

## SOCIAL COMMUNICATION

### The Concept of «Communication» in the System of Social Communications

N. Haidur<sup>1</sup>, O. Mitchuk<sup>2</sup>

<sup>1</sup>Department of Social Communications, Academician Stepan Demianchuk International University of Economics and Humanities, Rivne, Ukraine,

<sup>2</sup>Institute of Journalism, Borys Grinchenko University of Kyiv, Kyiv, Ukraine ORCID ID: <https://orcid.org/0000-0002-1011-7320>  
Corresponding author. e-mail: [ricc.natalie@gmail.com](mailto:ricc.natalie@gmail.com)

Paper received 06.12.21; Accepted for publication 19.12.21.

<https://doi.org/10.31174/SEND-HS2021-261IX48-12>

**Abstract.** The article examines the formation and transformation of the semantics of journalism in its connection with the social system of society, as well as a possible change in the concept. Journalism with links to social events unforeseen. Based on theory social systems suggests that terms and concepts «Journalism» or «journalist» is based on changing concepts or differ in time within their semantic constructions. Emphasis is placed on because the semantics of journalism provide an accurate assessment of the current state of professional social communications.

**Keywords:** *auto poetics, journalism, content, semantics, social communications, governance.*

**Introduction.** The modern humanities determine the concept of communication as a multidimensional category, a demonstration of various aspects of the mechanisms of communication. The semantically blurred nature of the concept of communication is the result of different ways of basic understanding of messages in the media to solve the problem of communication: establishing links between the concept of text, defining the channel of communication (oral or written), indicating the form of a story (monologue or dialogue), approximation of the mechanism of isolation of the concept of communication (simultaneity and sequence).

The lack of unanimity on the generally accepted interpretation of the phenomenon of the concept of communication determines, or rather reflects the range of problems that are an obstacle in the analysis of the universal theory of the concept of communication. Thus the review of various researches allows allocating three basic methods of concretization, categories of the description of the phenomenon of the concept of communication:

- first, the concept of communication, equivalent to the use of language;
- secondly, the concept of communication, which is identified with the communication event, which is the product of communication interaction in a particular ideological, cultural, social situation;
- third, a form of social communication activity, which is structured according to patterns created as a result of verbal and nonverbal interactions can be seen in the concept of communication.

**Materials and methods.** The question of the relationship between the concept of communication and the organizational and creative implementation of this concept in the media appears as relevant to science. The object of the article is the system of social communications, and the subject is the concept of communication.

The purpose of the article is to formulate the definition of the concept of communication in the system of social communications as a science and as a practice.

The purpose statement of the study necessitates solving the following tasks:

- to define the concept of communication;

- to identify the mechanisms of functioning of the concept of communication;
- to define and structure the principles of meeting the expectations of the audience through the concept of communication;
- to characterize the concept of communication as a specific filter in the context of the cognitive capabilities of the mass audience.

**The methodological basis of the study** were the theoretical provisions of scientific works of Ukrainian and foreign scientists on the problems of the concept of social communications. The methodological basis of the study was also the position of the science of social communications on human social behavior as a result of media practice.

**Results and discussion.** The purpose of the concept of communication is to create a vision of the world through which it is possible to determine the relevant categories of a particular community of content consumers. The concept of communication is a category of communication, as a result of which, subjects interact that function in a certain interdisciplinary space through communication standards, which creates a special image of the world and is characterized by considerable diversity.

It is necessary to take into account the influence of many impulses to determine the typology of the concept of communication – for example, the state of participants, various areas and forms of their activities: social (e.g. religion, science or politics), the content of ideological values, place and form of communication. At the same time, the criterion of the sphere of public life (for example, health, economy, education) often coincides with the intuitive, conversational taxonomy of each member of the community. Therefore, communication is a set of impulses associated with social activity and language in specific areas of life, the categorization of types of communication concept.

According to the above, we can assume that the concept of communication is a heterogeneous structure, with different links that activate different narrative strategies, achieve different forms of content expression, semantic picture of the world using different lexical registers, different recruitment of stylistic measures. Establishing pragmatic and

semantic values (structuring the image of the world using clear cognitive categories), structural and stylistic-linguistic morphology allow us to define the concept of communication as a homogeneous event of communication, often a random meeting in the communication space.

A factor that prevents the definition of the relevant exponents of the concept of communication is that it generates a picture of the world using various intermediary mass media. The phenomenon of the concept of communication belongs to a category that is not focused through activities on a clear vision of the world, which in practice of other social categories, is realized through "their" media, but is subject to content selection mechanisms through epistemological filters and axiological homogenization of the world. Thanks to these phenomena, it is possible to create a holistic picture of the world, which would be embedded in a specific axiological layer that controls the process of obtaining content in accordance with the intentions of the subjects who manage communication in the media.

