Difficulties of unitary understanding of the social communication

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ABSTRACT

The study aims to reveal the specific profile of social communication. This is achieved in two ways: by clarifying the difference between the individual and mass communication, and by highlighting the common characteristics of them. It emphasizes that by its psychological and social determinations, communication is reflected on individuals or groups of individuals with significant effects, depending on the occupied place by them within the communicational system. A fair, effective decision, can't be taken only if the system and communication networks, are properly functioning. What is important in the end is the effectiveness of communication, or, in other words, if its message was properly understood by the interlocutor what will lead to the desired effect. The communication is a dynamic process which, once initiated, evoluates, is changing and changes people involved in the process. It is even said that we are what we are as a result of interactions of communication that we had along the life, which is certainly true as far as personality is the result of environment, education, experience, and communication is the way which they operate.

Keywords: mass-media; mass communication; figure of mass communication

1. INTRODUCTION

Specialists, mostly agree, that etymologically, the communication term comes from the Latin „communis" meaning "to share". In everyday language, the using of the word "communication" does not impinge with special issues. Most speakers are thinking of "to acquaint" or "to inform". That is evidenced by any explanatory dictionary, where generally, there are three meanings, partially overlapping, of the word "communication" (van Cuilenburg, Scholten & Noomen, 2000, p. 25). Communication is primarily a perception. It involves transmission, intentional or not, of information intended to explain or influence an individual or group of receptors individuals. But it comes down to it. At the same time the action is sent, there is an action of the subject receiving a retroactive effect (feedback) on the individual transmitters which in turn, is influenced (Borowski, 2013; Strechie, 2014). Communication is a fundamental characteristic of existence (Şoitu, 1997, p. 5). There are physical communication (between two celestial bodies), biological (between individuals of the same species) and human. Human communication is the essence of interhuman relations, expressed by the ability to read, permanently, the sense of social contacts made with symbols and general social meanings to achieve stability or of some individual or group level behavior changes (Powell, 2013; Gîfu, 2014; Iorgulescu, 2014).

The concept of communication is often perceived wrong in practice (Voicu & Rusu, 1999, p. 11). Communication is not just sending of messages without the involvement of participants in the process. Only if the interlocutors listen carefully the interventions of the other and jointly decide how to act, we can say that they communicate. Communication takes place only if the transmitter and receiver properly understand the discussed issues and reache a consensus on resolving. If the transmitter and receiver communicate honestly and without hesitation, because they have established between them a certain "connection", that allows everyone to understand each other's feelings and reasons, communication is emphatic (Vlăduţescu, 2013; Colhon, 2013; Traisatrau & Avram, 2014).

In the empathic communication the interlocutors accept and comply with the decisions and opinions of the partners and not trying their "handling" to give up their views.

In a positive sense (Roşca & Cârnu, 1999, p. 252), communication in its many forms, is the basis of the relationships between people, of the collaboration, of the cooperation, mutual assistance, configuration of the efforts to resolve all issues. Paradoxically, it also is that in some cases it is the main source that causes appearance of many issues.

2. A WAY TO UNDERSTANDING SOCIAL COMMUNICATION

Communication is defined, generally, as a psychosocial process within are transmitted and are received the messages containing information. It is one of means by which can make decisions leading to resolution in a manner more satisfactory of all issues.

Communication is the indispensable element for the optimal functioning of any human community, regardless of its nature and size (Şerb, 1999, p. 35). Continuous exchange of messages generates the unit of views and thus, of action by harmonizing of the knowledge regarding goals, ways and means to achieve them, by promoting needed skills, by relative homogenizing of the groups as affective aspect (emotional, sentimental) and motivational (opinions, interests, beliefs, attitudes). It can be said, therefore, that to communicate is synonymous with saying, to explain, to persuade or to act.

Communication (Şoitu, 1997, p. 6) is that fundamentally mode of psychosocial interaction, without which people could not become people and to cultivate their own values. Human communication facilitates not only the transfer of something, from one another, as it would move an object from one place to another, but is deeper, determining also integral acquiring or partial of what is addressed him.

It is speaking often about the effects of mass communication on listeners. In this respect, we conceive the human communication as an act designed to perform a connection to influence the maintenance or, in function of interests, changing, the behavior of the other. Human communication is not ever done without the intention to influence the quality and not just quantity. It aims transformation or preservation of certain qualities. It is not made by transfer of qualities, but by something else, difficult to define and measure.

Whenever we communicate, trying to persuade, to explain, to influence, to educate or to accomplish any other goal through communication process, always following four main goals (Stanton, 1995, p. 1): to be perceived (heared or read), to be understood, to be accepted, to provoke a reaction (a change of behavior or attitude).

