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Different ways of understanding communication: From models to a humanistic theory of communication

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Abstract

If the theme of social relations is often impregnated in information and communication sciences, it is generally on the front page of power. How to succeed in human relations is rather a fruitful subject in all political and social intentions. Paradoxically, what unites us divides us is communication: "*We can only communicate!*", a paraphrase of Watzlawick. It would be equally misleading to believe that there is a situation of *uncommunication* between two or more people. Is to communicate the desire to exercise an action or an action towards the other person for often interpersonal purposes. For a long time, the term "communication", borrowed from pooling, has been introduced into the vocabulary of institutions for strategic purposes, its use most often stems from an organizational approach of a marketing or even socio-economic nature. Although the authors of communication theories have succeeded each other in competition, each new schema tries to violently beat its predecessors in order to reach the highest degree of generality.

The article will begin to circumscribe communication as a complex concept and fashionable value. Secondly, he will visit some research carried out by communication specialists and which has contributed to the development of models leading to what is now called "*information and communication theories*". In the course of this archaeological study and in a succinct way, the article will pause on developing axioms and paradigms (context-meaning-construction-noise-feedback) consecutively from the interaction of the three components of a communication situation and in the most stripped-down way (source-message-channel-target).

Keywords: Communication; Theories and models of communication; Components of a communication situation; Axioms and paradigms in development

1. Introduction

With the invention of the printing press (Johannes Gutenberg 1450) in the sixteenth century, paving the way for the dissemination of knowledge, theoretical and managerial changes in society have been necessary since then. Logically, any socio-cultural or economic change affects attitudes and representations of man. As a social actor, the mode of communication of man is shaped and follows in parallel the new tendencies, whether in language, code and referent or reaction. The key concept highlighted is that of succeeding in the challenge of circumscribing communication. Hence the interest in studying in this chapter why such a value dedicated to dissecting communication, by briefly parading on the historical evolution of emerging models at the advent of psychosocial theories.

For a long time, researchers have been trying to frame communication in a single, closed model that can be applied to all situations, but it is obvious that some elements escape and others are held back. For 50 years, researchers from different backgrounds have tried to enclose communication in a conceptual mold that appropriates all conversational

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contacts, while the field of which communication is a part is a larger and more complex field dominated by movement and instability. As a result, these models found themselves in the uncertainty of being applicable only in certain cases and showed inadequacies and weaknesses compared to future models. Although limits condemn theories of information, they always survive in coexistence and complementarity. It is from their joint that they draw their strength.

The chapter begins with an attempt to circumscribe communication; a fashionable symbol, recognized as a relationship of influence through language. Defining communication seems to be an exhaustive task that calls for considering the theme in all its dimensions: social, psychological, informative and linguistic. These dimensions are the basis for the evolutionary aspect of the proposed models and study schemes. The purpose of this introductory work is to question the theories that have succeeded one another in communication, from the rhetoric of the ancients to models of interaction, including technical and linguistic models that emphasize their characteristics, their contributions and their limitations. Through the archaeological digging proposing movements that have marked the history of communication, the discussion allows us to expose in generality operating and functional modes and to revisit the rise of the interactionist approach. Thus, specifying the conditions under which each scheme emerged and how, historically, the limits and failures of each model were at the origin of the birth of new theories that challenged the ins and outs of the predecessors.

The article will first attack the meaning of communication and try to define it as a polysemic concept of fashionable value. In the second place, it will be useful to highlight the flagship research carried out by specialists to understand the notion of communication. Within this overview of communication schools; The article will pause on axioms resulting from the interaction of the fundamental components of social relations in the most stripped-down way (source-message-target). Succinctly, what does communication mean? How models and schemas are an initiative to formalize communication? What are the main currents of communication theories? What are the limits identified constitute an impetus to rethink communication in a humanist vision?

1.1. Communication, a fashionable symbol

The "*communicate*" and "*communication*" derive - the same for the older terms "*receive communion*" and "*communion*" - from the Latin verb '*communicare*' is defined according to the Gaffiot: "*Pool or Have*". The etymological study allows us to grasp closely the global function of communication as a polysemous term thus designating "(to share) *participate in something*", '*to be in mutual relationship, in communion with someone*', '*to transmit*', '*to propagate*', '*to share*') and explains, in a way, the different theories of communication – inspired by mathematics, philosophy, linguistics, sociology and anthropology – that follow one another and lead us from a mechanical, linear transmission to a co-construction by the participants. » (S.B.Leguy & C.Leguy, 2013)

The term "*Communication*", borrowed from pooling, has long been introduced into the vocabulary of the social sciences so that it can be reused in other fields. Its use is most often based on an organizational approach of a marketing or even socio-economic nature. The authors of communication theories have succeeded one another and have complemented each other, by methodological choice, they have interpreted communication as a socio-affective framework where the context governs the laws for the purpose of co-construction of meaning through negotiation and cohabitation.

