
Розділ 1
ТЕОРІЯ ТА ІСТОРІЯ СОЦІАЛЬНИХ КОМУНІКАЦІЙ
Part 1
THEORY AND HISTORY OF SOCIAL COMMUNICATIONS

https://doi.org/10.31516/2410-5333.054.01

УДК 316.77: 81'33

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DISCOURSE RESEARCH DIRECTIONS OF SOCIAL COMMUNICATIONS: IN SEARCH OF AN INTEGRAL BASIS FOR MODELLING COMMUNICATION PROCESSES

The spread of discursive researches of social communications is considered from the point of view of the growing role of communication interaction in society. The article uses the principle of discursivity as a possibility of organization and systematization of theoretical and institutional directions of social communication research of communication process in various spheres of social activity. It identifies the tendency and practical importance of integrative manifestations of the communication process in various social subsystems in the media age.

Keywords: *social communications, theoretical discourse, institutional discourse, communication process, communication model, integration trend.*

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ДИСКУРСИВНІ НАПРЯМИ ДОСЛІДЖЕНЬ СОЦІАЛЬНИХ КОМУНІКАЦІЙ: У ПОШУКАХ ІНТЕГРАЛЬНОЇ ОСНОВИ ДЛЯ МОДЕЛЮВАННЯ КОМУНІКАТИВНОГО ПРОЦЕСУ

Актуальність. Актуальність вивчення дискурсів соціально-комунікаційного знання зумовлена швидким розвитком процесів інформатизації та медіатизації суспільства, що призвело до багатьох неочікуваних змін в організації суспільного життя.

Мета статті. Аналіз дискурсивності наукових досліджень комунікаційного процесу як необхідного етапу формування інтеграційних комунікаційних моделей в умовах медіа простору.

Методологія. Постанова і розгляд комунікаційного процесу базується на використанні історико-еволюційного, інституціонального та інжинірингового підходів. Методом аналізу моделей соціальної комунікації обрано дискурсивний метод, що дозволяє розглядати існуючі моделі в єдності комунікативної ситуації, завдань інституціональної сфери комунікаційної діяльності, складових комунікаційного процесу.

Результати. Під час розгляду різних напрямів соціально-комунікаційної теорії сформовано уявлення про теоретичні та інституціональних дискурсів моделювання комунікаційного процесу. Визначена теоретико-методологічна залежність комунікаційного моделювання від великої кількості дисциплін, у межах якої відбувається вивчення феномену комунікація і комунікаційний процес. Крім того, означено вплив інституалізації різних сфер соціальної діяльності де комунікаційні зв'язки набули значного розвитку, що стало ознакою формування особливих комунікаційних ситуацій в кожній з них. Тобто йдеться про політичний, релігійний, економічний, педагогічний, бізнесовий, управлінський, виробничий, науковий, науково-інформаційний, бібліотечний та інші інституціональні дискурси.

Новизна. Визначена тенденція і обґрунтовано важливість використання інтегративного тренду розвитку моделювання комунікаційного процесу в умовах медіа-простору.

Практичне значення. Завершення дослідження про інтеграційні тенденції у сфері моделювання комунікаційного процесу надасть змогу фахівцям різних комунікаційних структур та підсистем суспільства використати потенціал загальнотеоретичних розробок стосовно різних властивостей комунікації. Практичне значення встановлення констант та перемінних комунікаційного процесу визначає методичні можливості для інжинірингу комунікації в різних комунікативних ситуаціях.

Висновки. За останні роки спостерігається формування полідискурсивної сфери досліджень комунікації та комунікаційного процесу, узагальнення теоретичних описів феномену та його складових. Віднайдено наявність теоретичного дискурсу вивчення комунікаційного процесу, що створюють необхідні підвалини аналізу комунікації та подальшого розвитку теорії соціальних комунікацій, а також інституціонального дискурсу, що використовує теорію для створення моделей комунікації.

Ключові слова: *соціальні комунікації, теоретичний дискурс, інституціональний дискурс, комунікаційний процес, комунікаційна модель, інтеграційний тренд.*

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ДИСКУРСИВНЫЕ НАПРАВЛЕНИЯ ИССЛЕДОВАНИЙ СОЦИАЛЬНЫХ КОММУНИКАЦИЙ: В ПОИСКАХ ИНТЕГРАЛЬНОГО ОСНОВАНИЯ ДЛЯ МОДЕЛИРОВАНИЯ КОММУНИКАТИВНОГО ПРОЦЕССА

Распространение дискурсивных исследований социальных коммуникаций рассматривается с точки зрения возрастающей роли коммуникативного взаимодействия в обществе. Используется методическое значение понятия «дискурс» как возможности организации и систематизации теоретических и институциональных направлений исследования социальной коммуникации в различных сферах социальной деятельности. Определены тенденции и практическую значимость интегративных проявлений процесса общения в различных социальных подсистемах в эпоху медиа.

