

# Communication Research State of the Art. Social Communication and Journalism Program at the Universidad de Manizales (1998-2003)

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## Abstract

The present study, regarding the *state of the art of communication research* in the Social Communication and Journalism program, at the Universidad de Manizales, spanning the five-year period between 1998-2003, addressed three conceptual axes. This occurred by way of Ángel's (2011) communication proposal and categories of analysis or communication paradigms: transmissionist, discursive, and constructionist. The present article reports the results, within the scope of qualitative studies and bases for document review, on Critical Discourse Analysis (C.D.A). An integrated corpus consisting of 20 investigations, only two of which had yet been published, was reviewed. In the five-year period analyzed, a tendency to prioritize the transmissionist model was observed in research.

**Key words:** Communication research; State of the art; Communication; Communication models.

## 1. Introduction

The present article presents a partial report of the *state of the art* of the various investigations performed in the Communication Research Center -C.R.C.-. It sought to comprehend the various theoretical approaches that have been applied to the concept of communication, to classify said studies in accordance with the following analysis categories: transmissionist, discursive, and constructionist<sup>2</sup>.

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2 These models are proposed in the book, *Modelos para comprender la comunicación*, by Professor Adriana María Ángel Botero (2010), who is affiliated with the Social Communication and Journalism program at the

The importance of a *state of the art* lies in the identification of thematic axes, or conceptual developments in research, that have been applied, and which enable the construction or enhancement of epistemic approaches. In this case, the *state of the art* revolved around the manner in which various researchers addressed the concept of communication.

For this, art was sought in research in which the of *state of the art* concept was addressed. In order to perform a theoretical contextualization, one must begin with a concept of communication, from the standpoint of two trends, the human and media, and proceed with a definition of analytical categories. Based thereupon, an analysis of communication concepts was carried out, as addressed by the research and its respective classifications.

## 2. The Social Communication and Journalism program's conceptual approach to communication

Communication, as a complex phenomenon, is a field of interdisciplinary study. It requires, for its comprehension, theoretical notions developed by other sciences. This is the case of the physical and mathematical areas, from which the study of the physical process of information transmission is examined. They are addressed from multiple sociological and anthropological standpoints, including the analysis of interaction as a social meaning creation process. Psychology spurs an interest in subject behavior, at all times in the process. For this reason, a single position on the concept cannot be applied. Approaches from various positions, which occur based upon different interests and theoretical references, are required.

Given the above, communication comprehension is proposed, from the perspectives of two categories: human and media communication. In general, human communication has been addressed as a social phenomenon of interaction between subjects, in which messages are not completely structured, but during which a process of conscious and unconscious negotiation is necessary. Therein, the subjective interpretation, based upon socially-constructed feelings, come into play (Ángel, 2011).

Media communication occurs via the transmission of information, as conditioned by the characteristics of time, space, and distance. Said structure exists by way of the media, which are apparatuses of symbolic reproduction (Mattelart Armand and Mattelart Michele, 1997). Their processes are focused at three times: when producers are charged with creating the design of the information to be transmitted on distribution channels, the audience consumes and interprets the information, in accordance with certain specific characteristics, and the message structure expresses media meaning and intention.

For S.A. analysis, the communication viewpoint is framed within an hermeneutic discourse construction model, from the mediation stance, and the use of social notions, as shown in the sphere of interaction between subjects (Ángel, 2002). One of these is a point of view

unrelated to the proposal of Shannon and Waver, in which there is a single possible way to transfer information between emitters and receivers (mathematical theory), and the other is the functionalist idea of the hypodermic needle, in which information is sent directly to the receiver, without any mediation process, without message reconstruction in accordance with its symbolic structure. This is imposed by the mean of communication (Mattelart and Mattelart, 1997).

From this perspective, communication is an open system which is nourished by the approaches made by players, to the message, in which subject-receiver participation in the process of meaning construction supposes a redefinition of audience. This is so because “they are always active, their task is not limited to passive decodification of messages offered by emitters, on the contrary, they may always oppose and negotiate the meanings proposed” (Ángel, 2011, p. 34).

Illustration 1 shows the categories of analysis, and as mentioned above, which emerged from the three models proposed by Adriana Ángel, for the classification of communication processes. Said categories are as follows: communication as a transmissionist process, communication as a discursive process, and communication as a constructionist process.



