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THE PLACE OF MARKETING
COMMUNICATION
IN THE STRUCTURE OF SOCIAL
COMMUNICATION

DOCTORAL (PhD) DISSERTATION

Theses

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I. The objectives of the research

Among communication-science studies, the research of social communication is the most diverging.

The process itself, determined by several components, can be interpreted in many ways. Thus researchers try to create different models and establish different schools. Human communication is also interwoven with processes and techniques reaching through context disciplines, with the help of which people interpret the world around us – and get into interaction with it – using all this to maintain reality, while they themselves are also part of reality.

Among others, this (ethno)methodological concept can be the language as well.

Its definition is also various: as many culture segments – as many descriptors.

1. The basic hypothesis of the research

I set as my task to **define and describe information** – the alpha of every act of communication – with a socio-psychological sectorial approach.

By information we mean the receptual, attitude-complex adaptation of energy changes taking place in our environment.

The obtainment – perception – of information itself supposes some level of perception condition of the person.

Thus enactment can be approached, illustrated and analysed as a process.

Naturally, we must not forget about the structured variant: the news, just like the analysis of the Hungarian version of agenda setting: thematisation.

We are participants or, if you like, sufferers of this more and more mediatised world.

All we have to do is learn how to structure and weigh the information.

The development of information technology does not come to a stop because sooner or later we will become a part of bio-informatics – whether we like it or not – in the library just as well as in the doctor's clinic.

2. The second hypothesis

Also grasping the process of the development of human communication, supplementation with the *world of symbols*.

In this area as well, several schools measure the stages only with the paradigm changes established by the information and communication technologies.

Though these might also be true but if we look at it in a linear line – even in a chronological order – this concept is valid for not more than a couple of hundred years.

Another reason why everything depends on the spread and use of symbols is that the common cultural treasure-ethos of humanity could only be interpreted thus in the past and can be in the future.

As dispergation is huge, it is not possible to examine any evolutionary segment in a direct manner either.

Present-day mediatisation, mentioned above, also suffered some kind of a transmission as the issue of the expansion (or narrowing down – this is only a question of aspects) of the world became a real – in opposition to the concept of Nobert Wiener – cybernetian possibility only with the true appearance of the world wide web.

The micro and macro worlds appear parallely, and, in the opinion of those forecasting the future, biological features will come into the forefront.

3. The new interpretation of a basic model

The world got acquainted with the trans-active model of Claude Elwood **Shannon** – Warren **Weaver** examining the permeability of the channel of communication in 1949. This great description was supplemented by Wilbur **Schram** in 1954 with feebac and then with the concept of redundancy and entropy. (Here, when talking about redundancy, we must mention that professional literature has developed a lot since and is now familiar with the communicative role of redundant phenomena with pejorative and mejorative contexts.)

So far, the best tool to interpret the agents participating in the act of communicative action and their functions is this graphic model.

After long periods of studying, the supplementation – completion of the model was endeavoured through **the introduction of the Communicational space and its customisation to the model**, as well as extended conceptual interpretation. With situational analysis, T. E. Hall studied the tacitly customs of the individuals of different cultures and made observations and descriptions in the area of proxemics. These were related to direct, interpersonal space. However, the indirect nature of the extension of space and virtual space becoming almost a marketplace also called for the conceptual extension.

This transactional model is the basis of the operation of mass communication. It is through this that we can understand and explain the world of the impact, the characteristic features and role of the media, which sometimes seems – and is considered by others – to be: an independent power.

Its mechanism of effects provides this illusion as feedback and interaction is rather difficult or filtered, perhaps re-edited. And we know from another segment of verblativity that the same communication can be interpreted in a hundred different ways.

We can establish that the media can be some means of power but it is not an independent power however much it may seem like it. Even the ideologists of authoritarian societies address it thus: “the means of power of the ruling class with which it secures its rule”... (Which is not quite true either as, among others, without the repressive organisations this would have been difficult.)

4. The communication science complementing of the concept of language

Within the framework of the dissertation, there are rather narrow possibilities for the independent definition of this wide interpretation of social communication. The only thing that might perhaps be added is that beyond the two segments of verblativity mentioned above, it can also be represented as an independent sign-language, in the world of advertising, science or arts.