From Charles Cooley, an American sociologist, we retain the definition, "*Communication is the mechanism by which human relationships exist and develop; it includes all the symbols of the spirit and the means of transmitting them through space and maintaining them in time* ». By extension, communication is the process by which messages are exchanged between senders and receivers through various channels, with the aim of creating common sense, sharing information, ideas, emotions, or meanings. It is often a question of either information sciences and communication sciences, two notions have evolved side by side since the beginning of the twentieth century with the appearance of mass media (audio-visual) and the invasion of the new digital technology. (J.Lazar, 1999).

It is built on interpersonal relationships between two or more people, "*a process of sending and receiving certain messages: knowledge, feelings; emotions; Entitled; habits, etc.* (D-G.Larisa & D.Valentina, 2021). Beyond the peddling of information, communication is essentially a social act in which the need to build relationships between people is combined. Every being is born with the need to communicate, and endowed with language as the faculty of speaking. If animals instinctively have recourse to perspectival signs: olfactory (smell), sound (emission of sound), sensory system (sensitive organs); Motor movements (bodily movements) in order to send meaningful codes, the human being, on the other hand, communicates by default, as soon as he is with the other, the message is transmitted verbally or physically, it acts on the receiver who in turn decodes, interprets and reacts. It is clear that communication is a driving force in all kinds of situations in social or professional life. It obscures a wider range of social relationships through which individuals acquire and develop communication skills.

Among the models that strive for perfection is that of "*Communication contract*" of Ghiglione. The contribution of his work on the psychological mechanisms of communication lies in the simplicity of better understanding communication. Starting by giving primacy to the design of (R.Ghiglione, 1984) *Intra-speakers* with that of interlocutors, two paradigms that do not mean the same thing. The interlocutor is the one who receives the message while the intra-speaker designates the variations of the voice that changes with age, tone (cold), mood. Everyone communicates according to their interlocutor. The message is not the same when the receiver changes, so it depends on what we think we know about him. Communication is forged according to the status and representation that is previously constructed of the interlocutor, and the distance between the two is drawn according to the degree of proximity. An equally important element is that of feedback, it is not necessarily that we wait for the return to decide on the register of communication, "*Even before sending the message, we can be sensitive to initial feedback. We then adapt to the 'challenge of communication'. The situation is said to be 'potentially communicating' before being a 'communication situation'*" (V.Brunet, 2024). Early feedback is expected since it is planned even before the exchange will take place.

1.2. Communication: a humanist vision

« *There is no society without communication* an expression stipulated by Dominique Wolton. The sociologist, in his article, distinguishes five prodigious sequential facts: (D.Wolton, 2009) "*Interpersonal communication, mediated communication, political communication, intercultural communication, but also the models of organization of society, through values, symbols and representations.* ». (Y.Serrano, 2014). In other words, communication is everything that contributes to individuals to identify themselves, to recognize themselves, to enter into relationships with each other, and to act on the world. In fact, it is through communication that the contact of each person with the world that is in evidence, at once moral, technical and economic, "*Communication means as much an ideal of sharing between individuals as a system of transmitting information between them. Two visions, which Wolton describes respectively as normative and functional, which have long structured theories of communication* » (A.Riom, T.Libaert, & A.Adary, 2022)

"*Informing is not communicating*", is the thesis defended by Dominique Wolton in his essay in which he fundamentally emphasizes the relationship between communication and information. It is not identical, but complementary. Starting from a brief historical overview of the conception of communication over the years that shows that communication is the real challenge of the twenty-first century. After more than three decades dedicated to work on communication, the director of the Institute of Communication Sciences (ISCC) of the CNRS denounces (D.Wolton, 2009) "*Flat and clumsy judgment*" would only be the consequence of the exaggerated consideration attributed to information to the detriment of communication and if the former circulates the serious trait in opposition to the manipulative character attributed to the latter.