**Illustration 1.** *Categories of analysis.*

Source: author elaboration

## 2.1. Communication as a transmissionist process

This model is situated within a linear information transmission process, in which the control of physical conditions, for content transfer from one point to another, which guarantees isomorphism, and thus avoids entropic processes that distort or violate the content, is prioritized (Mattelart, Armand and Mattelart, Michele, 1997). In this sense, for researchers of this model, “Communication is, fundamentally, a process of independent information transmission, for said information to inform, persuade, or signify” (Ángel, 2011, p. 23).

One of the phenomena studied in this model is the effect of information on groups.

## 2.2. Communication as a discursive process

This model presents a communicational approach which seeks to study discourse, as it analyzes components of the message, in terms of characteristics. It focuses the message as discourse creation, by way of lexical units that are common to the subjects participating in the process. “...This means that more attention is lent to prints that are left on the message than to either the producers or receivers thereof” (Ángel, 2011, p. 30).

When speaking of prints, this refers to elements which compose the message, and which are characteristics of subjects in the process. These employ adjectives, verbs, or expressions which serve to nourish and articulate the content.

### 2.3. Communication as a constructionist process

In this model, communication is determined by the social environment, player cultural content, and spaces for relationships in which the communicative process is implemented. In accordance with Ángel (2011), those factors intervene in the creation and future decodification of the message, as these become narrative and appropriation systems for discursive content.

The message is constructed via a process of interaction between subjects who participate in communication. This message is characterized as unfinished, and is rather a creation that integrates aspects and characteristics of the environment in which the subjects develop. In this communication model, relationship spaces and environmental distinctions are displaced by the meaning generated from message co-construction.

## 3. Methodology: art in research

Just as art is the use and disposition of each of the elements in a work of art (any type: literary, sculpture, etc.), its management, as art within an investigation, relates to the way in which the author provides the content of their artwork such that those interested are provided with a guide by which to analyze and comprehend distinct academic tendencies regarding the topics at hand. In other words, a *state of the art* (S.A.) is "... that which informs on the conceptual elaboration of a given topic, at a specific moment, and enables re-conceptualizations and the generation of new knowledge" (Pobón, et al., 1996, pp. 11-12).

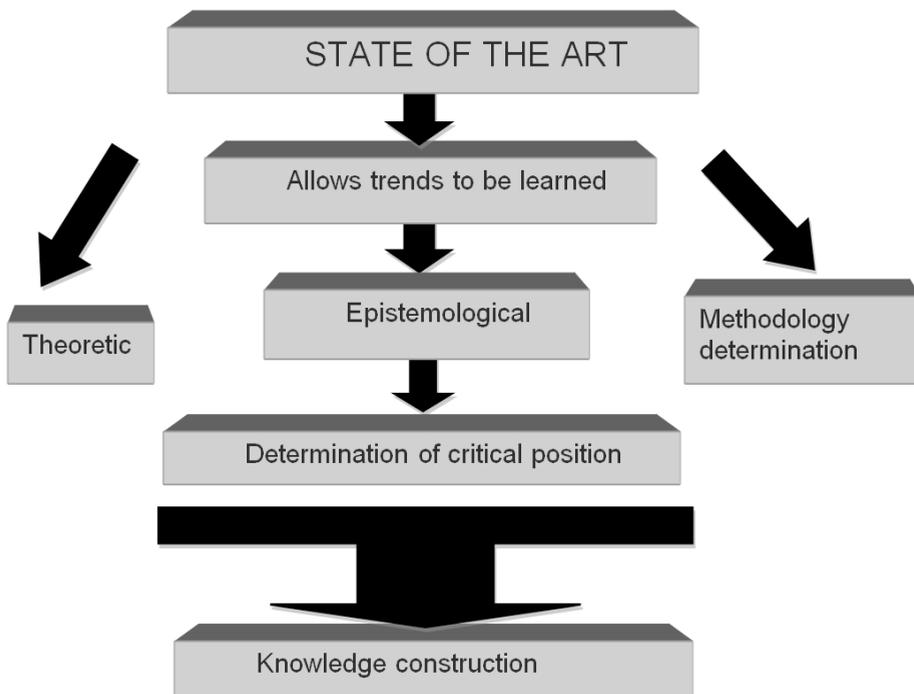
It is for this reason that, when discussing S.A., one refers to the possibility of a compiler to identify details of form, the elements evaluated, most often-used terms, and element structure, among other things (Pobón, et al., 1996). In order to determine the theoretical focus, which entails the analysis of epistemological views and clarification of various methodologies that may lead to the solution of the hypothesis proposed, the critical position immerse in the content must be determined. This proposal is shown in Illustration 2.

