IBN HALDUN UNIVERSITY
SCHOOL OF COMMUNICATION
DEPARTMENT OF MEDIA AND COMMUNICATIONS

Introduction to Communication Science (MCOM 101) Course's BULLETIN

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Contents

Editorial

Communication is an active process that depends on transferring information verbally, nonverbally or visually in a cyclical and interactive way between the sender and the receiver. Theorists, throughout ages, have studied this process due to the urgent need to understand and investigate how human communication works, how it affects, how it is affected, the importance of decoding and encoding the message, the mechanism of the communication process, and the theoretical framework to explain the impact of the message on the audience in light of the enormous complexities left by the accumulation of information and ideas from various forms of media such as print, video, audio, and digital and social media.

In this regard, the science of communication has a role in explaining how different people view important issues, according to their gender, age, or cultural and social classes. It also has a role in interpreting the relationship between the producer of the sign and its audience, and how the producer tries to influence the audience and urge them to understand the message presented to them in a specific way.

In this bulletin, the students of **Introduction to Communication Science Course** (MCOM 101) at the Department of Media and Communications/ School of Communication at Ibn Haldun University (IHU) present their opinions, contributions and analyses within theoretical interpretations of various subjects and topics, related to the communication science, which they have studied during the first semester 2020-2021.

3rd Millenium

21st

In their text materials, students present diversity of opinions and analysis in explaining the science of communication, the overlap and the intersection between it and other social sciences, which helps in cultivating the critical thinking that leads to the correct understanding of the interpretation of different human phenomena around us and reactions towards many issues and repercussions of the era of discoveries and conflicts, especially in 21st century, the first century in the 3rd millennium in which we witnessed the emergence of the COVID-19 pandemic, the event that has caused major global conceptual and economic changes around the world.

The School of Communication at IHU offers various courses in communication and media that include theoretical and practical learning in line with critical thinking as a response to social requirements and international changes within the framework of distinctive and civilizational values, as well as the Intellectual Independence which is IHU's slogan. The slogan which has the special importance in ensuring students' self-knowledge development firstly by teaching them the approaches and knowledge of other civilizations with equal respect, and secondly by providing them with the comparative education that focuses on innovation through tradition in accordance with the age of open civilization.

Intellectual independence with solid dependence on ourselves, on Ibn Khaldun's social science heritage.

As Cemil Meriç said,
"We have to return to ourselves. Returning to ourselves is the return to Ibn Khaldun."

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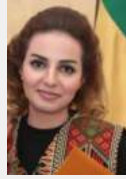
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2020-2021

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ÜNİVERSİTESİ

Fikri Bağımsızlık

Intellectual Independence
الاستقلال الفكري

WHAT IS COMMUNICATION?

Communication has been described many times by various communication experts. Actually every individual can come up with his/her own explanation, and it would not be wrong.

> *To explain, they basically say that communication is the process, exchange, or transmission of ideas, facts, emotions, etc.*

I argue that these definitions are missing the word "need". I assume that there is a strong connection between "needs" and "communication", communication is not a need, but it is needed to provide needs. Here, firstly, I will try to point out "Why do people communicate?" and after that I will add the word "need" to the classical definitions of communication.

According to "Maslow's Hierarchy of Needs" there are five needs which are -from bottom to top- physiological (breathing, food, sleep, etc.), safety (security of body, of employment, of resources, of morality, etc.), love/belonging (friendship, family, etc.), esteem (self-esteem, confidence, achievement, respect by others etc.), and self-actualization (morality, creativity, problem solving, acceptance of facts, etc.). Communication as a tool bag, includes different tools for each level of needs.
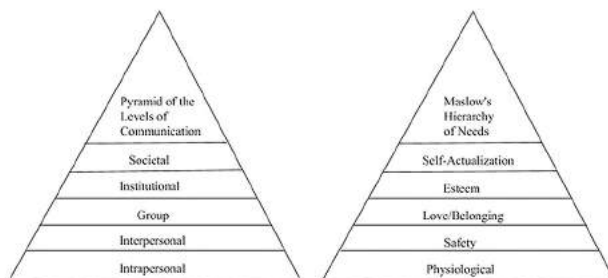
Here, we should mention the "Pyramid of the Levels of Communication", which includes -from bottom to top- intrapersonal (communication with yourself), interpersonal (two or more people), group (audiences that feel

a high level of group identification e.g. family), institutional (corporations, political bodies, etc.), societal (mass audience). For instance, intrapersonal communication to satisfy physiological needs, or interpersonal, and group communication to satisfy safety, and love/ belonging needs. Therefore, people do not communicate, but they do want/ need to be loved, educated, respected, etc. communication is any move they make, any word they say, or any look they have to supply their actual needs.

So if people would provide every need they have, is communication over? That would be an irrelevant question because there is tomorrow. Human beings' nature is dynamic, and there is no "need" that can be provided once and for all. Basically, tomorrow you will need to eat again, and to reach some food you need to communicate with yourself at least. For example, Person X wakes up a new morning, and he/she has a feeling of emptiness inside his/her body, or lack of energy. Firstly, X asks his/her memory about this feeling and remembers that every living thing needs to get energized to be able to live, and energy can be provided by foods; thus, there is a need to get food. Secondly, X again asks his memory where can I find food, after that he/she remembers that where X lives there is a kitchen that includes some eggs, bread, water, and an oven to cook; so X becomes able to feed his/her body.

To conclude, communication definitions usually explain what communication is without telling its purpose as a tool to meet needs. It is similar to defining a screwdriver as "a tool with a flattened or cross-shaped end, and with a handle". However, this definition is not entirely accurate because things become what they are due to their purpose. Therefore, a screwdriver is "a tool with a flattened or cross-shaped end, and with a handle that fits into the head of a screw to turn it." Thus, in my point of view, the accurate definition of communication is "the process, exchange, or transmission of ideas, facts, emotions, etc. to provide needs".

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The Most Important Communication Revolutions in History

It is quite troublesome for us, people of the 21st century, to envision what the experience of communication was like for people of the distant past. Today, when one talks about communication, various notions come to mind, seemingly familiar, ordinary and basic yet vital for everyday life. I think examining the history and evolution of communication is vital for obtaining a comprehensive sense of the idea of communication and the way it molds the whole society as well as individuals in it.

The human's desire to communicate and share experiences is best described by the quote of Wilber Schramm;

"Societies have long had a desire to find effective ways to report environmental dangers and opportunities; circulate opinions, facts, and ideas; pass along knowledge, heritage, and lore; communicate expectations to new members; entertain in an expansive manner; and broaden commerce and trade."

I believe that, in order to recognize the significance of the revolution of communication, it is best to take a step back and gaze at the world through the eyes of distant civilizations. I view that the world of mass media and communication can be classified into three equal parts in regards to the ways and opportunities of the times as well as technology available for the expansion and distribution of information.

The first division is the era from the origin of humanity up to the invention of the printing press in the mid-1400s (Scott, 2013). This period can be classified as a "pre-printing phase" where the widespread of information was restricted, unavailable, and expensive. The main way of spreading information was through handwritten books, scripts, and verbal knowledge passed along the generations. I believe the communication was the most restricted, restrained and confined in this period due to the lack of media for the widespread of information as well as mass illiteracy and the inability of written information to reach the masses. The world needed a revolution that would demolish the chains of crowd resignation and awake the sense of awareness and produce a newly formed broad worldview.

