



Communication Generalities in International Theories

Teodor Bivol¹

Abstract: Communication is the process by which information and ideas are transmitted between people, organizations, or systems. It is a fundamental skill of human beings and plays a vital role in social interaction, mutual understanding and collaboration. Communication plays a vital role in an increasingly connected and interdependent world today. Effective communication is critical to building and maintaining interpersonal relationships. Through communication, people can make emotional connections, understand, and be understood by others. The ability to communicate openly and clearly can strengthen personal, family, work and social relationships. Adequate communication can help create a productive work environment, resolve conflicts and improve individual and team performance. Also, communicating through social media and other digital platforms offers limitless opportunities to convey information, create content, and connect with diverse audiences. Through communication, people can express options, analyze different perspectives and collaborate to find optimal solutions. The ability to communicate clearly, listen and negotiate can help resolve conflicts and reach consensus in different situations.

Keywords: communication; process of transmission; information; person; management

1. Introduction

Starting from the starting point of the role of communication in modern society we can express several arguments. The main one being information transmission. Communication is the main means through which information is transmitted and distributed in society. Through the mass media, social networks and other communication channels, information can be quickly and extensively disseminated

¹ PhD Student, "Ion Creangă" State Pedagogical University, Republic of Moldova, Address: 1 Ion Creangă Str., Chisinau, Republic of Moldova, Corresponding author: bivol.teodor52@gmail.com.

to a large audience. Thus, people can be informed about current events, social issues, technological advancements, scientific discoveries, and more. Also, communication has a significant impact on the formation of public opinion. People receive information, ideas and arguments through communication and form their opinions and beliefs based on this. The mass media, for example, play an important role in shaping public opinion through news, political analysis, debate shows and other forms of content. Through these effects, individuals are present and participate in civic life and show their activism. Communication enables civic participation and activism in modern society. Through communication, people can send messages, draw attention to social or political issues, organize protests and mobilize people around common causes. Online communication and social media have played a significant role in amplifying the voice of citizens and increasing activism in recent years.

Another important aspect of communication in contemporary life is its role in ensuring business efficiency and productivity. Effective communication is critical to business success in modern society. In a globalized and interconnected world, businesses must communicate with customers, partners, employees, and other stakeholders around the world. Adequate and clear communication can improve business relationships, facilitate collaboration and innovation, and contribute to increased efficiency and productivity within organizations. In this context, globalization or the building of communities and social connections developed. Businesses can connect and interact with others through social media, messaging platforms, blogs and other online communication channels. Online communication and technology have created new and diverse opportunities for businesses to form relationships, share experiences and build virtual communities.

So we came to the conclusion that communication plays an essential role in modern society, facilitating the transfer of information. But what was the foundation and substantiation of this notion, how the scientific approach to this dimension has evolved, we are going to discover in the present research. The article represents the author's view of the generalities of communication in the conditions of contemporary reality.

2. Results and Discussion

Human existence and activity cannot be conceived outside of communication, because there is a constant exchange of information, opinions, ideas, and attitudes that, all together, give the human individual a completely different dimension and a special status (Smith, 1997): the one that R. Ghiglione calls “l’homme communicant”. Thus, as J. J. Van Cuilenburg appreciated, “in human activities, everything has to do in one way or another with the act of communication.” Speaking, writing, reading, listening or looking, it's all communication”.

The etymology of the notion “communication” comes from the Latin “communis” - “to agree”, “to be in connection with” or “to be in relationship with” (Stacks & Salwen, 2000). From a historical point of view, the term to communicate is related to the word “common” - it derives from the Latin verb “communication” with the meaning of “to have in common”, “to do something in common”, and “to share something”.

In ancient times, the notion also had the meaning “to transmit, to share, something, to others” (Thoveron, 2003).

Communication is an intentional process of information and meaning transfer between individuals, groups, organizational levels or sub-components and organizations as a whole.

Among the common elements included in the definitions given to the communication are also:

- communication constitutes the process of transmitting information, ideas, opinions, opinions, either from one group or from one individual to another;
- communication is specific to humans;
- no type of activity, from the daily routine activities experienced by each of us, to the complex activities carried out at the level of organizations, can be conceived outside the communication process.

The act of communication is a process of transmitting information, ideas and feelings, attitudes, opinions, from one individual to another, from one individual to a social group and from it to another. Communication is the process by which an exchange of meanings is made between persons.