In the case of S.A., in regards to C.R.C. investigations, the need for trend analysis of the topics addressed in terms of communication was proposed, for which reason a methodology, based on documentary review, was applied. Therein, theoretical frameworks, key words, epistemological foci<sup>3</sup>, and proposed methodologies were used. This review permitted the reorganization of content and internal textual dynamics, so as to arrive to concrete solutions regarding the proposal made (Galindo, 1998). In the present study, from the qualitative studies

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3 This alludes to the existing relationship between science and the rational study of knowledge.

line, Critical Discourse Analysis (CDA) was utilized as a method. The study corpus contained 20 investigations.



**Illustration 2.** *State-of-the-art framework.*

**Source:** author elaboration

## 4. Findings

### 4.1. Regarding communication generalities

Table 1 presents the investigation classification, in accordance with the definition of communication to which the authors arrived, and whose theoretical and conceptual stances enabled their association with one of the three models. A greater tendency toward the transmissionist view of communication, as a conceptual framework, was observed, in terms of objects of investigation (communication) and the different problems addressed. Said conception revolves around consumption studies, uses for new technologies, media, and citizen participation as central research objectives.

**Table 1. Relationships between investigations, in accordance with the communication model**

| MODEL           | INVESTIGATION NAME  | RESEARCHERS   |
|-----------------|---|---|
| Transmissionist | Social participation in mass media? Regional channels and urban entities                                  | César Augusto Montes, Ancizar Narváez   |
|                 | New communication technologies  | Ancizar Narváez   |
|                 | Comparative analysis of regional channels   | Juan Guillermo Arias Marín, Eliana del Rosario Herrera Huérfano, César Augusto Vélez Castillo |
|                 | Credibility of information receipt in Manizales   | Juana Ramírez Castro  |
|                 | Communication media consumption in Manizales  | Juana Ramírez Castro  |
|                 | The journalism field and local journalism agendas in Manizales  | Juan Guillermo Arias M.   |
|                 | The right to information and presidential elections in Manizales  | Juana Ramírez Castro  |
|                 | Comparative analysis of coverage and informative dissemination between regional and national news         | Juana Ramírez Castro  |
|                 | Organizational communication in Caldas  | Juan Guillermo Arias Marín  |
| Discursive      | Consumption of international, national, and regional television by audiences in the Coffee Axis           | Adriana María Ángel Botero  |
|                 | Representations of science and models for scientific communication in a controversial environment         | Adriana María Ángel Botero, Ancizar Narváez Montoya   |
|                 | Journalistic activity in the Coffee Axis, and human rights in light of the right to information           | Juana Ramírez Castro  |
|                 | Informative management of the earthquake on January 25, 1999 in Telecafé newscasts                        | Juana Ramírez Castro  |
| Constructionist | Cultural, employment, and regional industry   | Ancizar Narváez Montoya   |
|                 | Communication and the culture of oral tradition in Manizales  | Andrés Calle Noreña   |
|                 | Identification and notions of the mediation of information with violent content                           | Juana Ramírez Castro  |
|                 | Mediation and social notions  | Juana Ramírez Castro  |
|                 | Uses and appropriations of urban spaces<br>(Educational reading on television)<br>Learning via television | Alejandro D'abbraccio Kreutzer<br>Julián Andrés Burgos  |

Source: author elaboration.



**Chart 1. Percentage of participation in research, in accordance with the communication model.**

Source: author elaboration

The conceptualization of communication, in the *discursive model*, focuses on studies that address scientific controversy, human rights, information use, and cultural industry. In the constructionist model, there is a tendency toward studies of communication, society, culture, social notions, and education.

