

За допомогою інтегрованої реклами маловідома музично-пісенна композиція часто стає більш відомою та популярною.

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COMMUNICATION SYSTEMS THEORIES AS THE BASIS FOR THE ON-LINE COMMUNICATION THEORY

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Global transformations in the years of Covid-19 pandemic and the war in Ukraine have caused the spread of on-line communication to all spheres of our life and stimulated to referring to the basics of the theory of communication for better understanding the process.

The aim of the work is to review the main theories in the field of communication and to decide if it is possible to apply them for the on-line communication.

The term communication theory refers to the set of theories that comprise our understanding of the communication process [8]. According to Rosengren, “above all, communication is connected with the process of meaning creation: questions concerning how people create meaning psychologically, socially, and culturally; how messages are understood intellectually; and how ambiguity arises and is resolved” [10].

Betteke van Rule suggests three main dimensions according to which communication theory can be classified:

“– communication as a one-way process of meaning construction, in which the sender attempts to construct or reconstruct the meaning developed by the receiver;

– communication as a two-way process of meaning construction, in which two or more people construct new meanings together;

– communication as an “omnidirectional diachronic process of meaning construction” [13], in which “the focus is on the continuous development of meaning itself” [13].

In the first case, the focus is on the flow of information. Information is seen as objective, as in the mathematical communication theory developed by Shannon [11] . The receiver is sufficient to make the communication successful. However, Two-Step Flow theory claims, that the mass media informs certain people, who, in turn, influence the meanings perceived by others [6].

Besides, there is also the personal influence model of Katz and Lazarsfeld, which considers that responses to media messages are “mediated by interpersonal communication between members of one’s own social environment. This theory views communication as a process directed from a sender to one or more receivers, in which the meaning construction of the receivers is mediated by certain influential others, or by peers” [5].

According to Betteke van Ruler, in interpersonal communication theory, interaction is usually seen as person-to-person interaction or group interaction, in which people respond to each other [13]. There are different interpretations of what “interaction” means in this context. The term comes from Latin and not only means “direct reciprocal dialogue,” but also “to act upon each other and have influences on each other” [9]. Thus, the scholar considers, that the term may refer both to feedback and to direct interaction between people. It can also refer to a “more abstract concept of interaction concerned with how people relate to other meanings in developing their own meanings” [13]. Bateson viewed interpersonal exchange as a combination of message that contains the substance or content of the communication, and a statement about the relationship itself. Watzlawick, Beavin, and Jackson called this statement about the relationship “metacommunication” [14]

The third approach to communication, called by Betteke van Ruler “omnidirectional diachronic process of meaning development itself” [13], was developed by Berlo [1] , Dance[4], Carey [2], [3], etc. In this theory, interaction is seen at the more abstract level of the dynamic interplay between social actors in their roles as senders and receivers, “related to each other only in the context of developing their own meanings continuously over time, thereby constructing society itself and, consequently, also

constructing ideas about how organizations in society should behave [13]. This is the very approach that is seen as a base for the Strategic Communication Theory by Betteke van Ruler.

One of the theories of online communication, the Social Information Processing (SIP) theory, suggests that people can develop close relationships through CMC (computer-mediated communication) channels just as they do face-to-face[12]. Thus, in our opinion, all the three approaches to communication might be the methodological basis for the on-line communication.

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