However, the world is still not a priori in the concept of communication as an unalterable openness of proposals to see the world around us. The concept of communication is better considered as a dialogue, discussion. The image of this world in the media space is diverse, fragmented, unsystematic and chaotic. Just as a kaleidoscope that rotates and moves can be infinite, so do more and more new configurations.

A variant of the concept of communication (or at least one of the ways to concretize it) is a communication concept release. It is characterized by readability. Internal differentiations (for example, local, regional and national communication, thematic sphere of communication, specifics of the audience, information or analytical journalism, etc.) form a communication concept release. Representing its various areas of content, communication concept release becomes a pragmatic functional category of social communications (for example, it uses such communication concept releases as fragmentation, concretization, personalization, sensationalism within the mechanisms of information and entertainment category of tabloids).

A pragmatic mechanism that can go through different stories about the same world, but with purpose to adapt these stories to the cognitive capabilities of the mass audience, will be considered as a filter of the concept of communication, which inhibits the process of content penetration into specialized communication concepts. Therefore, compliance with the principle of simplification of content in social communications is a mandatory adaptive procedure that allows the average audience to penetrate the complexity of social reality.

In order to illustrate the complexity of the mechanism of content structuring, the communication concept of mass media is developed on the basis of relatively homogeneous considerations (taking into account the structural and stylistic use of examples). The main text is produced in the official concept of communication, which is characterized by a clear system of relations between journalists and the audience (any recipient as a subject of communication is obliged to move in the content regulation of the concept of communication). Communication scenarios (specific terms, syntactic constructions, morphological techniques, etc.) are processed by the text. Therefore, the content that regulates and develops social behavior should be considered as a

form of schematization within the analysis of the concept of communication: the media offer open communication (the phenomenon of media interactivity), encourage communication, refuse irreversible communication. They also see the concept of communication as a chance to expand the audience, attract its comments, invite to jointly create a communication community (another issue is that media with a clear axiological format, despite declarations of openness, prefer to advise the concept of exception, not prone to dialogue, instead of proposing any vision of the world).

Clear communication scripts are the transmission of the image of the created world based on the concept of communication, the procedure of communication as an effect of starting a pragmatic filter that simplifies penetration into reality of the world, full of secrets and mysteries, dramatic events that can generate strong emotions. At the same time, scripts will carry out semantics of the concept of communication realized by mass media.

Semanticization of the concept of communication is a mechanism that allows penetrating into the world of certain secrets or mysteries, to create the figure of a politician as a benefactor, philanthropist or even savior of mankind. The world around both audiences and journalists still frightens society because, it is full of threats and is subject to a simple, schematic interpretation, the authority of which is determined by the potential of science, a space that can be understood as much as the audience wants. The concept of communication reveals the complexity of the image of the world, at the same time reaching the means of narration, allowing not only transferring knowledge but also identifying relationships between participants of any processes taking place in the world and covered by the media through metaphors as a factor of the concept of communication and as a phenomenon of perception of one array of content through another.

The mechanism of application of metaphors associated with the transfer of content is transparent, which allows structuring the source content to the level of target content, to promote the penetration of the audience as a kind of observer in the interpretation of the complex world. The media refuses to simply link to an event, transfer analysis of that event, or modify content.

The media take into account the expectations of the audience in the process of creating a picture of the world. The concept of communication is reduced to the constant activation of audience attention, which encourages the audience to watch, read, listen. As a result, we have a stream of contents as a stream of certain stories. The mechanism of content selection and categorization allows building a picture of the world that can constantly attract the audience and convince that the reality is complex, extremely dynamic, full of shocking events (because more importantly is not so provide information, but to comment on it).

The purpose of the concept of communication is to convince the mass audience that it is guided by the right media recommendations that allow the audience to move in a complex reality, understand if not the world around them, but its image – that is, recognize its components, evaluate them and unite in own minds. The media, which are designed to implement the concept of communication, make up their history, use slogans and simplify the cognitive dynamics of creating and interpreting content.

Thus, the determinants of the main part of the concept of communication (in epistemological and axiological contexts) simplify the image of the world (the use of simple keys to understand specific situations, clear identifiers is positioned), color it with emotions (looking for new psychological sensations, prefer socially sensitive subjects). The defined strategy of behavior of mass media leads to variable (in relation to separate types of mass media) models of organizational functions and content hierarchies which are mixed with such functional values of activity of mass media, as informing, interpretation, aggregation of knowledge, maintenance of entertainments.