In the eyes of Dominique Wolton, communication is more complex than information, because it raises the question of the other (*otherness*). This vision goes against the cliché if it were not imposed that information and communication are inseparable from the history of human emancipation. Indeed, the information revolution, which occurred in the sixteenth century, allowed *the rebirth* of man, the opening to the world and the development of critical thinking. The problem of transcending communication from the restricted framework and multiplying messages is not a guarantee of successful communication. By intensifying the production and dissemination of messages, at a time of countless technical advances, information has developed to the detriment of communication. As a result, during the twentieth century, information has imposed itself by accentuating the idea of automatic communication. The world is overwhelmed by the extension of information, and is it in communication?

Conceived as a framework through which individuals seek to share, seduce and convince, communication is considered to be a concept that encompasses information. There is no information without a communication project. Indeed, beings are social actors and not beings of information. Dominique Wolton believes that it is necessary to "*Detechinize* communication, to put technology in its place and to understand that progress in the production and dissemination of information only makes sense to the extent that it helps to build the *cohabitation*, a paradigm introduced by the author to describe communication between societies of divergent values. In this sense, the researcher offers another social dimension to communication, that of *cohabitation*. This is communication: *cohabit*. "*Informing is not communicating and communicating is not transmitting* ». (D.Wolton, 2009)

Since *cohabitation* is at the center of his thought, Dominique Wolton gives the receiver a more rewarding place, he becomes present and participatory, thanks precisely to technical progress, particularly in media communication via the Internet. In this sense, the "*The Internet will not be able to be the engine of democracy, because the question of power is not only a question of information, but of values and human communication* ». He says that information and communication are one of the major issues of the beginning of the century. « *We must manage the lack of communication through negotiation to achieve cohabitation* ». (D.Wolton, 2009)

The cultural dimension of communication results from the experience of otherness. For the researcher, it is necessary to reintroduce criticism, historical distance and geography. We also need to think about the fact that more information does not create more diversity. On the contrary, the profusion of information has led to standardization and has allowed stereotypes to take hold. In short, the author's central idea above all is a humanist cause that insists on putting it in common as a foundation of communication *"The challenge is less to share what we have in common than to learn to manage the differences that separate us ».* (D.Wolton, 2009)

1.3. Emerging Study Models and Designs

It seems important to touch on pioneering theories that have taken charge of communication. To do this, an overview of the anthropology of language practices at least two levels: First of all, Marc Augé considers the meaning that passes through language *"deals with the meaning that men in a community give to their existence. Meaning is the relationship, and in this case, the essence of the symbolic and effective relations between humans belonging to a particular community».* Second, to take advantage of the research carried out on symbolic relations to develop dual-view thinking, i.e. conceiving communication from a restricted angle while being satisfied with one aspect (M.Augé, 1998) (*Ray Birdwhistell et Edward Hall*) or, from a general point of view, (*Hymes*), or more extensive communication (*Lévi-Strauss*) which *encompassing the whole of social life: exchange of women, words, rituals* (S.B.Leguy & C.Leguy, 2013).

1.4. The Rhetoric of the Ancients; A method of discourse

The landscape of communication theories examined leads to the first beginnings dating back to Antiquity. The Greek philosopher Aristotle already laid the groundwork for communication in the third century BC, an approach, composed of five key phases, aimed at improving the writing and pronunciation of speeches and which can be summarized as:

- *Inventio*: This stage concerns the collection of data before starting the creation, it now reviews what are calling market studies and the various methods aimed at getting to know the consumer better, with the aim of proposing the most suitable offer possible.
- *Dispositio*: is the way of organizing and presenting arguments with the aim of challenging and seducing. Catchy and attractive slogans by the choice of words, colors in short portrait.
- *Élocutio*: has to do with embellishment through effects, styles and patterns.
- *Actio*: designates the temporal aspect; the moment when the speech act is triggered. The choice of the time of the live or online broadcast is relevant.
- *Memoria*: means the recording of the attitudes or actions of the interlocutor to make it a presage of a future communication strategy.

1.5. Technical Models and Information Theory

The history of communication theories dates back to the early 1940s, the first ones appearing after the Second World War. Derived from electronic communication processes, the communication model of information theory appeared for the first time in two articles in the *Bell System Technical Journal* in 1947 and 1948. (C.Shannon & W.Weaver, 1949)

Models concerning inter-individual communication or mass communication or both. They derive their legitimacy from competition on the invention of new techniques for transmitting signals in telecommunications under the best conditions. The model of Shannon and Weaver (1949), an engineer and a philosopher respectively, was inspired by the question of telegraphic transmission and essentially by the quality of the reception of the message. At that time (1949), Shannon and Weaver's reference model was designed for *"The Communicational Model"*. *"This model is sufficiently applicable to various fields: biological, psychological, social and linguistic, as it can be functional to the field of machines."* (D.Picard, 1992). In a stripped-down manner, they presented communication as the transfer of a message from a source to a receiver in the form of a signal susceptible to being affected by interference grouped together in the *"noise"*. Thus, the parameter of *"noise"* has been integrated into the communication to model the phenomenon of *jamming* (C.E.Shannon & W.Weaver, 1949)