When we fail to achieve any of these goals, it means that we have failed in the communication process. Chronologically (Cândea & Cândea, 1996, p. 25) speaking, interpersonal communication is the first tool of the human spirit in its socialization process. The beginnings of communication study process dates still before our era. Social conditions in

ancient Greece, where there were laws that requires each citizen to be his own advocate, have impulsed this study. Who succeeded in by his way of speaking, communicating in general, became a political leader and was part of the company's management. In the fifth century BC., when writing the book Art of Rhetoric, Corax of Syracuse introduced the first elements of communication theory. Another important moment in the development of communication study is due to Plato and his students, including also Aristotle, who introduced the study of communication in Greek academic life beside the philosophers. Around the year 100 AD the Roman philosophers, including Cicero, develops the first model of the communication system. In the centuries that follows is not brought anything fundamentally new in theory of human communication. However, after 1600, on the one hand due to the reduction of the church's role as the unique source of political power, on the other hand due to the emergence of national states, democratic regimes and universities, communication problems reappear in the center of social life. Increased freedom of expression, literature is developed, increases the number of publications.

Currently the communication is often likened to a process of input, processing and output of information (Siminică & Traistaru, 2013; Craig, 2014; Gîfu, 2014; Strechie, 2014). Competence in the "use of information" of any kind as it has become an indisputable requirement for almost any profession.

Human communication is a complex phenomenon and can not be expressed easily by definition. In essence, communication is the process of transmiting by a transmitter of a message through a communication channel, to a recipient of information that we call receiver. It goal is to make changes, to influence or change attitudes, behavior, feelings, opinions of an individual or group.

3. THE PROCESS AND THE STEPS OF COMMUNICATION

Communication is a process that, from the angle of communication science has four basic components: a transmitter, a channel, information and a receiver (van Cuilenburg, Scholten & Noomen, 2000, p. 26). It can be understood that communication process involves more than one participant, ie, besides the transmitter (or issuer), one or more potential receptors. The essence of the process is moving, the transfer or transmission of information from one participant to another. Frequently, double effect movement occurs, is bidirectional. This is, for instance, the case of dialogue, of a conversation between two people who alternately plays the emitter (speaker) and receiver (listener). Sometimes the flow of information can take place in one way. It is the case of monologue, the speeches, communication through the press, radio or television. Like any complex process, communication between people, according to the above scheme must undergo several steps: conception of the message, codification of the message, choosing of the environment, decoding of the message, interpretation of the message.

When we talk about communication (Cândea & Cândea, 1996, p. 26) we consider three of its components: external communication, that contain verbal and non-verbal observable actions by interlocutors; metacommunication and intracommunication, that are directly observable components of communication. Observable component of the communication process can occur in the oral communication environment through speaking and listening, and the writing one, by reading and writing; input information processes are listening and reading; and the output, speech and writing. Metacommunication (meta means in Greek "beyond", "in addition to") refers to the perceived meaning of the message, the "message of the message", is what we understand beyond the words. Intracommunication is the process of communication

at the self level by which we "comment" a received message, we argue ourselves, we answer to questions, we are admonished, "talk" to ourselves.

The message is a complex element of the communication process from several reasons, among which we mention here only a few: the presence of coding and decoding steps taken at transmitter level and the receiver, respectively, from the thoughts, feelings, emotions, to "something" in a communicable form; transmission in various ways of this "something" and its receiving, steps in that may occur disturbance; physical and psycho-social context in which communication occurs, dependence of how to receive messages, the communication skills and mental abilities of communicators (Dima & Vlăduțescu, 2012; Vlăduțescu & Ciupercă, 2013; Smarandacher & Vlăduțescu, 2014); that the message has at least two dimensions, the content, which relate to the information about the "world" of the transmitter and of the recipient, and the relationship, that relates to the information about the correlation between them. So as not directly respond to the stimuli that we received through the sense organs (image, sound or sensation), but their we attach new meanings and symbols based on which we answer, it may appear major differences between the message sent and message received (Dascălu, 2006; Strechie, 2014). Feedback is a specific form of message with special functions. It may be a response to the original message, can be asked for or used.

The messages can be transmitted through verbal language (with words), the non-verbal languages (using as a way of expressing something else, than words such as body language, space, time and things) and paraverbal language, that is voice form of non verbal language (for example, tone and inflection of the voice, rate of speech, how accent of words, pauses between words, verbal tics). Non-verbal languages appeal to all our senses. The non-verbal messages can be not only heard, but seen, smelled, felt or tasted. Note, however, languages are based on sets of symbols that may not be identical for interlocutors, even if they speak the same language.