Independence carries an independent set of sign language and (God forbid!) dialect. We don't have to think of something complex here, it is enough to mention the sign-language of the deaf, the set of the language of movement of pantomime or ballet. The only thing that might be a bit disturbing is that all this is realised not through articulated systems of symbols. Its variability is of a rather high degree and it depends on the person, the situation, etc. At the same time, it is also a culture-universe because it can be preserved as an enhancer of identity through generations and eras, while the spoken language might even die down.

II. Preceding events and the methodology applied

The creation of models is built on empirical research. The summaries and conclusions established as a result of the study of original, Hungarian printed press between 1945 and 1955 – from several aspects – provide the basis for the wording of the descriptions.

Obviously, data collection and composition performed with the help of sociological or technical means is not the subject of the present line of research. (Oral history, together with dense description, gives a rather authentic picture about the topic, era and language under examination. Naturally, it is difficult to disregard the political events, however, the scientific examination requires some sort of narrowing as well.)

Professional literature supported those examinations and concepts as a result of which we can definitely talk about originality. Naturally, all these can have true validity if they are weighed at professional forums, conferences and debates.

Well, the discussions of these research progress measurements took place at several doctoral conferences, in front of an esteemed professional audience.

For instance, according to the plans, as a novelty, the description and analysis of the Information flowchart will be introduced at a conference in the autumn.

(I should not forget to mention that I have taught *media economics* in several courses at our university; furthermore, based on the Austrian professional literature experiences I taught *media marketing* at Berzsényi Dániel College./

III. The structure of the dissertation

1. The involving effect of social communication

The flow of information taking place between the different layers of society is called social communication.

This complex communication formula produces its effect on direct human communication indirectly, through the network of social expectations, requirements, norms and roles, the system of institutions of the society. (This also includes, for instance, organisational communication, marketing communication, public relations, advertising and mass communication.)

Social communication depicts the systems of social sphere, which also includes marketing communication, a part of which is the sub-system of economic communication.

2. Information as the message-carrying vehicle

In every act of communication, we would like to transmit some message. In general, we call this format and contents information. (In special cases, its method of use and representation is also called informatics.)

In a socio-psychological sense, by information we mean: *the receptual, attitude-complex adaptation of energy changes taking place in our environment.*

A graphic depiction and analysis of this kind of description is one of the novelties of the research.

(Its detailed, contextual analysis is usually performed in media marketing and media economics.)

3. The stages of the development of human communication

The process depicted and analysed in the linear structure tries to give a picture of the development of the human individual (homo sapiens) – from the aspect of communication.

Naturally, not giving details of the complete biological existence, only describing the relations of sociability and cognitive competence. *The novelty about the idea is: reflecting on the uses of symbols.* The postular and vocal selection of articulated symbol systems provided an opportunity for communication and the use and interpretation of the common knowledge.

By human communication we mean the ability to establish connections with our narrower and wider environment.

The social formations emerging during the course of socialisation and civilisation made an ever more articulated recognition of knowledge possible.

Present-day individuals and society could emerge as the returns of different cultures, by crossing a large span of time. Here we also mentioned the periods of paradigm changes, which constitute milestones for the border of individual periods.

We can discover marketing communication at every stage as the formulae of getting to the market have to be presented in every age.

4. The descriptions of communication

The etymological approach of the phenomenon by all means carries some kind of “making into common knowledge”. Naturally, it is the environment of interpretation that always defines the complexity of the feature of the things belonging to the topic of the phenomenon.

The description of George Gerbner, the world famous researcher of communication of Hungarian origins, of the levels of communication has become a classic:

- a.) Intrapersonal communication, that is internal speech, belongs to thinking, the phase preceding speech. However, the same takes place when we learn to write.

Under normal conditions, the automation of our speech is under the control of internal speech. (It stimulates or – if necessary – inhibits the supra-segments, prosodies, and language and text phonetic phenomena.)

b.) Interpersonal communication may be – given the space of communication – either face-to-face or indirect, taking place through mediators.

The stronger the emotional or physical contact is between the participants, the more personal the communication will be. (This is very often supplemented by some tactility as well.)

c.) During team or organisational communication, several people take part in the process of communication. (Business communication, otherwise related to marketing communication, belongs to this kind of classification.)

At companies, the formalised system of connections is typical. In the case of closed organisations, it also means a strong hierarchy, which is a condition of good operation.

d.) In its direction of appearance, mass communication is mostly trans-active. It spreads through media in an indirect form. It can have a really great effect exactly because of interactivity and the difficulty of control.

5. One of the specific classifications of human communication is the following:

First, we can divide it into verbal and non-verbal channels.