In general communication, Shannon and Weaver have placed the problems encountering the message in three levels: The first obstacle is technical, that is, *"How can the symbols of communication be accurately conveyed?"*. The second problem is semantic, that is, *"How do the transmitted symbols convey exactly the desired meaning?"*. Thirdly, the problem of *Efficiency*, that is, *"How does the received sense effectively affect behavior in the desired way?"*. This type of communication is purely intended for machines and is reduced to the transmission of information. The purpose of this model is to circulate any message regardless of its meaning. It is made up of five components: *a source of information-a transmitter-a channel or media-a receiver and a destination.* (C.E.Shannon & W.Weaver, 1949).

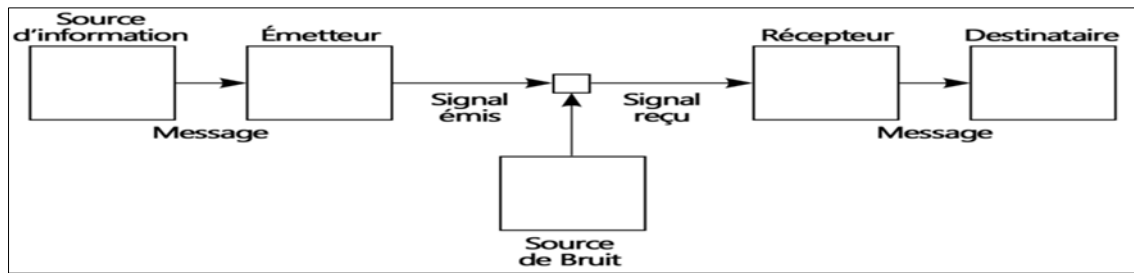


Figure 1 P schematic proposition of the Shannon & Weaver model (1949) (G.Magnus, 2023)

- A *source of information*: the essence from which the message to be communicated is drawn.
- A *transmitter*: (sender) the person capable of encoding a message that is likely to be transmitted (signal).
- *Channel or media*: the physical means responsible for signal transmission.
- The *receiver*: has the ability to decode the signal and reconstruct it to find the authentic message.
- A *destination*: the person or thing to whom the message is intending.

The quality of signal reception depends heavily on the environment and the path taken from the source. The message is likely not to be contacted by a large number of noises and noises. If it is almost impossible to get rid of "noise source" or better "engineering noise" and the communication system is satisfactory, at least care must be taken to ensure that the disturbing element "noise" does not reach the level of identification by perception.

Apart from the fact that this schema is centered on the message and the channel, it requires the sharing of a set of rules, grammar, syntax, signs, lexicon to ensure reception and avoid semantic lag above all; It's not enough for a channel to work better. Because of its limitations, this communication proposal was succeeded by other models since 1949, which highlighted more complex and more interactive aspects of human exchange, taking into account in communication the psychological and social conditioning of the message and the often-neglected return. « *Interpersonal communication, also called contemporary, is defined by the exchange of messages and codes between two individuals. The notion of distance is a very important vector of communication, because it makes it possible to identify what kind of communication the interlocutors are granting themselves. The notion of proxemics at this interpersonal distance between two people* » (B.Joly, 2013)

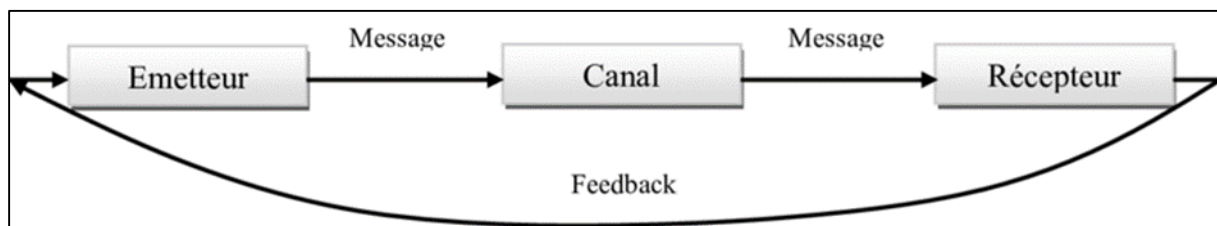


Figure 2 Wiener's simple model (1948) (J.P.Menier & D.Peraya, 2010)