It was found that the man is expressed in a ratio of 7 % through verbal language through paraverbal language 38 % and 55 % by non-verbal languages. Talking about interpersonal communication is even customary to say that man is a being multisensory communicating constantly and sometimes speaks. The meaning of this statement is linked precisely to the multitude of possibilities that man has to communicate and share the use of these possibilities. It is widely recognized that the impression we make on a person encountered for the first time since, from the first minutes of a conversation, is based on interpretation of non verbal language and paraverbal, not the words we hear. It is also a fact that if the verbal message contradicts the non verbal, we will consider the non verbal instinctively.

Nonverbal communication is complex and subtle. It can "translate" and to transmit even the information from the meta and intracommunication and to determine the caller to "feel" unspoken meanings of the language.

Awareness of non-verbal communication is reduced. We don't realize of a gesture of boredom, a smile of satisfaction or a sign of trouble, a face contraction occurs or that some pupils dilate. We communicate so unintentionally, even through mere presence. Therefore, the messages themselves, isolated from their source are not complete; meaning of the message is in its transmitter, the best we can or can not see from his communication. The hypothetical "roads", the "paths" followed by messages are called communication channels and they can form themselves by a certain ordering, communication networks of different types and forms. Communication channels can be formal, i.e. pre-established to support the achievement of certain objectives and involve a certain routine (for example, system of the reporting channels of an organization), or informal, established on other relations than the rule imposed as friendship preferences, personal interest (example channels designating gossip or rumors).

Communication environment can be oral or written, depending on the type of communication is used, talk-listen-note thus we communicate in oral environment, or write-read, so we use in communication the written environment (Grabara, Kolcun & Kot, 2014; Grabara & Cosmescu, 2014).

The technical support of communication channel includes all technical means that can support the communication process, such as: telephone, computer, fax, telex, audio-visual means. Often we are going to fail to convey to interlocutor what we wanted, or do not even realize it, and we found in his actions that we were misunderstood. Why is this phenomenon, what consist of the disturbances as noise, barriers or subsidiaries that interfere with an accurate communication? Their list is wide and varied. Disturbances may be both external nature that occur in the physical environment in which communication occurs for example, visual stimuli, resulting disruptions caused by the constantly ringing phone and the internal nature as, for example, physiological factors or intrapersonal (which keeps the example, self-image). They can also be caused by physical context, psychological, organizational and socio-cultural.

Communication does not end with the taking or receiving of information. Information can exert an effective influence on opinions, ideas or behavior of those who receives it. The process is called the effect of communication and in science of communication enjoys attention. Therefore, the basic communication model should be extended. The "stimulus-response" process, to belong to communication should be at least an intentional process. In our view, for the transfer of information to become a communication process, the transmitter must have intention to cause some effect to receiver. Therefore, the "communication" is a process by which a transmitter transmits information to receiver by a channel, in order to produce certain effects on the receiver (Kot, Grabara & Kolcun, 2014; Bajdor & Grabara, 2014)).

The purpose of interpersonal communication is the transmission of information. Sending and receiving of information requires a material support and a certain amount of energy.

A model of the system for information transmitting in verbal communication is following. The transmitter encodes the message by putting it in the form of symbols that have the same meaning for the receiver. Before designing the message transmiter must ask a series of questions such as: Who will receive my message? What do I mean exactly? What receiver knows about my message?

Communication is successful if the received message by the receiver is understood exactly what was intended by the sender. This depends on the means of communication used, the noise that characterizes the communication environment and of receiver education. Quality of receipt of the message is influenced by the type of perception destination.

In case of verbal communication, man being fitted with a transmitter and receiver can be the sender and receiver. In case of the communication partner is a machine, this can be equipped either only the receiver or the transmitter only.

The complexity of communication process enables classification based on several criteria (Roşca & Cârnu, 1999, p. 256): after purpose, communication can be informational, instructional, persuasive and entertaining; depending on its nature, communication may have the character of some directives or information provision, collaboration, connection and control; the direction of communication flows, communication within groups can be internal or external; psychosocial field localization criterion is more controversial. However, according to this criterion the most widespread opinion is that communication is intrapersonal, group or mass organization; once the used technique in the transmission of information, communication can be direct or mediated; after the psychosocial context, communication can be vertically and horizontally (radially); after character of transmission of the messages, communication can be oral, written or combined.

4. CONCLUSION

Communication is a process: dynamic – once initiated, communication progress and is adjusted to interlocutors needs; irreversible – a message once conceived and transmitted in receiver mind even through feedback we have the possibility to modify it later. It is an irreversible process in the sense that although we can return to what we said we can not "delete" the message of the party's mind, his feelings and emotions generated by our message. Also, the communication doesn't takes place in a "vacuum" psychological, social, cultural, physical or temporal, but in a specific situational context. Between context and communication there is a permanent interaction and that marks the communication process.

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