The beginning of the second phase rose with the invention of the printing press by Johannes Gutenberg in 1439 (Scott, 2013). This incredible discovery was the first most influential communication evolution in history. The era of printed information made the knowledge broadly available as well as advanced the opportunity of education to the middle and low classes of the society at the time. This forever modified the way people obtain information.

Enlightened by the newfound knowledge available outside the church books, the people of the "new renaissance" took part in various political and social movements in an attempt to shape their reality and influence others around them. Gutenberg opened the door to the new ways of thinking and gave voices to the silenced masses of the past. In a way the printing press was a technology that ignited the fire of future media revolution.

I regard this invention to be a single most prominent discovery which set in motion the wheel of the future expansion and evolution of media as well as set it stone the ways in which we communicate today.

Lastly, third phase can be considered as the age of web and mobile communication (Scott, 2013). With the invention of the internet and the rise of smartphones in the last 20 years, we've entered a new era of media and developed the most sophisticated communication methods known by men. In this phase, people are able to gain information independently as well as voice their opinions publicly on social media platforms which promotes the freedom of speech and expression. This technological revolution can be perceived as the second most notable progression in the history of communication.

The rapid evolution of the media is still ongoing and accelerating in the present day. Glancing at the future, the generations after the millennials of today will look at the extensive progression of the ways we communicate and partake in the development of ideas as a connected network of individuals participating in the never-ending streams of communication.

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Approaches of Classical Communication Science

From the starting of intellectual seek, scholars have tried to understand and develop the significant parts of their life. Even in the antique ages, human beings could not get considered without communication, because humanity requires that kind of interaction. Like other so many fields, communication science started in Ancient Greek, and the first milestones have passed in this age. There were two main approaches to communication science in ancient Greek.

The first one was the 'Dialectic Approach' and basically represented by Socrates and his student Plato. Other was named as 'Rhetorica', and personified by Aristotle. Both of them based on convincing the audience, but they used different ways on various audience types.

The dialectic method tries to convince the audience with logical reasoning. With two different points of view, it creates a logical discourse and uses logical argumentation to find out which opinion is true. So, this technique can be used only in interpersonal communications.While giving a speech to a mass audience, it is impossible to use dialectic.

The second approach which we call 'Rhetorica', emerges directly from here. Like the other approach, it still aims to convince, the difference is the technique.

The speaker's purpose is to influence the audience with his motivational words and his/her language. It is a way of public speaking, but also can be used as a propaganda tool. While doing all of these, this model depends on three major parts: logos, pathos, and ethos.

Logos represents the logic and based on arguments and reasons obviously. The usage of facts or statements increase this section a lot. Ethos parts attached to the speaker's credibility and authority.

Sometimes the owner of the words may be more important than the word's itself. Lastly, the pathos part represents the reaction of the audience. All emotions are valid for this explanation, it can be fear, hope, or happiness as well. The most important thing is to make them feel something.

To conclude, there are two main approaches in Ancient Greek to communication as a science. Even if they used different ways for different purposes, they all served for communication which is a need for human interaction. Especially in the modern era, communication science developed a lot, and these approaches might not be sufficient or enough for explaining today's circumstances, but they were milestones for communication, and they still are.

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Aristotelian rhetoric was one of the first and most effective models of persuasive communication. Aristotle defines rhetoric as "the ability, in each case, to see the available means of persuasion." It explains an efficient public speech in terms of speaker credibility, appeal to audience emotions, and logical arguments. However, communication mediums have highly changed since Aristotle's times. Thus, new communication models were founded. Technological devices have improved, the audience population has increased, social media has occurred, etc. Still, even with all these differentiations, the significance of effective public speech has not receded. Therefore, I argue that although persuasion tactics through communication have improved and evolved, the three blocks of classical rhetoric reside as the core of persuasive public speeches.

First of all, I purport to explain the three main blocks of classical rhetoric; ethos, pathos, and logos. Ethos can be defined as "convincing the audience of the speaker's credibility, in terms of trustworthiness, knowledgeableness, virtuousness, etc." Pathos is the component that appeals to audience emotions such as mercy or pride, to persuade them based on these emotions. Lastly, logos reflects the speech based on facts and other clear evidence, and logical expressions (Valiene, 2019). A persuasive public speech is built by utilizing these three basic components according to Aristotle.

The categorization made by Aristotle was so accurate that it could not merely stay within the limits of Antiquity. Even in the modern ages, many public speakers

The Continuity of Classical Rhetoric in Modern Times

fall back upon the components of classical rhetoric to persuade the audience. One of the well-reputed examples of rhetorical speeches in modernity is "the Gettysburg Address" made by Abraham Lincoln in 1863. Lincoln applied rhetorical qualities through his speech. Ethos by referring to shared values; logos by stating that the nation was dedicated to a specific proposition; pathos by mentioning emotional topics such as death, bravery, etc.(Course Hero, 2017).

Another famous and more contemporary example is the "Republic's Tenth Anniversary Speech" made by Mustafa Kemal Atatürk in 1933. He also utilizes the three qualities of rhetoric successfully. He applied ethos by pointing out that he is "a member of the great Turkish nation"; logos by referring to their preceding achievements; pathos by praising the Turkish nation with traits of intelligence and hardworking. There is an ample number of contemporary rhetorical public speeches built on ethos, pathos, and logos.

To sum, classical rhetoric maintains its efficiency in the modern world as well. If investigated in a detailed way, it is inevitable to find the rhetorical qualities in each successful persuading public speech. In the end, Aristotle's assessment of the art of persuasion is still relevant despite all the changes in communication ways.

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Aristotle Model of Communication

Aristotle was the first person taking the initiative to contrive a model of communication before 300 BC. Today this model is known as the "Aristotle Communication Model" and has been extensively used in many fields, like politics.

Besides, this model focuses on public speaking rather than interpersonal communication.

The model examines the communication process in five elements; speaker, speech, occasion, audience, and effect, as seen in the diagram.
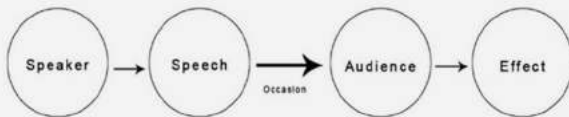

In this model, the speaker plays a significant role in the communication process, and it makes the model a speaker-centered model. According to this model, the speaker is responsible for transmitting the message (speech) to audiences to create an effect on a suitable occasion. At this point, the primary concern of the speaker is to create a speech with persuasive content for the listener. Thus, using impressive language, striking body gestures, and sentimental discourse provide a strong impact on the target audience. However, in this process, the audience's feedback is not considered, and they have a passive role. Thus, the communication process flows from the speaker to the audience. It means that it is a linear process and a one-way model. Moreover, according to this model, successful communication includes three crucial elements which are called rhetoric speech; ethos, logos, and pathos.

Ethos refers to the credibility and authority of the speaker. That is to say, speakers should give trust to the audience by clarifying who they are and which field they are experts in. Therefore, how successful the speakers are and their reputation increases the rate of persuading the audience. Also, due to increasing his/her credibility, the speaker should use logical arguments and avoid fallacies.

Logos is about the message of the speaker and the statements that consist of the argument. The speaker must give logical arguments and connections to support it.