Americans Frank Dance and Carl Larson tried to define the notion of communication, finally collecting 126 definitions from various authors, but after twenty years of research, their work proved in vain (Sfez, 2002).

Carl I. Hovland, Irving I. Janis, and Harold H. Kelley propose a definition that psychologists and sociologists agree on: "Communication is a process by which an individual - the communicator - transmits stimuli (usually verbal) with the aim of changing behavior of other individuals – the audience" (Dinu, 2000).

Charles Morris - American philosopher gives us the following definition: "Communication is the sharing, the sharing, the transmission of some properties of a number of things. Any medium that serves this process of sharing is a means of communication: the air, the road, the telephone, the language" (Cuilenburg, 1998).

Louis Forsdale defines communication as: "The process by which a system is established, maintained, and changed by means of common, shared signals that act according to rules" (Craia, 2000).

Andra Șerbănescu gives us the following definition for the concept of communication: "Communication is the process by which information is exchanged between organisms: cells communicate with each other thus ensuring the exchange of substances, animals communicate through sounds, movements, smells, humans communicate through a system complex of symbols".

The World Book Dictionary, edited by Clarence L. Barnhart and Robert K., makes a distinction between communication and communications, (Baylon & Mignot, 2000) defining the latter as: a system of communication by telephone, telegraph, radio, television and others; the study of the transmission of information and entertainment by speech or writing, through magazines and newspapers, by radio, television, records, phonograph, or other means.

For Robert Escarpit, "to communicate is not only to send and receive, but to participate at all levels, in infinity of diverse exchanges that cross and interfere with each other. So, communication is understood as a process of conveying meaningful expressions between people, as a concept that includes all those processes through which people influence each other. The act of communication is accomplished when a source of messages transmits signals, through a channel, to the receiver, when the sender conveys an information, idea or attitude (Cabin & Dortier, 2010).

Studied as a social process, communication has become a research object of social sciences. An autonomous science of communication, characterized by the plurality

of ways of approaching communication (linguistic, semiotic, psycho-social, sociological, cybernetics, etc.) was thus constituted.

The systematic study of communication is very old and begins as the analysis of a form of human communication: oral communication (which was done in Antiquity in Athens, Rome, Constantinople and Alexandria). The research of the forms of rhetorical expression (the art of eloquence) - in European universities, the rhetorical tradition persisted until the 16th-17th centuries (Bougnoux, 2000).

Human communication is an inseparable component of social life in general and of culture and human civilization in particular. More than 2,500 years ago, the citizens of Greece. The ancients shattered tyrannical regimes and established the first democratic rules.

The laws of the city established that each citizen should plead his case by himself, regardless of whether he was accused or accuser. Citizens who mastered the art of communication could not only more easily and better defend their interests, but they had every chance to be political, military, religious leaders. Since those times communication became the study of some famous philosophers of the time. The first elements of the theory of human communication were elaborated by Corax of Syracuse. He wrote "The Art of Rhetoric", in which he presented to his fellow citizens various ways and techniques of communication, useful in the recovery of assets. Later, Tisias, a former student of Corax, introduced this theory to Athens, a fertile ground in which the theory of human communication experienced a thriving development. Rhetoric specialists, known as "sophists", quickly appear. The first famous sophist was Protagoras (5th century BC). The first meaning of the notion of rhetoric, a word of Greek origin, was that of "science and the art of persuading". Rhetoric mainly concerns communication in the legal and political sphere (Baylon & Mignot, 2000).

A century later, Plato introduced rhetoric into Greek academic life, placing it next to philosophy. It was not necessarily considered a science, because it did not aim to know what is correct or incorrect, rational or irrational, but rather to know human weaknesses, in order to be able to control and use them to achieve the proposed goals. He is the one who first approached rhetoric as a communication science and issued the five-stage theory of human communication:

- knowledge study = conceptualization;
- the study of the meaning of the words = symbolization:

- the study of human behavior and the way of classification of life = classification;
- the study of practical application = the organization of:
- the study of the tools to influence people = achievement.

Aristotle, Plato's student, writes his famous work "Rhetorikē", which opens new paths in the study of human communication systems.