To summarize, on analysis of the research performed in the CRC, it is shown that the most often-used model in the program is transmissionist, with 53%, constructionist with 26%, and discursive, with 21%. The researcher in the three models with the greatest number

of investigations performed was Ramírez, with four investigations using the transmissionist model, two using the discursive model, and one using the constructionist model.

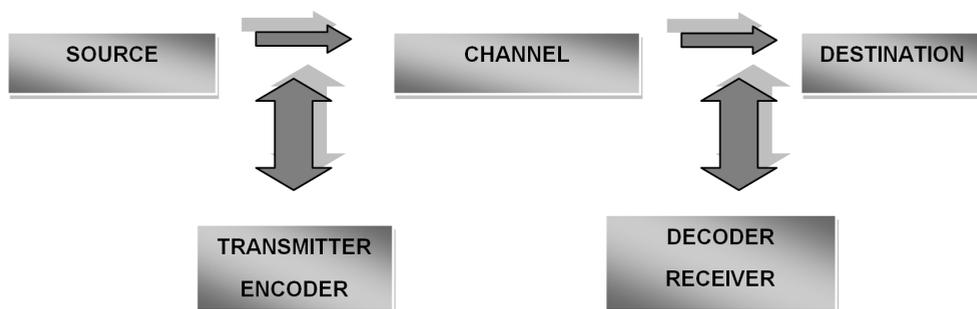
## 4.2. Transmissionist model

### 4.2.1. Model trends

Among the studies proposed in the first half of the 20th century were those posed to the media as mechanisms for persuasion, to mobilize the masses toward a specific action. With this intension, various theories, which explain the relationship between power and communication media, from the viewpoint of mass domination, emerged.

From this theoretical approach, the following may be identified: functionalism, in which the media are addressed as systems that fulfill a function of control within society, and mathematical theory, with a physical focus that analyzes communication as a linear system, and explains the transmission of a message from one point to another. In this process, factors such as channel, noise, entropy, isomorphism, etc. intervene. Further, to explain these processes, postures such as those of *mass communication research* or critical theory emerged. The latter assumes the position of critique, given the mass production of cultural content, and the dominant trends shown in the media.

Based upon these theories, a general trend was identified, in which the communication process is addressed as a linear information transmission system.



**Illustration 3.** *Model of mathematical theory.* Source: author elaboration, based on the ideas of Shannon

In Illustration 3, the *mathematical model* developed by Shannon during the 20th century, and whose relationship to information transmission relates to the dynamic of a single direction. Therein, a transmission of signals occurs, from a source or message producer toward the destination to which the information is transmitted (Mattelart Armand and Mattelart Michele, 1997).

In this process, a codifier, that transforms the message into transmittable signs, a decoder, which reconstructs the message, and a channel, which is the method used to transport the signs, were identified (Mattelart Armand and Mattelart Michele, 1997).

Based on these postulates, the following communication concepts were identified in those investigations catalogued as transmissionist:

- ✓ *Social participation in mass media? Regional channels and urban entities:* communication is addressed as a system for audience alienation, determined by the message content, transmitted by way of the communication means. This, simultaneously, acts as a cultural builder, by way of the categorization of receivers in the two social spheres (elite and popular culture), whose evaluation is not given by the final content configuration, but from the passive reception of symbolic content (Mattelart and Mattelart, 1997; Montes and Narváez, 1999).
- ✓ *New communication technologies:* with new communication technologies, it is more a process of transmission than construction: transformation of the message, by way of machines or apparatuses, considered extensions of our bodies, the primary and constitutive idea of analysis of new technologies (Narváez, 1998).
- ✓ *Comparative analysis of regional channels:* those conditions in which the communication process is implemented. It begins with the posture of mass media, in which the media is the constructing agent of the message, and the subjects are only aligned in non-critical postures when the message is received. (Arias, Herrera, and Vélez, 2003).
- ✓ *Organizational communication in Caldas:* communication, from this point of view, is understood as the relationship system between the primary and secondary subjects, or between a company and an employee. There is a cultural construction analysis regarding the parameters within which company employees are immersed (Arias, 2002).
- ✓ *Consumption of international, national, and regional television by audiences in the Coffee Axis:* communication is understood as a system of cultural consumption. The cultural view is seen as an element focused on the development of content, and as a catalyzing agent, when television is consumed (Ángel, 2005).
- ✓ *Communication media consumption in Manizales:* communication, more than a system for symbolic negotiation in the construction and deconstruction<sup>4</sup> of the message, is a unidirectional way to maintain the power relationship between means of communication and their audiences. However, it should be clarified that the cultural capital and access to educational systems that promote the construction of knowledge lends social status to the individual, thus reducing the media's role as an "intervening" agent<sup>5</sup> in terms of consumption (Ramírez, 1999).
- ✓ *Credibility of information receipt in Manizales:* the definition of communication proposed by the investigation's author is classified within a context of content analysis, based upon the construction of the credibility concept, generated by the media. Thus, there