Ключевые слова: *социальные коммуникации, теоретический дискурс, институциональный дискурс, коммуникационный процесс, коммуникационная модель, интеграционный тренд.*

Of particular interest today is the study of discourses of social communication owing to the rapid development of informatization and mediatization of society, which brought about many sudden changes in the organization of public life. The importance of studying the communicative aspects of social life and the functioning of all subsystems of society is determined by the need to establish relationships between people to solve personal, industrial, professional and other social problems. Communication process and models of this process attract the attention of scientists and practitioners who are aware of the importance of improving communication practices.

The theory of social communication has created an interdisciplinary research field. The researchers note that its emergence and development was a response to the public need to explain the growing role of communication in society. The scientific origins of the theory are well studied, but today we see a further expansion of interest of representatives of different sciences in the phenomenon of communication, communication activities and communication processes. This creates a problem situation, the solution of which can give answers to questions about the use of social communication approach in various fields of communication, modeling of the communication process in different areas of activity.

The article aims at the analysis of the discoursiveness of scientific research of the communication process and its implementation in practical recommendations. The aim of the article corresponds with the deepening of the theory of social communications and creates the necessary prerequisites for improving the choice of communication models in any field, taking into account the trends in the development of the communication sphere of society. Besides, the importance of the exploration of the general theoretical aspects of social communications is recognized by many theorists of social communication, in particular, A. Sokolov, O. Kholod, V. Ilganayeva, O. Trischuk, D. Prokop, V. Ryzun, G. Pocheptsov. Since the adoption of a new scientific field “social communication” in Ukraine (2006), the formation of new discourses of social communication theory has developed rapidly (Rizun, 2008, p. 195-197). The interest in the social communication aspects of activities has increased significantly. This enriched not only the knowledge of social communication but gave it great practical potential.

All this makes it possible to identify the methodological need for the consideration of the concepts of “discourse” and “discoursiveness”. The concept of “discourse” in modern science means a stable, scientifically defined

tradition of cognition, reproduction of methodology, and research methods of the studied objects. It was this understanding of discourse that ensured its use for the study of the development of science and scientific fields, the systematization of the structural organization of scientific disciplines, comparative studies of the state and content of scientific research.

The ambiguity of the discourse concept requires certain restrictions in its use in accordance with the objectives of our article. First, we understand the discourse as a direction that is expressed in the proceedings of the communication process and discussions of its features in certain communicative situations, due to different socio-cultural circumstances of the activity. Secondly, we understand it as an action regarding the communication process and the basis of the organization of communication interaction in certain areas of public life. Third, we support the idea of N. Kuznetsova that reflection does not reproduce the practice but it is built over it, following its genesis trajectory and development trends (Kuznetsova, 1987).

The research objectives do not include the study and analysis of the phenomenon of discoursiveness of scientific research. Taking into account the previous studies, we note that discoursiveness is already recognized in the theories of social communications presented in various theoretical approaches and theories. We can describe different research discourses of communication and communication process as a reflection of its manifestations in various spheres of social life and activity. This idea is based on the theory of social communication and its interdisciplinary connections. The analysis of various types of communicative discourses is described, in particular, in (Tsymbolenko, 2007).

Historical research provides an important basis for understanding communication. Representatives of different countries and scientific disciplines used historical and historical-cultural analysis (M. Macluhan, D. Prokop, V. Pisarek, D. Mersch, A. Sokolov). In historical and evolutionary studies of social communication discourse analysis allows us to stay within certain values that create methodological approaches and methods of scientific direction of social communication. In addition, periodically there are situations providing the choice of the forms of implementation of the theory in the practice of communication interaction, to ensure its effective passage and achieve the planned result. In attempts to find common constants, and the essential features of communication as a separate type of social interaction this position brings together representatives of different communicative discourses of mass media, journalism, librarianship, and scientific information (V. Ilganayeva, V. Ryzun, D. Prokop, and others).