At the same time, Aristotle elaborates the first logic treatise ("Organon"), in which he discovers the syllogism and builds the type of reasoning and argumentation based on the syllogism. Followed by the progress made by Roman philosophers and the distinction made between the theory and practice of human communication: theory is rhetoric, practice is oratory. Cicero remains one of the great theorists and practitioners of the time. After the Greco-Roman era, the theory of human communication experienced considerable progress for several centuries, until the Renaissance. Starting with the year 1600, in the modern era, the study of human communication has been brought back to the center of concerns, of several categories of thinkers: philosophers, semioticians, linguists, psychologists, sociologists, epistemologists, stylists, marketing people, diplomats, communicators, creators of advertising, advertising and public relations agents, moderators, mediators and contemporary negotiators.

In the 16th century, the first printed newspapers appeared and the phenomenon is interesting for the research of communication that was carried out in the university environment. The study of communication in that period in France and Germany became predominantly historical, being centered on publishers, books, newspapers, etc.

In the 19th and 20th century, the study of communication was carried out in two ways: (a) theoretical and (b) empirical - in fact, the systematic study of communication begins in the three-fourth decades of the 20th century, as a result of the efforts to face war propaganda from that period.

The contemporary period is characterized by important accumulations along the lines of the theory of communication systems (Şargu & Lupu, 2019), an important contribution being brought by the American and the European school, the sciences of human communication knowing an explosive development.

There are several approaches to defining communication, including:

- Communication means to put something in common, to put in a relationship. The Latin “communication”, along with the meaning of contact and connection, also includes that of “combining, sharing, putting together, mixing, uniting”.
- Communication between people means sharing sensations, affects, emotions, feelings, ideas, opinions and facts. This means more than making known, reporting, informing, notifying, telling or talking to, to get in touch with, to be connected with.
- Communication is a transactional process, through which people transfer energy, emotions, feelings and change meanings.
- Communication means the passing of information from a receiver to a transmitter.
- Communication is the process by which a person (or a group) conveys a conceptual content (an attitude, an emotional state, a desire, etc.) to another person or another group.
- Communication is the art of transmitting information from a transmitter to a receiver.
- Communication is the use of words, letters, symbols or analogical means to obtain general or separate information about an object or event.
- Communication is a process of exchange of ideas and information that leads to mutual understanding, which can take place between two or more people. Communication, in management science, is known as a main activity performed by managers, being considered: “the basic component of the coordination function”.

In a broad sense, communication means the exchange of messages between two or more people within an organization. In order to achieve the goals, or more simply, an exchange of messages between the sender (E) and a receiver (Bivol, 2018).

Enriquez proposes a definition that goes beyond the simple exchange of messages, namely: “process by which a source of information A influences the receiver of information B in a manner capable of causing the appearance of certain acts or feelings that allow a regularization of his activities B or of the group A and B belong to. There are a number of other definitions, but regardless of their content, we can

affirm that in the current conditions, the importance of communication has gained an extraordinary scope.

Communication cannot be viewed outside of management, it is a major, fundamental component of it. Modern management assigns a particularly important role to communication, which it considers a vital component of the managerial system of any organization, whether belonging to private management or public management.

Communication is, together with motivation and professional competence, the key to efficiency in an organization. Everyone in a company spends most of their time communicating in one form or another, regardless of their position in the hierarchy. Since today the number of service and office workers exceeds that of production workers, there is a greater need to improve communication because greater collaboration between colleagues and hierarchical levels is required and teamwork has become widespread that does not can be effective without good collaboration among all team members. Moreover, changes in technology have led to changes in the structure and activity of organizations.

That's why communication practices and technologies have become more and more important for all types of organizations (Ungureanu & Ignat, 2016). Added to this is the growth of the manager's role in the organizational communication process, on the one hand he is the one who processes internal and external information, and on the other hand the manager also communicates this information to subordinates (he is in the position of disseminator) and to those outside the organization (is in the position of spokesman). In this context, an organization's path to increased efficiency goes through a permanent management of internal and external communication for the purpose of its improvement and perfection.

Communication has a decisive role in management/leadership, ensuring through its presence the process of interaction of the group/organization in carrying out the tasks assigned to them.