Pathos refers to the audiences and their emotional reaction to the message. It is essential to make them feel important to communicate to attract them and create an emotional bond to evoke powerful emotions such as enthusiasm, anger, and sadness.
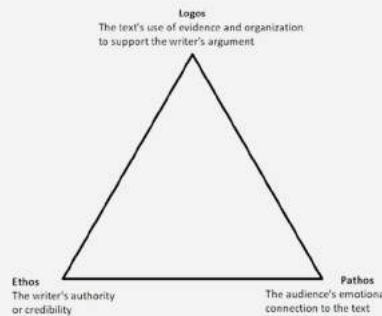
To illustrate, Pericles' Funeral Oration is a proper example of this model. Pericles was an Athenian leader who gave a great rhetorical speech on the occasion of a public funeral after the first year of the Peloponnesian War. In his speech (logos), he motivates his citizens by praising the values of his people and his state by using his executive position (ethos). For instance, he speaks to people about how their democracy gave them opportunities to live a life of dignity, and when soldiers who died in the war died voluntarily and enthusiastically with patriotism. In this way, we can say that by establishing an emotional bond with the audience, he activates their emotions to take their attention (pathos).

However, I see that the model has some disadvantages that it does not consider the concept of feedback in the communication process which flows from speaker to audience. Besides, the model does not mention any problems that may cause difficulties in communication like noise. It is impossible to avoid this problem in this age of technology. On the other hand, we cannot apply this model to interpersonal communication. At this point, Shannon and Weaver's model of communication that includes the concepts of feedback and noise is more functional and convenient to exert to interpersonal communication.

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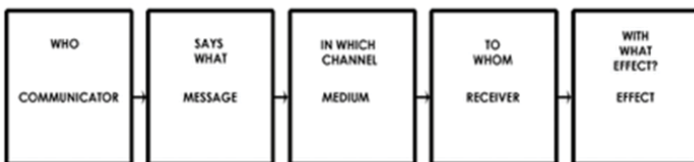
Laswell's Model of Communication

This model was developed by Harold D. Lasswell in 1948 in his article 'The Structure and Function of Communication in Society'. Lasswell was an American political scientist and communication theorist and he was a professor at Yale University.

Lasswell's model focuses on the effects and process of the communication and analysis of mass media. Also, it studied the media propaganda of countries and businesses.

This model is also called the action model, linear model, or uni-directional process because it is a one-way process.

There are five components and elements of Lasswell's model of communication. It is also known as the 5W model. These are;

WHO	SAYS WHAT	IN WHICH CHANNEL	TO WHOM	WITH WHAT EFFECT?
COMMUNICATOR	MESSAGE	MEDIUM	RECEIVER	EFFECT

In this model each component refers to an analysis:

'Who' refers to control analysis that means the sender has all power.

'Says what' refers to the content analysis and it is about what is being said.

'In Which Channel' refers to media analysis that is looking for what is the best channel to send a message to a receiver.

'To whom' refers to audience analysis which tries to determine which message is best for which type of audience.

'With What Effect' refers to effect analysis and it measures that the message how affects the audiences.

The first one is the surveillance of the environment. Lasswell thinks that as members of a society, people must be aware of the events in every time. Also, as a responsibility of media, it is necessary to inform and monitor the people for all events.

The second function is the correlation of components of society. According to Lasswell, the mass media must determine the necessity of society and offers solutions to solve problems.

The final function is cultural heritage transmission. Lasswell thinks that mass media has a duty to transfer the experiences of previous generations to future generations and thus, cultural heritage is protected.

To be clearer, here is an example of Lasswell's model:

A politician criticizes the government on television because of the rate of unemployment in his country.

Who: The politician
Said what: Criticizes the unemployment rate
In which Channel: On television
To whom: To viewers
With what effect: Propagation of a political issue

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Newcomb's Model of Communication

Cultural Approach

First of all, cultural approach mainly deals with social relations in communities. What is cultural approach?

Cultural approach is the idea that claims that social facts are the only factor in the formation of communication.

It has emerged as an alternative to the transmission approach. Also, cultural approach is based on understanding and making sense of what is happening around us. Cultural approach sees communication as a tool for building social dynamics, reality and interaction. [1] Furthermore, the approach tries to interpret communication by following a somewhat idealistic way. According to this approach, a message can have multiple meanings. the core of this approach is the thesis claiming that human beings are social animals.[2] Newcomb's communication model is the best example of cultural approach.

Newcomb's Model

Secondly, unlike other models, Newcomb's model is triangular, not linear, and generally places social relations at the center of the model. Further, this model, which forms the basis of social psychology, [3] is named as the equilibrium model and the ABX model. According to the theory, when two people communicate, there must be an equilibrium field between the two. If we name the equilibrium field as X, this X could be a person, an idea, or a situation. If the sides have one of those matter of concerns then communication starts. In addition, this theory also provided the basis for the theory of social constructivism.
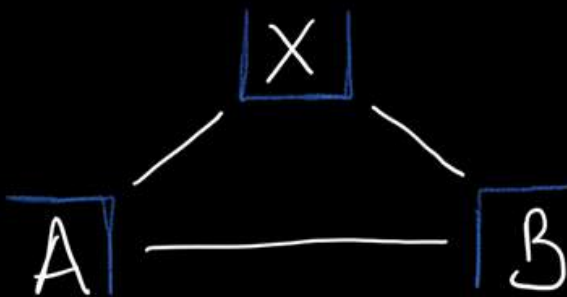
Theorist

Thirdly, Theodore Mead Newcomb is an American psychologist, professor, and author. Besides that, Newcomb, considered the founder of social psychology, [4] lived in the first half of the 19th century. Also, he is the inventor of the ABX theory.
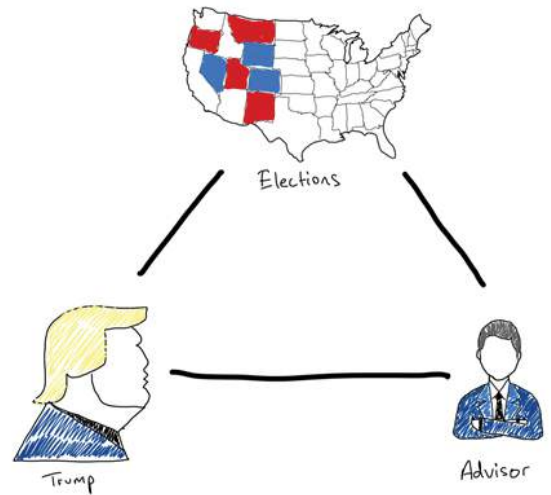

Sample

Fourthly, there was a presidential election last year in the USA (2020). As a result, Biden won the election, and Trump lost the election. Before the election, there was a matter of concern among Trump and his political advisors, but after that time, Trump again will direct to the trade as it did before getting president and he will find someone who has the same matter of concern on the trade because, after the presidential election, the matter of concern was disappeared among Trump and his political advisors. Thereby, a new communication will start among Trump and his financial advisors. In other words, this instance shows that we use communication to construct our social reality because we are social animals and that process was called social constructionism.