Conceived as a contribution of Shannon and Weaver's model, Wiener's model, produced in 1948 and extracted from Yohan Gicquel's communication of companies, completes his previous one (Figure 1), which is considered insufficient since it presents communication in a unilateral manner (Y.Gicquel, 2010). By introducing the concept of Feedback or feedback, he breaks with the linear process (Figure 1), to shed light on the bidirectional vision of communication as opposed to the unidirectional character. In " *This model is therefore based on a process of circular communication through the exchange of information, with feedback allowing for the regulation of communication* ». (B.Joly, 2013). The limits of this model boil down to designing a communication where the identification of the interlocutors is ignored.

The impact of Norbert Wiener's work on "cybernetics" (1948) has given a better understanding of communication from a feedback point of view. "It refers to the reaction of the receiver to the message sent and its return to the sender" (D.Picard, 1992). The investment of this concept in social scientists has made it possible to launch the first draft towards interaction by making the leap from linear vision communication to the design of a circular process. The principle of this circular causal relationship presumes that an action stimulating a reaction of others can be considered as a response to a previous behavior of the latter. Such a perspective leads us to consider that the source and the target are "transceivers" performing distinguished functions without fracturing.

To the technical models is attributed the neglect of two parameters of great importance: the *context* and the *feedback*, so that the third basic defect joins them: The nature of the message is presented as an abstract entity unaware that human language forms a complex constituent affecting communication. « *It is this importance given to language that makes the models developed by linguists so interesting*». (D.Picard, 1992).

In the same period, other models had a certain impact, such as Harold Lasswell's descriptive model (1948) concerning mass communication. He describes the process of communication in a series of questions in five W's (D.H.Lasswell, 1948).

- *WHO says*: The communicator. It aims to study the sending and sociological organizations of the environments and their motivation to communicate.
- *WHAT through*: Refers to content, message analysis, or visual identification.
- *WHAT CHANNELS to*: the media medium (radio, press, etc.) of the message: refers to all the techniques and means used to disseminate information and culture at a given time.
- *WHOM with*: the receiver or the target audience: the target audience with the analyses of the variables (age, gender, etc.).
- *WHAT EFFECT?* Assumes the influence of communication on the receiver this artisanal formula is only the product of a number of researches carried out by Lasswell dated 1920; his infatuation and the need to cross.

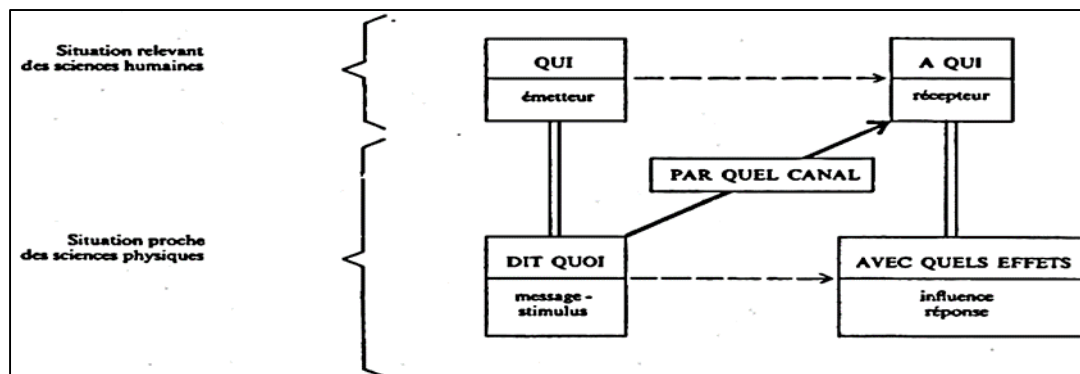


Figure 3 The descriptive model of Lasswell (1948). (V.Brunet, 2024)

This reformulation has lost its operational role to such an extent, was beaten in full force by some theorists who found it rather fragmented, too simple and abusive. They supported their criticisms with the experience of Paul Lazarsfeld, who reproached him for the exaggerated importance attributed to effect, while Marshall McLuhan based his arguments on the ambiguities between the medium and the message. In a logical and structured sequence, Jean Cloutier is looking for a model that includes the most recent contributions of communication technology (image, video, etc.) that does not belong to mass communication "*man becomes EMEREC, transceiver*" '*WHO*' '*TO WHOM?*' are intertwined in the same person. (M.Bühler, 1974).