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4 Deconstruction refers to the process implemented by speakers, who reduce the message to codes appropriate for them individually.

5 The media is the mediator in the consumption relationship, as it defines that which is seen and how.

is also a clear idea of the perception of the media regarding the use of receipt systems and the relationship between system and environment (Ramírez, 2001).

- ✓ *The journalism field and local journalism agendas in Manizales*: communication, in the present investigation, is the relationship of dominion based on the media. This, simultaneously, is considered a message-controlling instrument, and as such, the media is in charge of the reproduction of messages, and their final decodification, through the use of easy-to-digest symbols for the “masses” (Arias, 2002).
- ✓ *The right to information and presidential elections in Manizales*: the structure of the message and construction of information are communicational references adopted by the author. The analysis of those subjects who intervene in the process, and their categorization into two equidistant points, a passive subject (receiver), and an active subject (emitter), configure the organic analysis of this investigation (Ramírez, 1998).
- ✓ *Comparative analysis of coverage and informative dissemination between regional and national news*: on arrival to the concept of mediation, the author explained how, in the construction of the message, journalists intervene when they decide what is considered newsworthy, and create, based thereupon, a note able to coherently be delivered to subjects (Ramírez, 1999).
- ✓ *Cultural, employment, and regional industry*: the existence of a communication mean definition, as an industry, in relation to the reality construction system, is the theoretical base upon which the present investigation is built and implemented, from the standpoint of employment of different tiers of informative production in the region (Narváez, 1999).

On review of the investigations, a viewpoint of communication media and its relationship with power becomes clear. Previous investigations respond to a dominion relationship between the media and audiences. However, it should be clarified that the media correspond to a physical transmission system, and those charged with this control information management. The concept of domination of the information dissemination is handled by Gramsci, (quoted by Mattelart, & Mattelart, 1997), who defines this as a hegemonious relationship, in which intellectual management is implemented by individuals who control the communicative media, with the objective of affecting society. Message construction occurs based upon the use of symbolic receiver values, so as to guarantee greater efficiency in its receipt.

In the investigations, two postures were identified to address receivers. The majority manage the concept of audience, whose focus analyzes both the system of satisfaction and the process of approaching the information. With this focus, as Wolf mentions, fragmentations which occur at the time of receipt, such as minimal access to distribution media, cultural capital, are determinant for the acceptance of the information contained in the message (1987). Another posture views the receiver as the masses, an amorphous, homogenous target, vulnerable to any information provided, and whose processes of message negation are null, or as mentioned by Ortega and Gasset, “obliterate all that which is different, singular, individual, qualified, and selected” (quoted by Wolf, 1987, p. 24).

Similarly, as there are different accessions on the definition of receivers, the domination process varies. For those who address receivers as audiences within their content, the domination process is indirect. The negotiation and dialogue environments come into play with the information provided. Hall, who is quoted by Ángel (2011), discusses three types of readings that the audience performs on message content: first is a negotiation, in which content is associated with the context, next is the dominant, in which the senses are equal, and lastly, the oppositional, in which the subject rejects the content transmitted by the media.

However, research shows an approach to receivers as an audience, but from the standpoint of direct information transmission. As such, it is concluded that this is inscribed as the mass concept. In this sense, the domination process is direct, as the receiver does not perform a reading of that transmitted. There are not processes in which they mediate that which is distributed by means of communication, resulting in passive reception.