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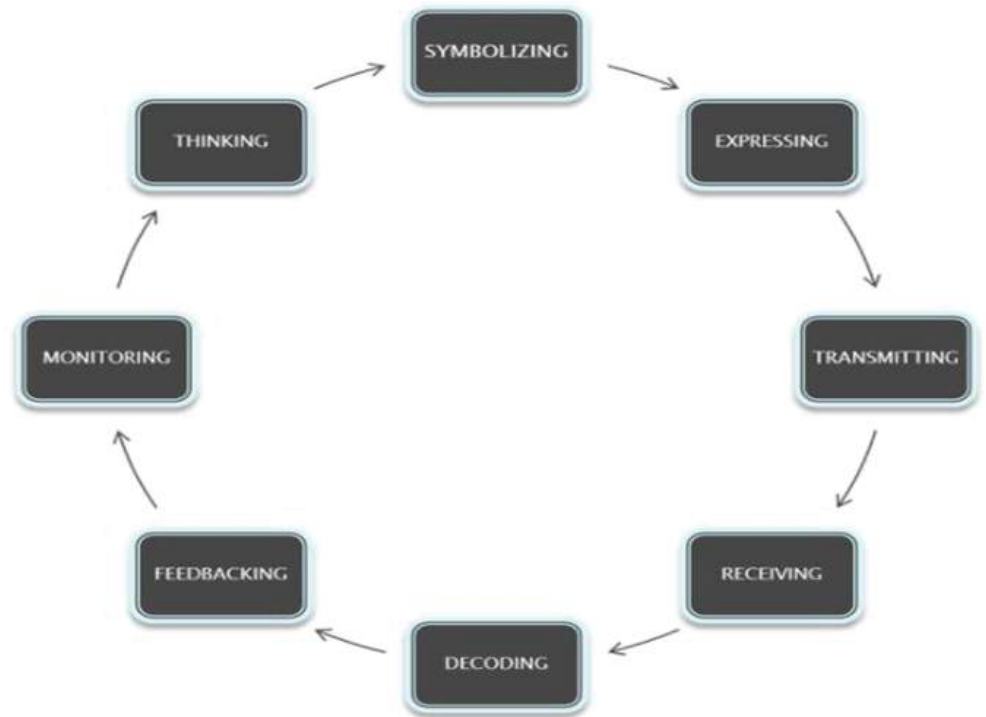
Eugene White's Model (1960)

Communication Science has several numbers of theories that explain what communication is, starting from Aristotle's Model of Communication. Furthermore, Lasswell's model was the first model of communication which is known as a linear or uni-directional process. This model starts with the sender who creates the message and sends it to his receiver. Moreover, the process of this model and its function to society consist of five elementary questions; who says what, channel, to whom, and with what effect. All of these models makes a person think that which one is more appreciated and can be helpful to understand a communication system. Between all of these theories, I will choose Eugene White's Model of Communication because he put down the linear model and add the repetitive model.

Eugene Edmond White was born in 1919. He has spent his professional life teaching, analyzing, and criticizing the rhetoric. He was an author of the books: "The context of human discourse" (1992), "Basic Public Speaking" (1984), "Practical Public Speaking" (1982), "Puritan Rhetoric" (1972), "Practical speech fundamentals" (1960). White received awards in different fields, and one of these is: "Speech Communication of America's Golden Anniversary of Monograph Award" (1970). He created a theory in 1960 called Eugene White's Model where he explains that the theory of communication is repetitive or circular. Below is the figure that explains how Eugene's model is circular, starting from thinking.

Eugene White's Model elaborates that his theory is circular and constant, without a beginning or an end. He also represents the concept of feedback and mentions that the cyclical process is composed of eight stages, which are thinking, symbolizing, expressing, transmitting, receiving, decoding, feed-backing, and monitoring.

For example, Anna is hungry and she thinks about what to eat. In her mind comes, burger, pizza, etc. so, she is symbolizing her food. She does not want to eat alone, so she writes an inbox to her friend John to accompany her. Here Anna is expressing her desire and transmit it to her beloved friend. When John receives this message, he starts to think that is a good idea, and here John is decoding the message. After that, John analyzes where to go and what to eat, so, here is the feedback. In the end, he responds to the message to Anna (it is monitoring).

In conclusion, I can say that this model of communication is one of the models that can help us to understand what communication is, and how it occurs in an event.

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"Two Step Flow Theory" in Media and Communication Field
Just a Theory or an Effective Strategy That Can Be Seen in Different Parts of Our New Media?

Media and communication field, is unlike the other disciplines, present a direct (mostly) applicable methods or strategies to apply in our communication processes in real life. That is to say, Theories of communication are not just theories, where actually many of them have been, or being applied in different types of communication we may experience or hear about. Communication generally refers to: "the process of sending and receiving information". That is why communication is all around us, where we are always doing communication somehow. Thus, here comes the crucial role of understanding and applying communication theories.

"Two Step Flow Theory" for instance shows a crucial strategy of communication processes. This theory was first developed by sociologist "Paul Lazarsfeld" and later on, it was further developed by Elihu Katz and Lazarsfeld in 1955 (P. 309). The theory implies that communication processes can go mainly in two main steps. First, mass media spread messages that influences the "opinion leaders" (figures who have credibility in the society, i.e.: scholars, famous people, etc.). Secondly, those "opinion leaders" spread the message to the people, and so people would accept those messages since they trust those opinion leaders, which the theory describes them as "highly aware and not easily manipulated individuals".

In addition, this theory in contrast with theories like "magic bullet theory" (a theory that emphasizes that massages made by media are accepted and received directly by the passive audience) holds the view that audience is active, rather than passive (since they have the decision to choose which "opinion leader" to listen to).

Furthermore, this theory can be explained by other discipline to understand why it seems to be effective strategy for convincing, in social psychology for instance, there is the understanding that we tend to conform with or accept things said by the ones who we love, like, trust, etc. Rather than listening to strangers who we see or hear for the first time (Aronson, 2018. P. 157).

One of the best examples for this theory can be taken from social media platforms; where people spend most of their times. "YouTubers" for instance, mostly can make a great impact with what they say or do, especially if they have a big number of audiences following them.
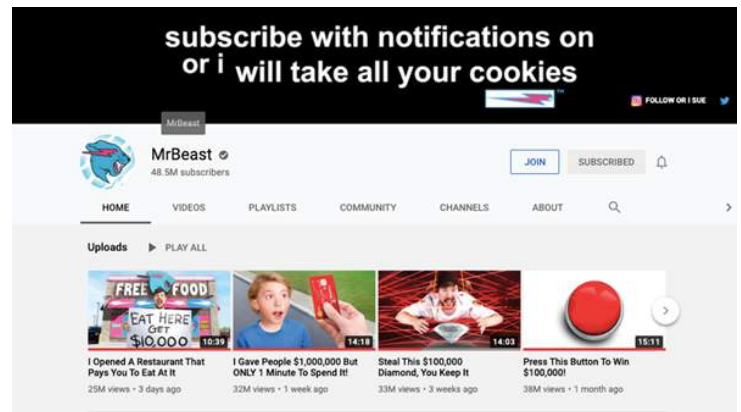
(Figure 1, Mr. Beast channel on YouTube "step number one")

Mr. Beast for instance is a famous YouTuber. He has more than 48.5 million! Subscriber in his channel (equals to 2x Syria population!). He is known for his crazy videos where he spends crazy amounts of money (sometimes for charity) that is why many of his fence admire him to a great extent. Usually, he shows ads on his channel telling people to porches a certain product. Thus, we can say that the ad company (Honey) giving the message to Mr. Beast and paying him (to do more charity and give away money), as the first step in the process. Second, Mr. Beast takes this ad and spread it to his audience so they would accept it, comparing to if they had it directly from the ad company that they would not trust since they don't know it yet.

(Figure 2 Honey ad with Mr. Beast) Step #2 from Mr. Beast to the audience.

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13

Media Sets Our Agenda: About Agenda Setting Theory

With the development of technology and the proliferation of media tools, especially the 20th century and beyond, the place of the media in our lives has become crucial. The fact that the media plays such a big role in our lives has greatly affected our personal lives, social communication, and many other subjects. In this article, I would try to discuss the agenda-setting theory, which is the theory that defends that the media sets our agenda in society by its power.