In this model of the Riley and Riley Model (1959), researchers lean towards the humanistic approach to communication. This vision reminds us that all individuals belong to primary groups (family, community, tribes, etc.), which determine their way of judging and seeing. In other words, every human being is influenced by his or her group, and his or her perceptions and representations depend on the social context in which he or she evolves. The model grasped the value of including the feedback factor and the feedback loop between the sender and receiver increased in value "*which shows the existence of a phenomenon of reciprocity, of an inter-influence between the individuals present*". (V.Brunet, 2024)

The aspect of social relations in which this model is involved appears more clearly in mass communication. Some contextual parameters are included in the Riley and Riley (1959) model, among the first to conceive of the communication process primarily as a social process. As a result, "*by restoring the 'communicator' and the 'receiver' within the 'primary group' first and then the 'social context'*"» (D.Picard, 1992)

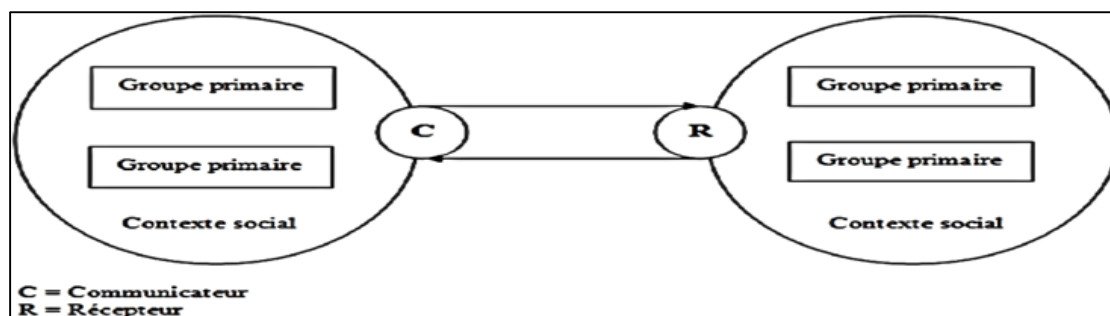


Figure 4 Riley and Riley model (1959) (D.Picard, 1992)

Both of these models are revisiting their success with their simplistic approach. First of all, they present communication situations stripped of all context, considering the actors cut off from their psychosociological environment. However, man is a social being who establishes social relationships and identifies with others and perceives through his group to which he belongs values and norms. Indeed, this aspect manifests itself more in mass communication which has tried to remedy this by including certain contextual elements. The model of Riley and Riley (1959) took advantage of the shortcomings of the previous models. He was one of the first to conceptualize communication as a social process by placing "communicator" and the "receiver" within "Primary groups" and the "Social Context" second. Undeniably, "these models are heirs to the Pavlovian tradition in which a behavior is considered either a stimulus or a response". (D.Picard, 1992) They present communication in a linear diagram from the vehicle to the recipient. The unequivocal (one-way) direction of the communication chain reveals another flaw in the model in question.

1.6. Language models and language functions

Two models can be conceived as quite significant in the work of linguistics in the field of communication: that of Roman Jakobson (1963), and that of Dell Hymes (1962). Jakobson has tried to understand communication in its entirety by combining the three basic components (resource-message-target) with others to which he gives equal interest. His model is characterized by six essential factors to which he corresponds six specific communicative functions.

American theorist and linguist Roman Jakobson, in reaction to the weaknesses of information models, has unearthed a model encompassing the different factors involved in each situation. Jakobson (1963) said that "Language must be studied in all its functions » (V.Brunet, 2024). One of the basic postulates for understanding its model is to understand the gap between the message sent and the message received. Jakobson's diagram describes the different language functions based on six factors that make up communication.

Each of the factors, according to Jakobson, is associated with a function and plays a role in communication.

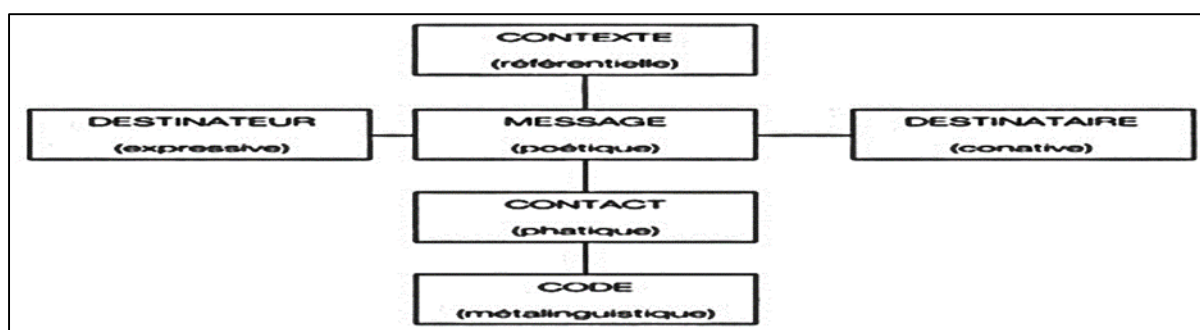


Figure 5 Diagram of Jakobson's model (1960) (V.Brunet, 2024)