Speaking and writing can be connected to verbality. Both – as mentioned above – are articulated systems of symbols. This is why it can be taught and learnt. Descriptive professional literature compares these two segments of verbality upon several components, sets them as parallels through its representation, timely nature, physical and physiological produceability.

The members of a particular community can master speech through conventional systems of signs.

Writing is the system of graphic (picture) signs by common consent, valid within one particular culture. Graphemes are established through simultaneous and successive episodes and their direction is also culture-dependent.

Part on non-verbal communication is: looks, mimics, vocality, gestures, postularity, cynesics, proximity, tactility.

6. Some more significant communication ideas:

- a.) Inter-activity – both parties are characterised by activity, it is the basis of speech act theory.
- b.) Trans-activity: the factors influencing communication are adapted only partially.
- c.) Cultivation approach: here Gerbner examines to what extent television patterns work in the socialisation role. (Distorting effects, the sight of aggression.)
- d.) The idea of participation is connected with the name of Horányi Özséb: the individuals and groups taking part in the act could develop a common solution of problems.
- e.) According to J. W. Carey, ritual modelling is the construction of reality by the media, almost an affiliative necessity.
- f.) We will discuss the linguistic model of R. Jakobson in detail, here we only note – as it belongs to this topic – that it deals with the basic functions of linguistic communication.

7. The human set of signs

Every sign is the relationship of a perceivable thing and some information. The sign is defined by its role taken in the process of communication. With its help, communication can be shortened, information can be condensed.

The best-known sign-typology was set up by Ch.S.Pierce, based on the relationship of the marker and the marked.

He distinguishes between three types of signs:

- a.) icon: the relationship between the marker and the marked is based on similarity (for instance, photograph)
- b.) index: there is a causative, logical, spatial or chronological relationship between the marker and marked (for instance, whistling, arrows indication direction)
- c.) symbol: conventional group of signs, the choice of the body of the sign for the expression of a particular meaning is the result of social consensus (solmisation movements of the hand, the sign-language of the deaf-mute).

8. The Shannon–Weaver- Schramm–Bérczessy trans-active model of communication

The graph shows the classical information – *transmitter* - code channel - decode – *receiver* – information received scheme.

Compared to the original, Schramm's feedback and channel noise appear, supplemented by **Bérczessy's channel-division and the completion of the communication space.**

Information is the basic element of the communication process. The success of an act of communication depends on how perfect transmission is from the transmitter to the receiver, how precisely the particular system of symbols can be communicated.

How precisely all this transmits the desired meaning appears as a semantic problem.

Problem of efficiency: can the meaning received be influential?

The transmitter is the channel itself, constituted by two parts: on the one hand, the receptors – and their preparedness – and the transmitting medium, which can be, for instance, air, fibreglass, paper or supra-conductor.

We cannot exclude noise, typos, the lack of field integrity, and so on.

After transformation, understanding and decoding, the information communicated gets to the addressee, the receiver, the recipient.

Identification, understanding, internalisation and intellectual and emotional processing take place here, in the internalisation phase.

One more thing about the codes is that for the members of a particular culture or sub-culture, they constitute a common system of meanings.

They build from signs (symbols) and rules or conventions, which determine in what contexts these signs and signals can be used and what is their message-carrying complexity. (With the help of coding, certain information types can be filtered, structured, cut and edited.)

There are several classifications possible, now I am only going to mention digital and analogue codes.

In addition to the problems of coding and decoding, Schramm dealt with feedback.

Upon certain types of communication-transmitting mechanisms and the media, this can be contingent, delayed or edited.

However much the introduction of digital technology is promoted – that its use will become interactive – true interaction is never possible.

The writer of this dissertation enriched and extended the range of interpretation of the model by the introduction of the communication space.

(All this is not without precedent as we can rely on the research in proxemy of T.E.Hall – already mentioned in the introduction – or the studies of Kiss Katalin interpreting the concept of virtual space, with confidence. We can also mention the research of Nyíri Kristóf and his colleagues examining the language of sms messages.)

The use of virtual space is looking forward to a great future. It is enough if we mention the virtual buyers' market of the world-wide-web, which has achieved great success in several areas already.

9. Further models of communication

The model of Harold Lasswell, political expert, also describing mass communication, the general communication model of G.Gerbner, the triangle-format simulation communication analysis of Newcomb are also known.

We can also mention the model of Westley and MacLean, which examines the social necessity of information. Professional literature lists another half a dozen quite good descriptions and analyses, however, these will not be analysed here.