To embark on, Agenda-setting theory was developed by American writer Donald Lewis Shaw and Maxwell journalist McCombs in 1968. According to Wikipedia (Agenda-setting theory, 2020), this theory argues that media have a huge impact by instilling in their audience what they should think rather than what they actually think. The media determines how much people will attach importance to a subject, whether a subject is important or not, by its way of presentation. From this point of view, it can be said that they are very similar to framing theory in media. Because media framing also tries to influence people in the desired direction by framing the events through the media. Unlike media framing, this theory has an element of directly determining the public agenda.

People may perceive an issue that is not so important because of the way the media presents it to people. A celebrity couple getting married could be an example. As the media portrays this event as important, it starts talking about people and producing content on social media. In this way, this issue can remain on the agenda for a long or short time. Likewise, they can make people perceive an important event as unimportant by not showing it or showing it less. This usually happens because it can cause internal turmoil when the community is aware of it, or when there is an event that the society does not like very much.

In short, this theory reminds us of how the media plays an important role in our lives, how much it affects our lives, and how it changes our agenda in the desired direction. At this point, it is very important that those who offer media content to people should be honest and careful. As we have seen in the events that have happened, even a single wrong word that they write can change the agenda greatly.

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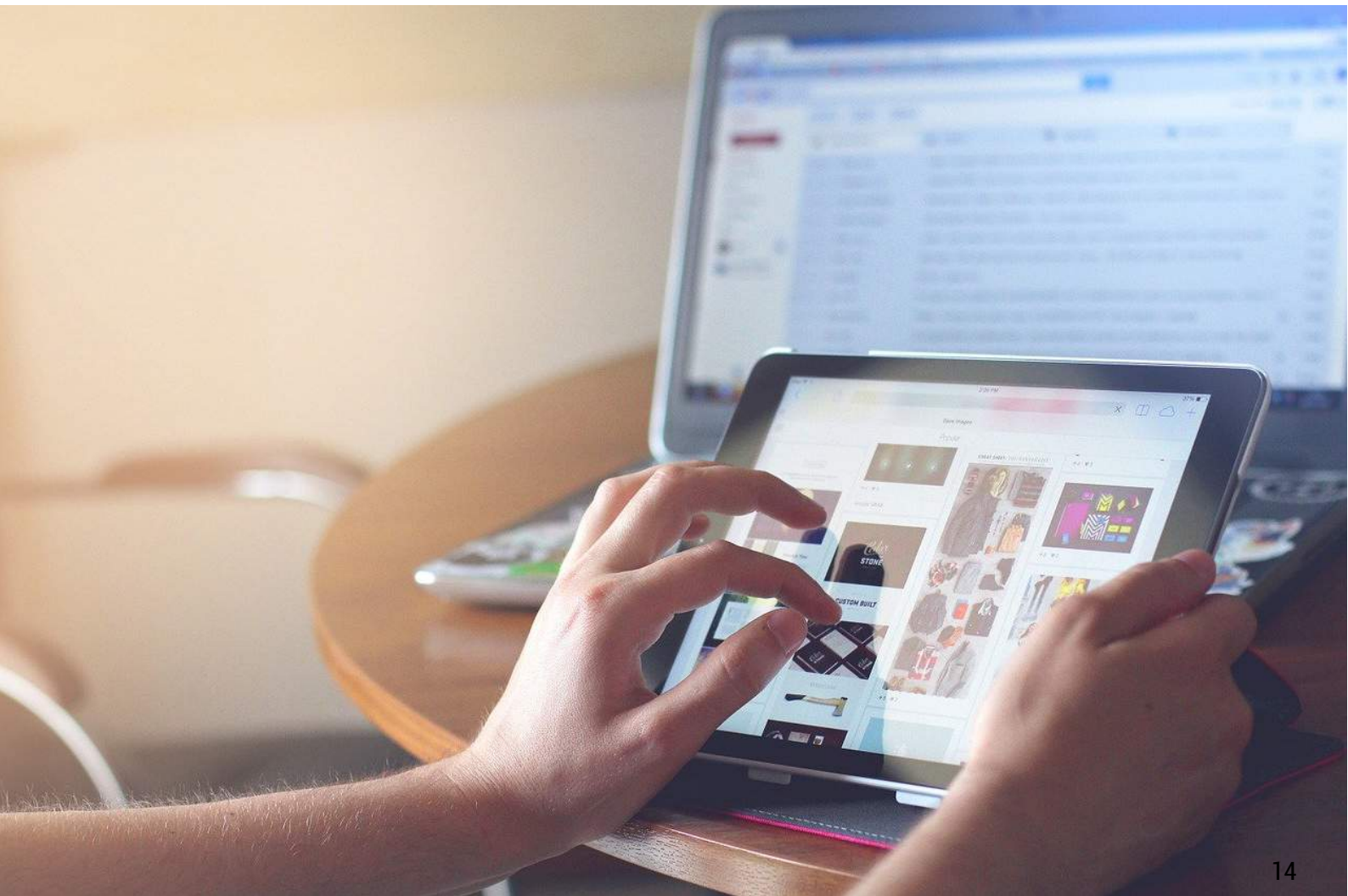
Magic Bullet Theory

This Theory can also be called as Magic Bullet Theory (Hypodermic syringe model, transmission-belt model.) The theory was introduced by Harold Laswell in 1920s. He elaborated the notion of the theory in his book called "Propaganda Technique in the World War. This theory stressed that the Media have a direct immediate, and sturdy effect on audience. it is a linear model of communication the message in this theory said to be like a magic bullet, it penetrates the minds of the audience to inject a specific message. I observe that the message is immediate because it controls what the audience perceived it gives the audience a formidable conviction towards the message injected on them. This denotes the powerlessness of the audience because it enormously has an impact on public opinions and behaviour changes. The message seems to be like a bullet fired from "media gun" directly into the audience's "mind". In my view, the consequences of this can have a tremendous desired response which might prompt a stumbling block, wrecking or uniform thinking among the audience. In this theory audience are vulnerable and can be characterised as Sitting Dock, the media is the strong giant. Audience are easy to be criticised or persuade by the media.

Nazi propaganda in Second World War Germany used movie industry to manifest their immense power on the world eventually they were able to unify masses for war in 1940s. Aftermath U.S.A also depended on the media via movie industries to generate negative image about Germans and depicted them as evils.

Similarly, Martian Invasion of 1938 (the war of the World) "Mercury theatre on the air" this was directed by Orson Welles it was broadcast on Sunday, October 30, 1938. This dramatic episode became renowned for causing an enormous panic among the audience because people missed the first part and find themselves in the middle of the program, they thought the real invasion was taking place. This clearly shows that people were passive audience they believe whatever media tell them.

Features of the theory

- It is a way of propaganda and manipulation of message just like in a form of bullet or syringe.

- The messages fired have a specific intention and expectation for a desired outcome.

- The audience are passive, less resist and can be easily be convince or be affected by the message.

- I realise that in this theory people are made to think the same way as media do.

- The audience are invariable thought to be fragile, vulnerable or sitting Dock.

- The effect of the theory is short, immediate and uniform among the audience.