The axiological sphere of the concept of communication is extremely diverse. However, it is not difficult to find an in-depth reflection of the world, encouragement to think, seriousness, the search for higher values in the concept of communication. Any scenario of a communication game (scenarios of communicative behavior, communication strategies, patterns of communication styles, etc.) that occur in the concept of communication has its justification in epistemological and axiological impulses. The concept of communication, of course, is a communication service that has the character of absorption (the mechanism of borrowing and distribution of content through genre concepts using the style of promoting events). Pragmatic filter (i.e. semanticization of the image of the world, its axiologization) allows the concept of communication to accumulate media stories created in other contexts, to combine them with a homogeneous set of values for a particular group of media (perceptions of the world, clearly focused on groups specific values of mass media). The range and depth of the mechanism of audience absorption differ: there is a mechanism of direct reference to historical analogies, literal citation or paraphrasing in the concept of communication.

The concept of communication has also an absorption mechanism based on the modification of the image of the surrounding world, created on the basis of other stories. Sometimes the elements of the media image are created in other contexts. Then they become a reason to create a separate story, the basis of content semanticization, and are easily tabloidized. The absorbing nature of the concept of communication is characterized by a polymorphism of styles. The image of the world is created with the help of various lexical registers. Stylistic and language-specific means of reference are activated through the concept of communication.

The concept of communication is organized or transformed through the use of other concepts and is a heterogeneous type of social practice. A factor that accelerates the process of self-determination of the media, blurs the boundaries of content and, consequently, the structure of the audience and is a tabloidization of mass media, which, rejecting the established rules, is perceived as a mechanism for fragmenting the existing content alert system. Forms of mixing types of content feed dynamize communication, make messages more attractive, allowing conceptual communication to offer feedback, two-way and dialogic communication system.

It should be noted that much of the concept of communication (for example, the system of forming audience opinions) continues to structure the expectations of the audience in accordance with the "communication agreement" between the audience and social communications. It forces the media to stabilize communication with the audience, which makes the audience's expectations an effective tool for aggregating the image of the world and interpreting it.

**Conclusions.** Considering the modern concept of communication, we can see that it is characterized by the predominance of political factors, which is not surprising, because it is political content absorbs other content as a key collected event, created in a diverse concept of communication. The provisions of content conventions create a variety of interpretations, so the audience can find in the communications market headlines about events that reach the classic location of the concept of communication. At the same time, much of the concept of communication implements the goals of the media through a variety of content, hybrids or borrowings. The transmission of a certain style of content is as follows: on the one hand, we have journalism, which should be characterized by stylistic relevance – formality, objectivity, professionalism, and on the other – a picture of the world subjected to semantic tabloidization, which uses expressive, stenciled language.

Speaking about the prospects of analyzing the problem of absorbing the concept of communication, we can assume that analytical research on the construction of a picture of the world by semanticization (transfer, modification) of content narratives created by autonomous concepts of communication will be interesting. At the same time, the characteristics of different functional styles of materials in the media can be valuable for the science of social communications.

#### REFERENCES

1. Habor, N. (2001). Postmodern – postjournalism – postreality. *Collection of works of the Department of Ukrainian Press*. Lviv: VTs LNU imeni I. Franka, No. 4 - 6. P. 458 - 463.
2. Dawkins, R. (2017). *Selfish gene*. Kharkiv: Klub sineinoho dozvillia, 540 p.
3. Zolyak, V. (2007). The role of communication traditions in modern mass communication processes. *Dialogue. Media studio: Zbirnyk naukovykh prats*. I. Mechnikov Odessa National University named after I. Mechnikov, P. 114 - 126.
4. Mitchuk, O. A. (2013). Structural resources of information as a socio-cultural product. *Visnuk Lvivskoho Natsionalnoho Universytetu. Seriya: Zhurnalistyka*. Lviv, No. 38. P. 191-195.
5. Finkler, Y. (2003). Communicative characteristics of the journalistic text as a reflection of classroom expectations. *Literaturovedcheskiy sbornik*. Donetsk National University. Donetsk, No 14. P. 34 - 45.
6. Barcelona, A. (Ed.) (2003). Introduction. *The Cognitive Theory of Metaphor and Metonymy. Metaphor and Metonymy at the Crossroads. A Cognitive Perspective*. Berlin, p. 2-10.
7. Day, L. A. (2005). *Ethics in Media Communications: Cases and Controversies*, 5th ed., Wadsworth Publishing.
8. Goldstein, T. (2007). *Journalism and Truth: Strange Bedfellows (Medill Visions of the American Press)*, Northwestern University Press.
9. Habermas, J. (1979). *Communication and the Evolution of Society*, London, Heinemann.
10. Merrill, J. C. (1997). *Journalism Ethics: Philosophical Foundations for News Media*, New York.