Significant research of new discourses of communication phenomena of the information age in Ukraine has been done in the works of M. Slobo-

dyanyk, N. Kushnarenko, A. Solyanyk, V. Ilganayeva, V. Vladymyrov, L. Dubrovina, M. Senchenko, A. Onishchenko, A. Shemaeva. They formed a solid basis for further development of communication information models in the librarianship. There is an example of consideration of speech, written, documentary, information, cognitive, and digital discourses of social communication. This approach is used by N. Moiseeva who studied social communication activities as a historical and social practice (Moiseeva, 2015). This became possible due to the establishment of stable relations with the sociological sciences and their methodology, which significantly expands the possibilities of studying communication phenomena in the context of informatization of society and institutionalization of the sphere of information activity. Scientific and information and information communication discourses are formed on this basis.

Fundamental principles in the field of science and information were formed by Ukrainian experts (Trischuk, 2009; Shemaeva, 2000). O. Trischuk proves that science and information discourse is a socio-communicational practice, formed by the scientific community. It regulates the state of consciousness and communicators' strategy of behavior.

Sociological discourse is a powerful source of concepts, ideas, and models that reflects communication and communication processes in society. The sociological discourse includes communication phenomena of different nature. First of all, this area of research developed ideas about the features of interpersonal communication and interaction. They developed within the framework of psychology, psychoanalysis, neurolinguistic programming, medical practices, etc. In his work "Social communications: development trends" O. Kholod provides some examples of the development of research in this area (Kholod, 2018).

Linguistic sphere as a discursive research direction of social communication and communication process that has led to the emergence of a new method of learning the language, texts, documentary streams, information and communication processes. Interdisciplinary interaction has created conditions for the formation of psycholinguistic, psychological discourses and socio-psycholinguistic discourses. These research directions of social communication are considered in the works of Ukrainian researcher (Kholod 2018; Kholod, 2010). The author proves the necessity of using methodological, methodical, conceptual provisions of sociolinguistics and psycholinguistics in the formation of applied research of communication interaction, in particular in the field of mass media communication and journalism. An integral understanding of the phenomenon within the framework of linguistics, philology, psycholinguistics, socio-psycholinguistic, and journalism was formed thanks to the linguistic achievements in the

comprehensive analysis of the nature, properties, contents of the discourse concept.

It is appropriate to add the *process discourse* to the list of theoretical discourses that consider communication as a process. This caused the emergence of numerous models of social communication. In particular, we can speak of information, information and communication, social communication theoretical concepts of library communication. They become the basis for the development of information communication models of interaction between libraries, library professionals and users. A number of studies were conducted in the context of the spread of social communication direction of library research. Mostly they studied socio-cultural context of the formation of the communication process in the library sphere, characteristics of the participants of communication interaction, characteristics of the communication components, both in the libraries between librarians and readers, and beyond the libraries between social actors of communication (other libraries, media, public organizations, suppliers of information resources, publishers, museums, and archives). The model range of the communication process has been significantly expanded by the practical orientation of the theory, aimed at the development of the strategic objectives of modernization of both the library sphere and services for the information support of society.

It is important to mention *the ethical discourse* which emerged in the search for the balanced relations in the communication space of our time, and has become a general humanistic discourse of social relations that covered not only humanities but also became a guideline for solving problems of natural sciences such as scientific ethics and the like. We can name some famous work of J. Habermas, A. MacIntyre concerning this topic. Obviously, the above mentioned theoretical discourses of the study of the phenomenon of social communication and communication process do not use all available research areas. The theoretical discourse of the study of communication process that was mentioned and has already received wide recognition and practical use, are supplemented by elite communication (Pisarek, 2008, p. 98).

Since the early the 21st century, there has been a need for practical development and modeling of the organization of communication activities in the context of the global information space. In the information age, information has been incorporated into the productive forces of society and has acquired the importance of economic growth of countries. The interest in communication discourse has spread significantly at different levels of official and public international activities. International communication has become the object of extensive research, which formed the background of international communication discourse, combining the formation of a new

social institution, its structure and functions, the peculiarities of intercultural interaction, cross-border media systems, and communication leadership in the global media space.