Criticism

- In my view, seeing audience as passive is very subjective people might differ the way they handle a message

- The people's choice research for voting pattern had proven that the theory failed, during the time of Franklin D. Roosevelt it shows that people were not much affected by the media rather it was interpersonal communication and massive campaign.
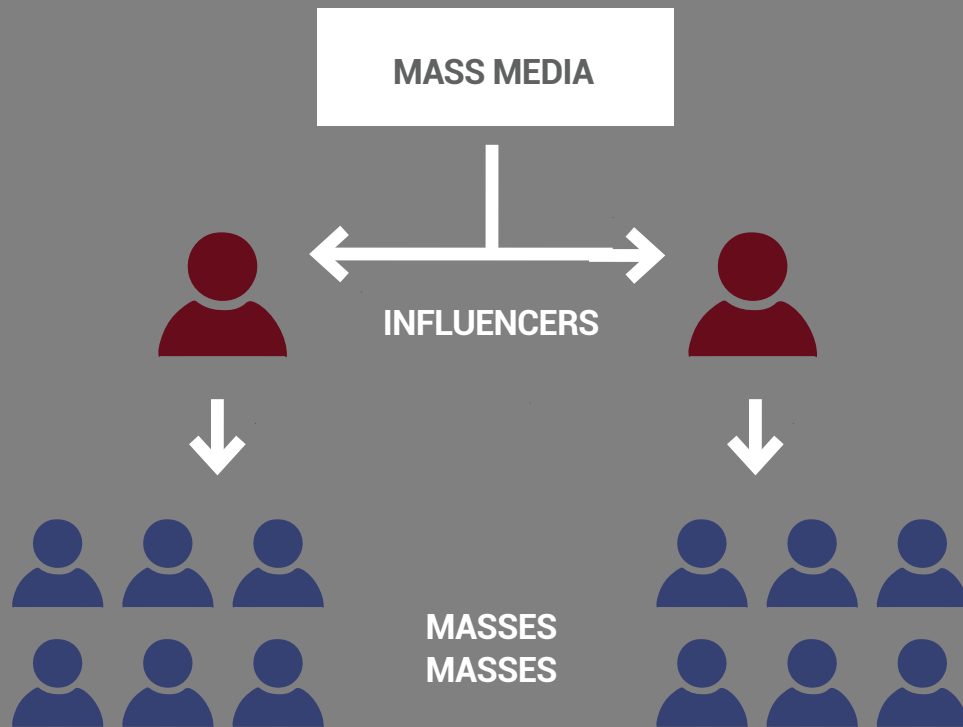
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Two Step-Flow Theory
Detailed Investigation

Paul Lazarsfeld, (1901-1976) an American Social Researcher, Bernard Berelson (1912 – 1979) and Hazel Gaudet was announced theory of "Two-Step Flow" in the book named 'The People's Choice' in 1940.Conforming to the authors, mass media is not the direct origin for the receivers, furthermore, reciprocal communication between persons or between the community is more demonstrative and expressive than the mass media's direct influence. As believed by the authors, the existence of the bridge and bond between mass media and society will make the purpose of the media more serviceable and appropriate. They described that bridge as 'opinion leaders' which settled between mass media and society. Responsibility or role of the opinion leaders are spreading the mass media's messages to their close environment or local groups which they are in relationship and communication hereby, all opinion leaders convert into source's itself in the context of effectiveness. Opinion leaders transport the media message to society in his or her way, which means that communication type or shape can be different from other opinion leaders but on the other hand, the main idea is maintained.

For example, imagine that we are living in the 19th century and there is an election soon. The accessibility of media sources is limited, which means that most of society is not aware of the agenda of the politic. How can society be aware of the agenda and news to follow the political current? The importance of 'Opinion Leaders' become more comprehensible in this process.

Moreover, one example from nowadays; there is an internet provider in Turkey and their advertising strategy is very close to this theory. Their campaign is called 'Arkadaşını Getir' which means bring your friend, and when you bring a friend you will obtain a one-month free subscription. How does it work? The consumer should be a supporter of this internet provider and should spread the message or intention of the provider. Thereby, opinion leaders will impose the message of the main source indirectly.

In my opinion, this model of communication is outdated because of what I mentioned before, the accessibility of the media nowadays is straightforward and comprehensive so opinion leaders' theory is not applicable or it is not as effective as past.

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16

To What Extent Does Communication Affect Us?

A Critical, Comparative View of the Minimal Effects Theory

Multiple communication theories and models attempted to figure out the role of the media, and to how strong its influence could be. In the first place, this was to determine what functions the media hold, which is essentially important to fulfilling its social responsibility. However, this was not an easy task, because, in addition to the difference between real-life contexts and laboratory experiences, it entails controlling and understanding all factors affecting the influence process. Although this is a difficult task, attempts to create theories in this regard did not cease. Theories varied in terms of the way they perceive the influence of the media. While some theories exaggerated the role of the media and its power, some others did not even consider it as an efficient convincing tool and reduced its role to present only a reflexive function to society.

As one of the latter, Minimal Effects theory states that the media does not create something new that did not exist before but rather reinforces or weakens it. Consequently, the role of the media and the extent of its influence changes, and depends on the viewer's ideas, stereotypes, and information on the topic presented to them in the media. For example, when a published article discusses the violence of Islam, considering it as a terrorist religion, and thus, several anti-Islamic movements start to appear.

According to the Minimal Effects theory, the reason behind these movements is not reading misleading information about the Islamic religion, but instead, the already pre-existed ideas about this religion. Hence, the article did not convince them of new ideas, these ideas and/or convictions have only been increased and strengthened. From this perspective, observed violent practices by children after playing a video game, containing the use of violence, are not because of these games, but due to an inherent tendency to violence in the first place. Thus, if you are a nonviolent person (of less tendency to violence), playing this type of video games will not affect your behavior! Despite the psychological and philosophical aspects of this topic, which I will discuss later, we can say that the Minimal Effects theory considers the means of media as mere tools that reflect reality (what is already there), and is translated in different ways by us. Thus, behaviors arise from our understanding and interpretation of what we see.

On the other hand, several theories recognized the role of the media in influencing the audience more seriously, such as the magic bullet theory (Hypodermic Needle Theory) and the cultivation theory. The first theory states that the media can be used to send/inject direct messages to an audience to witness a clear, relatively short time response. Differently, for the second theory, the effect is believed to be gradual. It is all about time, the longer the exposure to the media, the greater the influence will be. However, the point here is that both theories share the idea that the media has an independent influence that is not conditioned to the audience.

To criticize, in the case of video games for example, I wonder if there is a human being without any violence at all? Given the fact that this topic is controversial, it cannot be valid to support this theory! Basically, because this claim lacks awareness of all the circumstances that exist in the context of real experience. I think the media can influence, totally, new ideas if they meet the appropriate conditions. Because the influence process is complex, the influence should not be reduced to the role of either the recipient or the sender.

Psychologically speaking, people tend to believe, follow, and trust opinion leaders (who influence and inform people around them) - or even anyone who looks authoritative or seems to have power. Let me give you an example, you can imagine teenagers watching an interview with a famous football player (i.e., Cristiano Ronaldo) where the player addresses a new concept, idea, or view of life which they hadn't heard of before. Most often, teenagers will accept and believe in this idea the same way and from the same perspective that this player spoke of, simply because Ronaldo is their opinion leader! Accordingly, it is easy to imagine how these effects are used/implemented for promoting commercial products almost everywhere in the world. Besides that, this brings to mind the change in perception under the pretext of enlightenment or renewal, which is recently abundant in religious fields.

Finally, there are several points through which one can criticize the Minimal Effects theory, but the most fundamental question, in my view, could be: is there a social responsibility on the media if the influence depends only on the recipient? Therefore, I believe that influence of the media cannot be understood with this reductionism, because it is a relative process. It is affected by both the way the information is presented and, also, by the interpretation of the viewer (the receiver) and his/her previous experiences. In short, while some theories considered the influence dependent on the audience with a minimal role for the media, many others perceived the audience as "sitting ducks" that are easy to convince, I believe that any influence has to do with both.