10. The linguistic model of Roman Jakobson

The model is similar to the linear and triangle models as well. It deals with the meaning and internal structure of the message.

It establishes a transition between the schools of process and semiotics.

The model is of bipolar construction. Its starting point is the basic elements of the act of communication, that is, the six factors that are needed for the creation of communication.

It couples the factors with functions.

These are the following: emotive – emotional function, conative – inviting function, phatic function – referring to relationships, function referring to meta-linguistic code, function carrying poetic aesthetics, and finally referencing, that is, communicative-informative function.

(Karácsony Sándor, Hungarian linguist and philosopher, also dealt with this topic as early as 1938. He called it a struggle; nowadays we would use the term game to describe this linguistic model.)

The dissertation describes several other branches of the diverging “tree” of social communication.

He details transaction analysis with examples, casting light on the different interpretations of roles of the personality. (Thinking a bit also about the self-structure examinations of S. Freud and A. Freud.)

11. The postulates of communication recall the theory of the meaning of the world of the Palo Alto Institute of Communication, with reference to the basic principles of communication.

12. The analysis of **the speech act theory of Austin and Searle** clarified with examples fits well with the classical maxims of Grice's flow of speech.

13. The **area of the issues of culture** is also very diverging. Several authors tried to define the concept, enriching its category from a unique aspect.

In his onion models, Geert Hofstede presented intercultural phenomena.

In our age – in this globalising world – several nations live next to each other. The social effects on each other and interdependence are manifested in cultural differences.

Linguistic diversity (pidgin, Creole) or the sometimes really pressing divergence of the roles taken by the genders (gender, sex) in society is no exception from this either.

IV. Some conclusions of the dissertation

The topic is really timely. Understanding, analysing and researching the system of signs of our mediatised world – in which the introduction and spread of digital technology is required by law – also requires the development of special sciences.

This means not only the use of means – media – but learning the culture of communication as well. Including the already existing distinction training as well.

The diversity of news-formations offers the opportunity for selection, for segmented narrowing, as time becomes an ever growing “value” in both private and business sphere.

The other idea: the accessibility and affordability of information. This expectation will lead to several ambivalent acts.

This topic leads to cultures affecting each other and the stimulating and inhibiting digital divide of inter-culturality.

In other countries with more developed information facilities this is already a pressing issue. (In culture, education and business life.)

The research, the creation of models and measurability (AGB, GRP, ATS, OTS) greatly contribute to the easing of these social conflict situations.

V. Publications, papers and conferences related to the topic

1. *Publication activity.*

Felnőttoktatási és –képzési *lexikon* (Lexicon of Adult Education and Training), A-Z., Kiadó: Magyar Pedagógiai Társaság- Országos Közoktatási Intézet- Magyar Tudományos Akadémia Pedagógiai Bizottsága Andragógiai Albizottsága, Budapest, 2002. pp. 218, 292, 395, 515-516, 530.

Bérczessy Lajos: A felnőttkori verbális kommunikáció fejlesztése (The development of adult verbal communication) JPTE, Pécs 1977.

Bérczessy Lajos-Gaal Domokos (illustrator): Ezeremester molnármester (Handyman, miller) Budapest Móra Könyvkiadó, 1988.

Bérczessy Lajos- Gaal Domokos (illustrator): Ezeremester molnármester (Handyman, miller) Mladé Letá Kiadó, 1988. Bratislava

A fehér tükrei – *irodalmi antológia*, (*The Mirrors of White – Literary anthology*) (short stories): pp. 14 – 22, Accordia Kiadó 2004. Budapest

2. Conference papers:

Bérczessy Lajos: *Nyelv, sajtó, politikum* (*Language, press, politics*) – Pécsvárad, 2001.

Bérczessy Lajos: *A kommunikációkutatás módszertani problémáiról* (*On the methodological problems of communication research*) – Esztergom, 2002.

Bérczessy Lajos: *Narratívák a médiában* (*Narratives in the media*) – Pécs, 2003

Abstract

Social communication essentially involves all those contact-establishing processes that take place between the different layers of society.

It is the most complex communication formula, thus its operationability and description requires multi-disciplinarity.

Therefore the creation of models requires a complex and intricate series of research as its metrology incorporates several disciplines.

This research following this new course – at a very important level of basic research – examines and analyses information, the effect-area of trans-activity as well as mediatisation – in the light of marketing communication and language.