organization with its connotations of diversity, and since the city is also a space of social mobility and integration. The Chicago School chose the city as a space for its World War II influences of the contributions of this school's researchers between 1915 and 1935. On the issue of immigration, were evident in its focus.

through ,integration of new immigrants into the fabric of American society Ezra Park's central question was about the ,his studies on ethnic groups especially the many publications in foreign ,integration role of newspapers the professionalism of ,out the nature of information and ab ,languages "and the differences that distinguish it from "propaganda ,journalism they ,s1940As for the years of the ."municipal advertising" or "Social ions known as communicat ,witnessed the emergence of a new trend to functional ,in its reading of the phenomena it studied ,It tended .research which ,relying in its research approach on qualitative studies ,analysis were believed to be the best methodological tools in responding to what a put forward those in charge of the medi.

- **Critical school:**

such as Horkheimer ,Led by the ancients of the Frankfurt School this school was influenced from the ,and Fromm ,Marcus ,Adorno as its followers focused mainly on the ,beginning by Marxist thought mic environment of the country in which the and econo ,political ,social Who controls :They always wondered .communication process took place This is in addition to their ?For whose benefit ?and why ,communication hey which t ,rejection of the administrative aspect of the empirical school fault for its focus on communication and its neglect of the historical and distorts the reality of - in their opinion - which ,cultural environment the followers of the empirical school ,For their part .communication act theoretical research devoid of defend objectivity and reject abstr objective data.

2. Recent trends of the two schools:

If the field of communication was initially characterized by the dualism it became more diverse ,after the sixties ,mentioned above:

- **Critical school trends:**

of the critical school were divided into several trends each. The followers but always focusing on , of which focused on one indicator and not others changes and conflicts:

- ❖ were (those with the political economic approach) Some of them and then focused their , factor interested in studying the economic efforts on analyzing the structure or ownership structure of means. They also made social . of communication and how they work control the center of their interests.
- ❖ one with it is similar to the previous , approach (holistic) As for the the only difference being that the proponents of the latter give priority to the ideological factor at the expense of the economic. They are interested in studying its various manifestations . factor and its sustainability mechanisms.
- ❖ (cultural imperialism) and (or cultural the) ies to The same appl which are also considered descendants of the critical school. The , which was formed at the University of Birmingham , former attempts to explain the meaning of popular culture through the the) demanding an analysis of , al experientotality of cultur. As for the . specific cultural . rather than isolating a field (whole “, under the name “cultural imperialism , its researchers , second talk about the process of implanting Western mass communication considering that the values , eloping countries products in dev supplied to the latter are capitalist values that pollute and colonize through messages sent , the local nature.

- **Empirical school trends:**

it has branched into different , Although it maintains its main claims ,(uses) ,(effects) approaches depending on the researchers' focus of interest (content) and :

- ❖ under the title , of means of communication "use" Research on the spread in the , "Use and Satisfaction" or "Use and Satisfaction" their efforts to study audience as researchers intensified , s1970

trying to establish correlation coefficients between ,satisfaction and the effects of ,the requests and motives of the audience researchers are interested ,Nowadays .means of communication e audience in constructing in the positive participation of th within the ,special meanings through the means it receives approach (interactive)or (social - psychological)framework of a with the cultural dynamic of the environment to which this audience belongs.

- ❖ nched out from the empirical school which bra ,The second trend is represented by studies carried out within the framework of ew siht yB “.extending and deepening the “personal relationship .mean research conducted on “diffusion of innovations”
- ❖ ontent of mass it links the c , "Culture Theory" As for communication and its potential effects on individuals and it enables the content and ,From a functional perspective .society effects of the means of communication to be addressed especially television.
- ❖ a sociological approach that it is ,theory "dependency" As for the attempts to determine under what conditions individuals become Its theorists .dependent on the means of mass communication highlight the increasing mutual relationship between the media system and other social systems.

3. er recent trendsSome oth:

which have imposed ,We will list a group of other recent trends themselves as research trends:

- It is a theory that proposes an approach :**Technological determinism** that does not coincide with any of the two major schools mentioned Its origins go back to the works of Harold Innis and Marshall .above who in their works gave a major role to the means in the ,McLuhan .mmunication and even in organizing society as a wholeprocess of co They focused on In their analysis of the technology used in the

dominant means of communication at each particular historical stage which were severely criticized several of McLuhan's contributions. He believed that these were seriously reconsidered in the seventies, times the basic specifications of the dominant means of communication could guide us on how to think and how to organize information of This is a field. Research concerned with the problem of literacy study that has become fertile since the seventies.

- **Means of communication and public opinion:** This interest has and among the most important of , taken a large role in recent years the) and (prioritization) these approaches in this field we mention al of silencespir)..
- **ideas 'Moles:** It is considered another distinct proposal that new way about the relationship between the encourages thinking in a Its owner believes that the . means of communication and society means of communication transform culture through what he calls This cultural mosaic is . (cultural mosaic) or (cultural mosaics) the main driver of , circulating in a diagram nothing but new ideas see the attached) which is the means of communication (diagram. the starting point does , Since this drawing is a closed circle the : at all or is in fact linked to the presence of creators not exist These are the ones who invent and ...the artist , e writerth , scientist These . create new ideas that are later transmitted to various groups starting with ...new ideas expressed in cultures include an endless list ific a cooking recipe and ending with the most complex scient . Jamahiriya . and all of this represents the basis of culture , discoveries means of communication play a major role in , According to Moles ers of they are considered the true carri , In fact . modern culture communication and cultur.