De Picard Dominique (1992. Psychology of communication) we remember that the *message* is a series of signals whose material is the information it transmits and is forged from the encoding and decoding of a *code*. Physical or material contact (they talk to each other) and psychological or moral connection (they listen to each other) are born between the *sender* and the *recipient*, while the *context* is charged with a double meaning: the first can designate an "environment of a specific unit". The second meaning of context refers to a "set of social conditions", it differs in relation to proximity and register: official, family, intimate situation, the degree of closeness and knowledge between the partners, belonging to the same group, cultural and intellectual sharing, hierarchy, etc.

Also taken from the work of Yohan Gicquel, this model formalizes the combination of the six functions of all verbal messages: (Y.Gicquel, 2010)

- The *expressive function*: or emotional, it allows the expression of the feelings and personality of the messenger.
- The *conative function* is exercised on the interlocutor and aims to motivate him and encourage him to act.
- The *phatic function*: when the message is about the contact and to maintain communication.
- The *metalinguistic function*: concerns the message itself, it implies the explanation of one language by another.
- The *reference function* when the message is about the context by using references to illustrate the message.
- The *poetic function* is the form of the message, the one that gives emotional meaning to the message.

1.7. Psych sociological models; Models of equilibrium

With the advent of the psychosociological approach, communication took hold of sociolinguistic theories. Having made a strong contribution to the development of the notion of communication through the introduction of social relations to better evolve new dimensions that go beyond previous models and enrich existing models. By extension, the concept of 'message' Moves away from the restricted vision of linguists which encloses it in the verbal framework to envelop the non-verbal. In these fallouts, the work of Birdwhistell and Argyle confirms that a large amount of information can be transmitted through gestures, mimics, postures (J.Cosnier & A.Brassard, 1984). For these researchers, this new form of communication "non-verbal" differently perceived, it does not function in the same way as verbal language. For this reason, "In this regard, we have spoken of the 'multichannel' of communication; and we have, for example, distinguished between the main categories of language: a 'digital' form and an 'analogical' form; the first corresponds to the language and is based on arbitrary signals; the second corresponds to body expression and is based on 'motivated' signals. » (E.Marc & D.Picard, 1984)

Subsequently, it is clear that the link between speakers and interlocutors goes beyond the framework confining a sender and a receiver and is part of a "rapport psychosocial, i.e. a relationship that is defined by their social ranks (hierarchy, politics, family, intimate), their social affiliations and their identities (age, gender, etc.). However, human behaviors do not work in the same way, they are determined by psychosocial factors. (D.Picard, 1992).

From this point of view, the work of F. Heider (1958) reveals the vision of T. Newcomb, his model is marked as the first to have seized on the contribution of "psychosociological" and by formalizing a conception that insists on the role of the "equilibrium to maintain relationships. In this regard, F. Heider confirms that by default, any relationship must be conditioned by equilibrium if the partners intend to keep the relationship, otherwise, it is doomed to failure or rupture. «Communication is therefore presented as a complex phenomenon, dynamic rather than mechanical. » (D.Picard, 1992).

Communication is influenced by the number of players. The essential, whether they are numerous or few, the number of participants decide the temperament of the communication. The participants are stratified too; the example of Goffman who speaks in terms of " (E.t.Goffman, 1987) *Ratified member*" designating a physical presence (even silent) that is part of a conversation circle and the second case that of "unratified member which qualifies the listener who involuntarily finds himself in a situation of receiving information, that he is not part of the circle but his position (proximity, neighborhood) allows him to be informed of the details. While the former must show commitment and motivation by showing good attitudes and active listening, in opposition, the latter has the duty to show himself absent and indifferent.