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Cultivation Theory

"Cultivation" is George Gerbner's theory which discusses the effects of media, especially mainstream media, and television on people. It is possible to see the traces of this situation in humans, specifically in children. Television programs or advertisements, and all kinds of media elements that we encounter in daily life can be shown as examples of this theory. This theory could be examined under three main headings in my opinion.

1. Accidental interaction

People can get some axioms influenced by a TV show or similar content they watch on the screen. This effect cannot be foreseen by the screenwriter, producer, actor, or director. An example of this is that the actor, who played the bad guy in a TV series, gets bad reactions when he meets people in real life and tries to be beaten from time to time. Therefore, it has not been shown who killed when one of the main characters died in some Turkish TV series lately.

2. Influence

I will examine this title under 2 subtitles as traditional and new media.

a. Traditional media

While producing TV series, movies, games, and similar traditional media items are motivated by economic concerns. Producers who need income in addition to advertising revenue add some products to these works that they can profit from their sales. Movie series like Star Wars, Harry Potter; TV series like Game of Thrones, Sherlock; Productions such as Bakugan and Yu-Gi-Oh are good examples of this situation. Some of these productions have earned more money from equipoise products than direct production itself. Productions such as Bakugan and Yu-Gi-Oh are good examples of this situation. Some of these productions have earned more money from equipoise products than direct production itself.

b. New Media

Promotions made by celebrities/phenomena on social media platforms such as Youtube, Instagram, Twitter, Tik Tok, which emerged with new media, by calling themselves "Influencer" are examples of this topic. These influencers can promote all kinds of products directly or indirectly in cooperation with brands. As a result of the action taken by these people, who can reach millions of people, the perception of brands changes.

In summary, the change in perceptions of people who interact with these factors is an advanced example of Cultivation theory. People have different opinions because of the reality they see in the media.

3. Manipulation

Television programs, websites that make news on the internet, and phenomena that share on social media may change people's perception by sharing news with different emphasis or making false news for political or other reasons from time to time in order to make a perception operation. Although this action, carried out with a manipulative purpose, is not ethical, it causes differentiation of people's views through the media. People who accept their source as true, believe in a different reality. This is an advanced, unethical example of Cultivation theory.
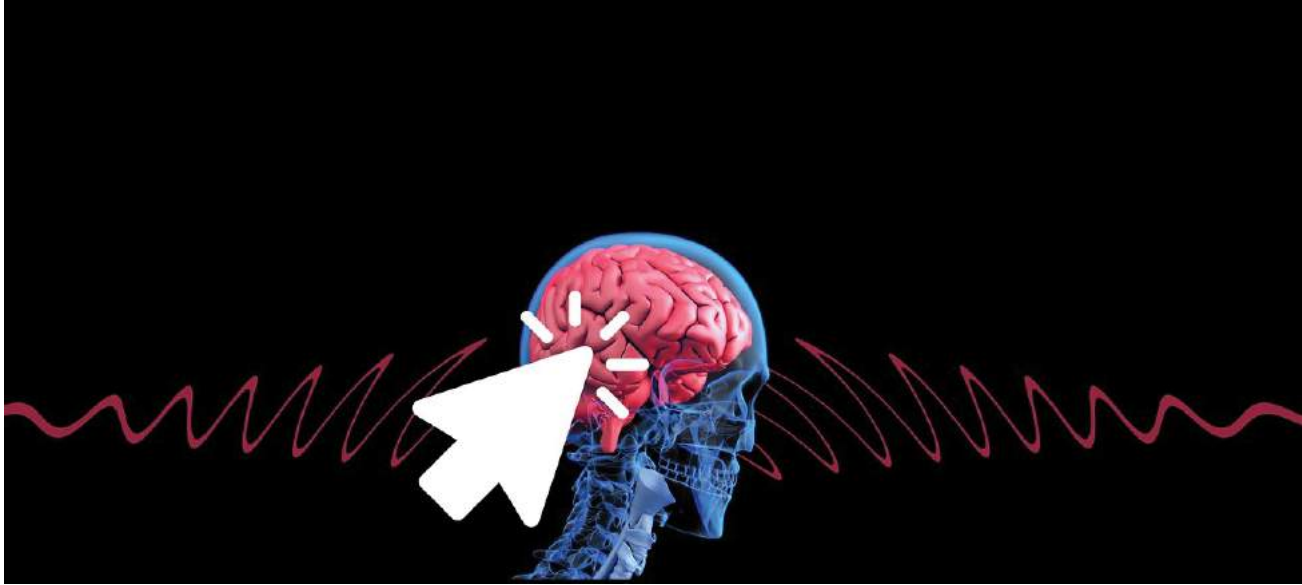
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The Hypodermic Needle Theory Still Injects a Portion of People at Certain Time

The hypodermic needle theory is one of the theories of communication science that explains to us how certain messages are injected directly into the recipient's brain. Likewise using a syringe to inject the patients with a certain liquid, in other words, messages are injected into the audience's brain. The theory comes up and received a great interest from theorists in communication and media field due to the fear of the message's effects. The audience's fear made media have dominant power in democracy to influence them straightforwardly. The effect of the injected message indeed is dangerous which leads the audience to change their behavior immediately, weaken their thoughts and desire them to act upon the event which might cause problems.

On the contrary, many academics strongly disagree with this theory. They have confidence in critical thinking and education to resist the effect of the injected message. People upon those two key elements have the ability to think and behave freely. In my opinion, critical thinking have the ability to think and behave freely. In my opinion, critical thinking nor education might aid but not in all situations to defeat the influence of the hypodermic needle theory used in the media. The world passed through many revolutions and uprisings. For instance, several events in the Arab spring were a great example of the influence of the media through this theory, and slightly similar to what was happen in the 1938 radio broadcast in terms of the aim of media to implanting panic in citizens. In 1938, Welles narrated an adaptation of H. G. Wells's novel "The War of the Worlds", about aliens invading Earth which caused a state of panic to citizens. In Arab springs, some audience was only trusting media channels as the mass in 1938 trusted only radio broadcast.

They have no multiple-choice, case in point, the internet connection was unstable in a number of countries and many of them declared the emergency statute. Consequently, people's ability reduced to make sure about what was happening around them. In a number of countries, Media channels succeeded to implement fear cause terrifying panic to citizens.

People in this situation, whether there are educated or not, obliged to believe what was watching from media channels as the remaining source of info and might others take it as the only and main source. Briefly, media can use the theory at certain time to cause panic between people in order to get desired outcomes.

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Media Framing Theory

You probably thought media is manipulative at some point in your life, but did you ever thought how media does this? Did you ever question an opinion of yours that you have seen from media and agreed with? Did you ever question why are you lynching a person that is presented as bad in media? You should.

We always think that media is manipulative. However, even while we are doing that we are still affected by media's manipulation. Sometimes we agree with media that are politically closer to us and disagree with one that we do not support politically without knowing both trying to manipulate us. We see a short video on social media and get angry. We see someone's tweets at something and immediately start supporting that opinion. This is about framing. While we are aware of the manipulative nature of media ,which now is valid for even social media accounts, we are still affected by it. We think that as long as we saw the information ourself we can judge them without getting manipulated. However, this is wrong. Information is framed by these people who are trying to manipulate us. You would think we would try to see this information from other perspectives since with today's technology it is matter of second. Unfortunately most of the people do not do that.