Hackman and Johnson reveal the importance of communication in the leadership process by defining: "Leadership is human communication that changes the attitudes and behavior of other people in the direction of meeting the goals and needs of the group"

Torrington and Hall identified five barriers that occur in communication:

a. The barriers in sending the message appear, according to the two authors, only at the level of the sender, being concretized in the transmission of messages not being

aware of as such, in the existence of inadequate information in the content of the message and in prejudices regarding the message or what it look at the handset.

b. The barriers at the reception level belong equally to the one who receives the message and to the environment: in the first case we can talk about needs, anxieties, beliefs, values, attitudes, opinions, expectations, prejudices, the level of attention given to the stimulus, and in the second case - the second one has to do with the combined effect of other stimuli in the environment.

c. Barriers to understanding appear both at the transmitter level (semantics and jargon, communication skills, duration of communication and its channel) and at the receiver level (semantic problems, concentration, listening skills, knowledge about the message, prejudices, receptivity to new ideas).

d. The barriers of acceptance are seen by the two authors as the only ones that act at the level of all the indicators involved (emitter, receiver and environment). At the level of the transmitter these are defined by personal characteristics, dissonant behaviors, attitudes and opinions, beliefs and values, at the level of the receiver are attitudes, opinions and prejudices, beliefs and values, receptivity to new ideas, the reference structure used, personal characteristics.

At the level of the environment, we have interpersonal conflict, emotional “clashes”, status differences, group preferentiality, and previous experiences in similar activities.

e. Barriers to action are established both at the level of the transmitter (where memory and level of acceptance are found) and at that of the receiver (memory and attention, level of acceptance, flexibility for changing attitudes, behavior, etc., personal characteristics).

Altman, Valenzi and Hodgetts consider the following major barriers in communication efficiency:

- emotional blockages (for example, the defensiveness that a shy student has when taking an oral exam);
- the different communicative repertoires;
- inability of the broadcaster to express himself adequately;
- the personal characteristics of one or the other of the communicators, etc.

So, communication is a fundamental way of psychosocial interaction that requires deep knowledge of theories, principles, functions, forms and models of communication.

Within any organization, communication is an essential process through which messages and information are exchanged in order to achieve the purpose and planned objectives. Also, communication is the basic element of the coordination function, facilitating the intervention of managers in order to synchronize and harmonize the actions of the entity's members.

Yes, communication plays a key role in management and is considered one of the most important skills for an effective leader or manager. Here are some ways communication influences management:

Coordinating and Directing: Effective communication is essential for coordinating and directing the activities and teams in an organization. Through communication, managers can convey the goals, strategies and expectations of the organization to employees. They can also provide clarity on everyone's roles and responsibilities, thereby ensuring that efforts are aligned and the desired results are achieved.

Employee motivation and engagement: Appropriate communication can motivate and engage employees within the organization. Through communication, managers can share the vision and values of the organization, recognize and appreciate individual performance, provide constructive feedback, and create an open and transparent work environment. Empathic and inspirational communication can help increase commitment and create a positive organizational culture.

Delegation and accountability: Communication is essential in the process of delegating tasks and responsibilities to team members. Managers must clearly and precisely communicate what is expected of each team member, provide direction, and ensure that there is a common understanding of tasks and deadlines. Through communication, managers can monitor progress and provide additional support and guidance where needed.

Problem solving and conflict management: Effective communication is crucial in problem solving and conflict management in the organization. Through communication, managers can identify problems, collect relevant information and engage stakeholders to find effective solutions. Open communication, active listening, and negotiation skills can help resolve conflicts and maintain a harmonious work climate.

Building relationships and collaboration: Proper communication facilitates building relationships and promotes collaboration within the organization. Managers need to communicate effectively with peers, team and other departments to coordinate

activities, share information and facilitate the exchange of ideas and experiences. Open and transparent communication can promote a work environment where collaboration, innovation and professional growth are encouraged.

3. Conclusions

In conclusion, effective communication is essential in management, having a significant impact on coordination, motivation, delegation, problem-solving, and collaboration within the organization. A good manager must be an effective communicator in order to be successful in meeting organizational goals and leading the team to success.

Knowing the generalities about communication brings numerous advantages such as:

- understanding the elements and steps involved in communication helps to develop communication skills and to adapt messages to be more effective;
- the improvement of communication skills;
- the development of healthier and more satisfying interpersonal relationships;
- avoiding conflicts and solving problems more effectively.

Knowing the basics of communication brings significant benefits, including improving communication skills, developing interpersonal relationships, avoiding conflict, and increasing success in the work environment. This knowledge is fundamental to developing ourselves and interacting effectively with others in a variety of personal and professional contexts.

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