Always, with Goffman, gives a classification of the speakers according to the status they fulfill in the encounter. Each one is committed in his or her own way, for this, there are three profiles: "host" which manages the animation, the "author" The one who, through his power of authenticity, gives his feelings and ideas a certain credibility. As for the "responsible", the speaker gives himself the right to represent the group. Faced with the various profiles of participants, they may be in the same person or physically different. Goffman stipulates "The ordinary notions of the speaker and the listener are sketchy, the first concealing complex differences in terms of participatory statuses and the second no less complex questions in terms of the production format. » (E.T.Goffman, 1987).

The context is intended to be a point of intersection of many social theories of communication, it directs the relational part, decides positions and governs the regulations between subordinate and subordinate as: trainer/trainee, doctor/patient, producer/consumer. He is at the same time spatial, temporal, relational, cultural, intentional. Marshall McLuhan, a theorist, is noted that "It's the context that comes first" (M.McLuhan, 1964)and that the media is a heavily connotative context which, by its logic, takes hold of the message (the case of television and today of digital social networks) and by deduction "The message is the media". (O. Kane, 2016). While Jürgen Habermas in his theory of *Communicative action*, «The context must become the framework of a true ethics of communication, a procedural

deontology that alone can allow the legitimacy of a deliberation and a decision.” (J.Habermas, 2024). As for Antony Giddens in the theory of structuring, «*The importance is the "duality of the structural", there is always a recursion between the structural forms of the context (e.g. language) and Interactions experienced on a daily basis (e.g. speech).* (A.Giddens, M.Poole, & G.De.Sanctis, 2024)

The social aspect has a considerable impact on the course of communication, as well as language is an indicator of social belonging. People are often subjected to levels of stratification right after the conversations they have. Social psychology states that each person is part of a group and is constantly exposed to classifications like any living being. According to these considerations, each has his own personal way of interpretation and representation. The way of expressing or understanding, of analyzing a message differs according to social belonging, culture, popular heritage, education, environment, psycho-affective aspect. In short, the context determines the meaning. The objective is to agree on the meaning of the statements and to manage an ambiguity that is always present. However, the process is recurrent, because it is also a question of giving meaning to the new context that is being structured. This recursive process in interactions is suitable for the acceptance "*Co-construction of meaning*" which also refers to giving meaning to each new context. (J.Leplat, 2001)

Meaning in Lev Vygotsky refers to a *mediation* between the four units "*the individual, the activity, the other and language conceived both as a means of communication and an instrument of thought*» (R.Reix, 2023). Karl Weick formulates *Inaction* as the basis for constructing meaning in improvised situations where people participate in producing the environment in which they find themselves: "*Organizing is communicating*» (Y.Giordano, 2006). For Jürgen Habermas, meaning is built in a *consensus*; a compromise that stands by the recognition of the absence of disagreements called '*Communication Ethics*': "*There can be no unanimity, and there is no compromise or vote. It is in fact the collective observation of a consent that then takes the place of the rule for stopping the discussion*" *The decision by apparent consensus.* (Ph.Urfalino, 2007). For Jacques Girin (2001), meaning develops during a '*Management situation*'. In organizations, language plays an essential role in understanding exchanges in a management situation. These interactions acquire meaning within various "*Framing*": technical, relational, authority, ethical and social relations. It is essential to have an appropriate framework in order to capture what is being said, what is being done and what is happening (B.Fallery, M.Kalika, J.L.Richet, & F.Rowe, 2023). In a framework of communication, it is relevant to analyze the '*Management situation*' call for the co-construction of meaning. (J.Girin, 2001).

2. Conclusion

From Jean-Luc Lagardère the "*Communication is a difficult science. It's not an exact science. It can be learned and cultivated.*" (J.Dion, 2020). Since the humanities have been interested in studying the theme of communication as a social process, a large number of researchers from various specialties have tried to formalize it into "*models*" introducing components of the situation into a transparent and functional schema. In its simplest form, the process of communication is taken as a product resulting from the interactionist operation between the three poles in a stripped-down way: source-message-target. The elements (*context-sense-noise-feedback*) that come together to complicate the schema have marked the difference from one model to another, from this distinction, we can list three types of models: "*technical*" with the informative function and based on the problems of signal transmission, "*linguists*" opting for the message and "*psychosociological*" focused mainly on the psychological and societal mechanisms of communication.

Several authors seek to take stock of the historical perspective of schemas and models in order to illustrate, through the key moments of communication and the mass media, contributions that are undeniably undeniable in the field of social and educational research and that endure in the face of technological proliferation. Faced with the invasion of the new digital jargon, communication theories are resisting or even supporting the flourishing of new approaches and concepts of mediatization. In addition, they meet the needs of establishing the theoretical foundations for the introduction of mediated communication in organizations and institutions in all fields.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

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