Globalization issues of economic life of society, the development of information economy, trends in transition to knowledge society have formed *the economic discourse* of communication where information is presented as an object of labor, and communication as means of improvement of economic relations. All this has created a basis of theoretical developments and modeling of information and communication relations. *The economic and production discourse* is embodied in the works concerning the solution of problems of functioning and development of the production relations, improvement of the quality of production activity, introduction of innovations, and establishment of communications with partners and so on. The discourse of business communications emerged in the frames of the production discourse, but soon became an independent area of communication study and modeling. We can also add organizational and communication discourses, which emerged on the background of studies of communication interaction in corporations and various social institutions. Communication has become one of the important tools of organizational management, which help to solve internal organizational conflicts, to consolidate the team, to unite employees for collective decision-making, etc.

The sphere of *educational discourse* was also marked by new aspects of information education, formation of information and communication educational systems, communication competencies of teachers, communication technologies of education and so on.

In the process of recent research, another new communicative discourse was formed, namely *political communication*. Information influence models used in military-political conflicts were created on the basis of the tasks of influence on the consciousness of the enemy, the formation of false messages in the press and the Internet, the media support of cognitive dissonance in the audience. All this was aimed at influencing decision-making in the desired direction, changing people's behavior. Many researchers analyzed the situations of information war, the characteristics of the participants, principles of content formation and the form of its representation (Pocheptsov, 2000).

Medical discourse, perhaps one of the newest, is in its infancy. Certain aspects of medical communications and interaction between participants of therapeutic, recreational, pharmacological, medical-technological and educational medical activities are already formed in the research frame. The main issues are: 1) the communicative competence of doctors and representatives of medical management; 2) language communication skills of doctors and patients; 3) the interaction skills between medical sphere and authorities; 4) medical computer communication.

Legal discourse is one of the most rapidly developing discourses. It borrows the basic theoretical concepts of the theory of social communications and related disciplines for the formation of branch approaches to the representation of the communication process in the field of law and legal practice.

The sphere of *the religious discourse* has a long history. The constancy of religious socio-communication discourse is described in the work of O. Kholod (2018, p. 38). Also, many researchers note that communication process, the choice of communication models are studied within the framework of the religious discourse, as well as the types and functions of communication within the interaction between the Church and society.

In this context, we should mention *the advertising and marketing discourse* that covers advertising, public relations, and electoral technologies. It has opened the hidden possibilities of controlled influence on the audience aimed at gaining profits and form relationships with users of products and services.

Art discourse is quite confidently recognized in the theory of social communications. The most important aspect of research in this area is the language of art, which creates a space for communication with audiences. The works of many specialists, communication theorists, linguists, culturologists, philosophers of communication and language deal with the study of the language of art (Y. Lotman, J. Le Goff, P. Berger, T. Luckmann). The language of theatre is considered by Polish researcher O. Synovec, who argues that theatre is a communication tool in the contemporary cultural situation, referring to important concepts of the worldview that provides national identity, using the universal codes of culture (Synovec, 2015, p. 119-121). It should be noted that the spheres of musical, theatrical, artistic communication have acquired significant development and implementation in recent years. All the above mentioned discourses have already acquired strong signs of institutionalization.

Conclusion. Of course, the article does not cover all theoretical and institutional directions of research of communication and communication process in various spheres of social activity and living space of modernity. But in our opinion, only in recent years, there has been the formation of the polydiscursive research field of communication and communication process, generalization of theoretical descriptions of the phenomenon and its components, the search for solutions to numerous theoretical and practical issues. This creates a stable trend of development of the theory of social communication and practical aspects of its use in various spheres of social activity.

We connect communicative institutional discourses with various social spheres where communication takes place and where it falls under scientific and theoretical consideration. We speak of political, religious, economic, educational, business, management, industrial, scientific information, library, and institutional discourses. We have found that institutional discourse defines the characteristics of the type of social institution in which research is conducted. This creates the necessary prerequisites for the search for generalizing features of the communication process and the choice of its models in the new state of the media space of society. The potential of modern communication technologies, their integrated channels, and communication systems have created new conditions for establishing effective communication relations between the participants of the communication process in any public communication situation.

However, there are still many open questions concerning the choice of appropriate models of communication behavior in various socio-cultural subsystems, without exception, as communication is a factor of social development in the era of media. Appropriate models, which consider the mechanisms of influence on thoughts, emotions and motives of communicators' behavior, have already appeared. The study of emotional intelligence and collective consciousness can be named in connection with this direction. We also may see a growing trend of the importance of knowledge, included in the information and communication networks in cognitive and communication form. Therefore, an important trend in the study of the communication process is the definition of integrative aspects of the manifestations of the communication process in various social subsystems, associated with the new socio-communicative situation in the general socio-cultural space.

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Надійшла до редколегії 05.03.2019 р.