One clear example of this is an investigation on *Telecafé*, in which receivers are described from two standpoints: those of elite and popular culture. Elite culture is able to negotiate the message, as they possess greater cultural capital. Popular cultural is identified as that of the masses, as they cannot mediate the information provided. They accept the content, without the ability/need to oppose it or negotiate the terms provided. The latter is related to concepts of passive reception and media power, insofar as persuasion permits an individual's psychological state to be changed, causing them to perform actions incited by the message producer (Mattelart Armand and Mattelart Michele, 1997).

With this tendency, the media is viewed as a cultural industry, in which cultural characteristics are reproduced by way of the standardized or serialized creation of content or elements. Said processes are defined by Adorno and Horkheimer (1947) (quoted by Mattelart Armand and Mattelart Michele, 1997) as the integration of art into the system, as they posit that art requires time to be created, but on the creation of processes that cut said time, and that attempt to reproduce this, a mechanism for industrial production is created, in which subjects are alienated by way of those who create these suppositions.

#### **4.2.2 Conclusions regarding use of the transmissionist model**

The concept of communication applied by the above-mentioned investigations focuses on a search for an isomorphism that brings with it a complete and exact reception of the codes. Thereto, the definition of Schramm is applied. For this author, "Communication is produced when two corresponding, linked systems, by way of one or more non-corresponding systems, assume identical states, as a consequence of signal transfer in a chain" (quoted by Ángel, 2011, p. 21).

With this logic, communication is used as a process of information transmission, by way of distribution channels called means of communication. Therein, producing agents and media controllers construct a message to be transmitted in physical conditions which eliminate the possibility for polysemia and erroneous interpretations.

Another trend shown is that of information as the epicenter of analysis, as many of these concentrate their analysis on the means of communication located in the Coffee Axis, whose

objective is the transit of information by way of a true and opportune channel, which permits the “audience” to completely access the message.

## 4.3 Discursive model

### 4.3.1. Model trends

This model focuses its attention on discourse analysis, which, in accordance with Ángel (2011), studies the prints left by participants in the communicative process, from the forms of speech, the order of content in the message, the images that is discussed by way of discourse, as well as those who receive it.

The following investigations are classified in the discursive model, insofar as their analyses focus on the message:

- ✓ *Representaciones de la ciencia y Modelos de Comunicación científica en un ambiente de controversia*: La comunicación más que una práctica social, es un momento alterno a la construcción de sentidos. As indicated by Ángel (2002), information is referenced, by way of social relatives related to receivers. As such, messages are created such that the audience guarantees the validity of the content managed by the media.
- ✓ *Journalistic activity in the Coffee Axis, and human rights in light of the right to information*: The definition of communication is determined by the creation of a coherent message that lacks lexical or conceptual ambiguity, as well as the transmission of meaning, by way of signifiers that form part of the message body or text (Ángel, 2011). Communication is based on the instance in which the complete unit and meaning is reconfigured such that it arrives and is readjusted, in accordance with the symbolic interference of participants (Ramírez, 2001).
- ✓ *Informative treatment of the earthquake on January 25, 1999 in Telecafé newscasts*. The concept of communication is intrinsically related to the articulated development of the message, by way of the use of complete units of meaning, and associated with the general content displayed or macro-proposition. The intention of the investigative author (Ramírez, 1999) should be clarified for causing the reader to see the importance of the relationship between the message and real content of the information. The codification is given by way of the use of terms in accordance with the reality experienced, or the earthquake (Ramírez, 1999).

Based upon the relationship between the concept of communication used in the previous investigations, whose results fit into the discursive model, an emergent category is registered in terms of theoretical positions. This is structuralism, which bases its object of study on the message provided in discourse. The existing structure is composed of those elements that are latent prints left by subjects who intervene in the communicative process.

One case that uses this model shows that, on discussing language as a structure, in which discourse content is analyzed, based upon diverse factors, including grammatical references, semiotics, adjectives, or nouns, this permits researchers to determine common words and

how often they are used, so as to perform an analysis of information content. It is here that Juana Ramírez' research focuses. Therein, the content shows the way in which the that of the information was constructed. The way in which the message is created, then, determines the type of reading that receivers perform.