What is framing then? Frame's literal meaning is a strong structure or border that holds something in position. Its meaning in this theory is close too. It is about context.

Media and nowadays people on social media get an information and frame it with a context that would affect your process of this information like how they want.

They can get a part of a video without showing the other parts to affect your thinking, they can get someone's words and share it with comments that are aimed provoke you to look those word from a perspective they are intended. In today's world, framing should be not possible because we can access different perspectives to an information with just our phones in second. However, people are just too lazy or unintelligent to do that. If you do not want to get framed. You should see different views on topics to get all sorts of context. This way you can easily see how this information looks like without these manipulative frames. Try not to get manipulated by framing.

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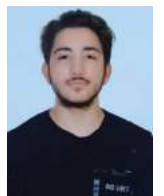
Hostile Media Effect

The hostile media effect relates to the impact of humans' strong supportive views on their reactions to media reports. Despite the majority of recipients perceive news as balanced and proper, partisans of a certain position on an issue are interpreted as being inclined to view the news on this subject as unfair and prejudiced against their stance.

Studies have shown that the hostile media effect is not the difference of opinions but the separation of perceptions. In the first study done in 1982, a group of people watched news clips of the coverage of a massacre of Palestinian refugees by a Lebanese militia. While the pro-Israeli subjects tended to consider the coverage as pro-Palestinian news, the pro-Plastenian subjects thought the opposite. This experiment represented how impossible to perceive the media as neutral for somebody who has a strong bias.

Undoubtedly, what mainly causes this effect is cognitive biases that make people unable to consciously evaluate the reports of media. Cognitive bias prevents people from seeing unfiltered as they are often prone to choose and understand what they see according to their own thoughts. In my opinion, reflections of sided people on social media is an accurate example of hostile media effect and cognitive bias. The posts and tweets shared by people on social media are judged by who they are even if the posts are neutral. Especially the posts made by politicians on social media always be found offensive by people who oppose their view.

The consequences of perceiving the media as offensive and hostile may vary depending on the action taken by the opponents. Partisans, who first started by believing in aggressive and hostile media, may conclude that the public is against their private cause. Thus, these individuals can actively feel deprived of their rights and react by engaging in undemocratic actions or by taking a more passive approach, withdrawing from political or social activities.

In brief, the hostile media effect occurs when fanatics of an issue perceiving identical media as opposed to their idea. It can be seen in many media channels and its consequences can affect both these partisan groups and the whole society.

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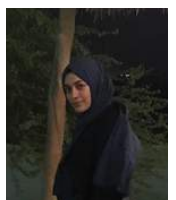
Internet as a Comprehensive Communication Environment that involves all Communication Models

Communication is an active process in which there are many ways and types to communicate with people. For example, there are verbal and nonverbal forms of communication, verbal forms in the use of language to transfer information through speaking or language, and nonverbal in the use of body language, gestures and facial expressions to convey information to others.

Communication also is an interactive process because of the availability of feedback, in some models of communication there is a mutual feedback between sender and receiver which makes the communication interactive.

For instance, when a famous person makes a video on YouTube, and he gets feedback from his fans, this is what is called an interactive communication. One more thing that characterized the communication that it is cyclical. To clarify, the progress of communication begins with sender and ends with receiver, and that makes it cyclical because it works in periodic motion. However, there are some things that affect the progress of communication such as noise, and there are two types of noise: internal and external. All these characteristics and more we can find them in the communication in Internet.

Communication process in internet is easier and more comprehensive, because there are a lot of ways to communicate with people online. For example, nowadays we have computers, laptops and smart phones that allow people to communicate with each other in any location in the world.

Communication begins with a sender and ends with ac receiver throughout a channel, also in internet it comes like this, but we can say that there is a small difference in the communication process in internet. For example, in internet, communication could be from smart phones, in this case the sender will be the person who use the phone, and channel is the internet connection, and the receiver is the one who also could hold a phone. Moreover, noising in internet could be different, noising in communication via internet can be the internet connection between sender and receiver, or it could be because of the telecoms company, or a problem in the wire of the computer or the charge. The effects from communication in internet would be observed differently, like when a famous person promotes for a product in social media, the producer or the director will observe the increase on sales online too.

As we understand from Jakobson's Communication Model, people give a different meaning for the message that intended. Theorists had studied the phenomenon of polysemic messages for a long time, and they explained that under 'Semiotics' the study of signification of signs and messages in communication. After the influence of semiotic theories, theorists became more interested in the reception of the message. The Russian-American linguist and literary theorist Roman Jacobson proposed
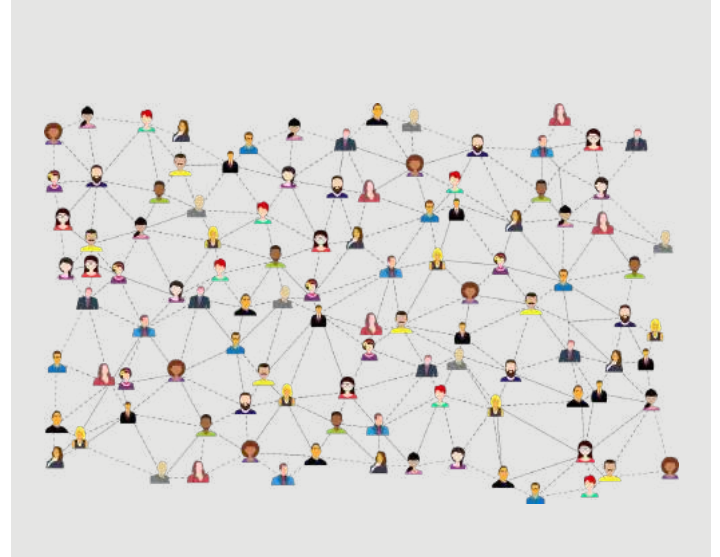
in 1960 that an addresser sends a message to an addressee using a channel. Jacobson defined six functions of language according to which an effective act of verbal communication can be described. For this work, Jakobson was influenced by Karl Bühler's organon model and Shannon & Weaver's Model. Jakobson proposed that each of these six factors (addresser, message, context, contact, code, and addressee) determines a different linguistic function. To explain the factors as functions, addresser means emotive, and emotive means emotions and attitudes for the sender. For example, sending apologise email for a friend. Message means poetic which is the message is an end in itself. Context means referential which describes the situation like an air pollution. Code means Metalingual which explains the codes that we used to communicate. For instance, when I say "Metta" is a Greek root that means "beyond". At the end we have addressee which means conative and conative is something specific. Jacobson model views communication as the production and exchange of meanings which we can see and realize in communication via internet too.
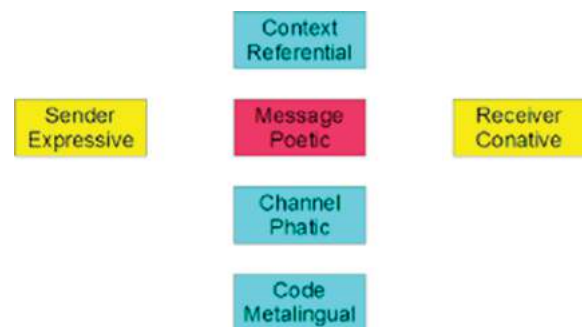
Actually, many of communication models could explain the communication in internet environment, we can also take Lasswell's model as example. Lasswell identifies three functions of communication in the society Observation of the environment. The Observation function collects, distributes and discloses information, threats and opportunities that may affect the society, Correlation of components of society and Cultural transmission between generations. All of these functions could be applied practically into the communication in Internet too.

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