However, as affirmed by Ángel (2011) many modern positions regarding semiotics are more interested in those discourse modifications or updates made by the audience. This indicates that the discourse construction process, from the standpoint of feeling generation, is positioned as the basis for the semiotic message analysis process. For this, the investigation of glyphosate, carried out by the same researcher (Ángel, 2002), tends toward this position, insofar as the subjects are those who construct the terms that will form part of the glyphosate concept.

Juana Ramírez, in her work on the journalistic management of the earthquake, and in the investigation in which she addresses the relationship between means of communication and human rights, she takes the same position as Ángel, in relation to the final constitution of the decodification process. Therein, the content of the message is articulated by way of those definitions or language structures with which the concepts of earthquake and journalistic activity are developed, as they relate to human rights. In other words, the generation of feelings permits the development of discourse that originates from the population, at a time in which they are able to define that understood from the terms used. Thus, there is a relationship between those terms that form part of the message and the realities experienced.

Within these realities, measurements between the significant and meaning intervene. Their definitions are provided by Rosengren and Bruhn (1997), wherein the significant is attributed to the material part of the sign, and the meaning is associated with the representation of the mental entity.

#### **4.3.2. Conclusions regarding use of the discursive model**

For researchers, message analysis was more important, in terms of the discursive construction that contained common structures for both subjects and agents in the process. These permitted their joining and decoupling, with linguistic elements.

There was a clear discursive analysis exercise, in addition to a focus on the detailed examination of message creation. However, just as with the previous transmissionist model, there was clear use of the term information. For this discursive analysis, the message was reduced to information components, or the way in which it was assembled, with linguistic elements including adjectives, verbs, etc.

### **4.4. Constructionist model**

#### **4.4.1. Model trends**

With this model, investigations view communication as a co-construction of the meaning process, in which this is not entirely produced (Ángel, 2011), as it is a dialogue process in which negotiation is necessary to signify between the emitter and receiver. It permits the message to be reduced to articulable social characteristics, by both subjects, in the communicative process.

With the constructionist model, the idea of information transmission remains (Ángel, 2011), insofar as the physical process. However, the benefit is in the importation of environmental relationships with subjects and external elements that constitute their social environment.

Three theoretical categories are registered in the analyses of the investigations that apply the constructionist model, in the communication-culture-city social notions:

- ✓ *Cultural, employment, and regional industry*: the existence of a communication mean definition as an industry, in relation to the reality construction system, implemented from the standpoint of the employment of different tiers of informative production in the region (Narváez, 1999), is the theoretical base upon which the present investigation was carried out.
- ✓ *Communication and culture of the oral tradition in Manizales*: the conceptual development displayed by Calle (1998), more than an explanation of the concept of communication as a dialogue system, is an approach to oral tradition and the concept of culture that emerges from the apprehension that humans have to share with one another. “The communication that occurs within society as human language itself, are dialogue actions, an encounter between intersubjectivities” (Calle, 1998, p. 7).
- ✓ *Identification and notions of the mediation of information with violent content*: notions are collective constructs generated by individuals for the generalization of elements that designate the basic characteristics of an event. The importance of collective construction of the concept of violence should be understood based on the meaning lent thereto by individuals (Ramírez, 2001).
- ✓ *Mediation and social notions*: the communicational process depends largely on subject participation. Subjects are the emitters and receivers, who simultaneously form part of message construction (Ramírez, 1999).
- ✓ *Uses and appropriations of urban spaces*: urban transformations generate change in the way one sees the city, not as a system of dialogues between subjects, but as a space for social encounters that enable dialogue and the use of senses that evoke cultural entrenchment (D’abbraccio, 1999).
- ✓ *Learning in television reception*: readings of the media, performed by individuals, depend, in large part, on the viewpoint that they hold (representation). Communication, then, is a mediation process between codification and decodification (Burgo, 2007).

On analysis of the common relationships between communication concepts in this model, it is observed that communication, as a dialogue system, permits the democratic development of the message, as audiences negotiate the content, or attempt to reduce it to a comprehensible social context. This goes beyond the position of most theories, which view communication in a single action, and whose decodification processes are vitiated by superimposed content from the viewpoint of those who control transmission media (Ángel, 2011).

Communication moments are no more than situations that permit dialogue between subjects, which brings with it the joint development of adaptable social expressions to discourse construction, which moves in two directions, in a mediation of structures that permit message articulation (Ángel, 2011).

Representation processes, in which audiences identify, from the communication model, with the content creation optic, permits the creation of a *cultural mirror*<sup>6</sup>, inferred in message construction.

Mauro Wolf (1987), regarding audiences, states that the semiotic democracy process is clearly observed, as it does not act passively. Further, it is not an easy target for bombardment, as its cultural interaction process permits opposition to certain content that does not form part of the social structures to which it belongs. Behaving actively may reduce the content provided in the message.

Language as open system does not limit content construction, rather polysemic processes enable subject participation, from their own social optics. Also, this open process spurs cultural benefits, as the other's apprehension becomes a collective construction learned from the first instances of human development (Calle, 1998).

One clear example of said processes is that of investigations of communication and culture, use and appropriations of urban spaces, and measurement and social notions. These view communication as a system for dialogue, an open system that enables message construction, by way of content provided by both subjects.

Those urban transformations to which D'abbraccio refers in their analysis of measurement of urban notions constitutes a time of metamorphosis in those social spheres in which individuals develop. In contrast to dialogues which permit message mediation, this enabling enrichment of the communication process. Said author proposes that transformations made in urban areas produce changes in message building.

For many, the mediation process, by way of the acceptance or rejection of content provided in the message, determine hermeneutic development, for said author, location changes influences its codification and decodification.

#### **4.4.2. Conclusions regarding use of the constructionist model**

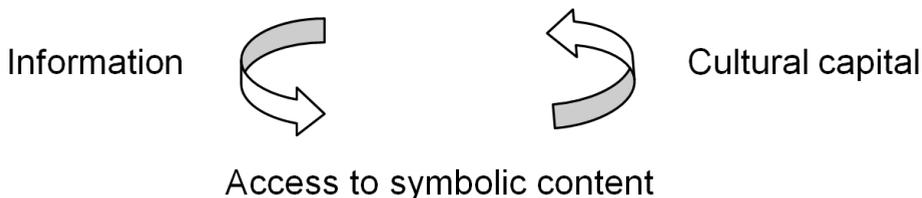
For this model, each part of the process is permeated by social characteristics and related to semiotic entities. Analysis of message meaning is, in some way, predictable, as it contains indications, or marks, left by semiotic entities (Ángel, 2011). The definition of semiotic entity is given by Ángel (2011) from the standpoint that the receiver and emitter are not empirical subjects, but semiotic entities, who make their own modifications to the message.

The implementation of the present investigation focused on a reception process analysis, especially on spaces in which individuals develop. As reflected in Illustration 4, the cultural

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<sup>6</sup> Cultural mirrors indicate a representation process, in which discussion participants mold the language of the message by way of their social constructs (Ángel, 2011).

capital idea is applied in this analysis, as it is a factor that determines emitter message construction. The message is built such that the receiver, in accordance with their cultural capital, may reconfigure it and fit it into their social environment.



**Illustration 4.** Relationship between information and cultural capital. **Source:** author elaboration

## 5. Conclusions

Communication, as a field of study, has not been addressed by researchers. Instead, a process of information analysis has been applied. In other words, the element lent the most importance is production, from the standpoint of the medium of communication, and not the cultural content in which those who intervene are immerse.

In the majority of communication research, communication is tied to information transmission, as its optics are argued to employ linear processes, in which there is no mediation of the message created. This message is not a co-construction between the emitter and receiver. Instead, media owners are those charged with its production, leaving audiences to the side. It is inferred, then, that communication is a direct, non-social process, as that which carries the most weight is transmission, ignoring individual development, from the standpoint of their social spaces.

Communicational processes go hand in hand with psychological theories regarding the structuring of human beings' environment to responses. Communication could be considered a causal process, as all stimuli elicits a response.

To summarize, most research production registered within the *transmissionist* model concerns content related to the analysis of Coffee Axis communication means. Its critical points of view focus on the study of media as information transmission systems with messages from the standpoints of information producers. The research line with the fewest studies is that of the *discursive model*, which, as a line of critical discourse analysis, concentrates on messages of controversy and citizen rights. Lastly, with the media presence, the *constructionist model* reflects a tendency toward messages, from the standpoint of socio-educational content for individuals, who restructure messages in accordance with their cultural characteristics.

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