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SOCIAL COMMUNICATION AND COMMUNICATIVE MODELS

Summary: *The second half of the 20th century is characterized by unprecedented progress and expansion of means for the transmission and distribution of information and the rapid development of various activities in the field of mass communications. The dynamics of conquering the public sphere in all domains - production, economic, political, cultural, sports, etc., modern communication models: providing information, publicity, marketing, advertising, propaganda, disinformation, public relations (PR), can rightly be considered the main bearers of social communication among the people of the last five decades of the second millennium. It is, above all, about constant communication, constant informing the public and various activities of certain social entities (in the production area: labour organizations, private and state companies, public services; in the political area: state institutions, authorities, parties, associations and individuals etc.).*

Keywords: *communication, communication models, effective communication model, communication management.*

1. Introduction

The modern world, at the beginning of the third millennium, has accelerated, among many other revolutionary changes, and to an unprecedented extent improved the communication relationship between people across our planet. Thus, it, once unknown and re-

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mote, whose discovery required many Magellans, Columbuses, Amundsens and other known and unknown researchers, became immediate and close - her, at arm's length. Certainly, the greatest contribution to that was made by the means of communication and people - communicators.

Since the world has become a large global village, that still does not mean that communication between people has become simple and unambiguous. On the contrary, it has taken on many elements, which have made it a very complex process, influenced by numerous factors. They are not only related to the motives and interests of the subjects of communication, both those who place them and those who receive them - adopt or reject them, but stem from their different social statuses, environments, levels of education, culture, religion, ideological and political beliefs, etc.

When it comes to the exchange of information between people, whether it is done through the mass media, in other words, the actions of specialized bodies for social communication or in any other convenient manner, the influence of a particular society and beyond, the entire global social community, cannot be ignored, i.e., their social factors of various group ownership, partial, and even multilateral interests in the very process of communication, in all its stages.

It is logical: the content, language and style, choice of words and arguments, personality of the communicator, type of media, etc., above all, depend on who the message is addressed to, i.e., which target group. That is why in the modern world, a specific media personality, as a bearer of communication between people and social subjects, or as an expression of public opinion, increasingly influences the development of everyday, but also many important and fateful events at all levels and areas of the world, which have been convincingly confirmed by numerous events important not only for a single social community, but also for the state, region, humanity - wars, economic crises, accidents, pandemics, global environmental disorders etc.

2. Historical development and modern theories of social communication

Communication (lat. *communicatio* - communication, announcement), is considered one of the seemingly simple and ubiquitous

words, which is easy to define. Namely, almost all people communicate by talking, correspondence, listening to the radio, watching television, reading newspapers and books. These are all examples of easy and painless involvement in the communication process. In the broadest sense, communication is the exchange of messages between two or more people as a basic need of human life.

True, animals also communicate with each other, but only man has developed the ability to communicate on a symbolic level, which has led to the construction of various communication systems. In addition to a very diverse language system, People use a number of other civilizational achievements to express and transmit their thoughts, words, feelings, or ideas from one place to another. In that sense, G.A. Miller (2003) established the following definition: “Communication means that information is transferred from one place to another” (p. 13). This, in fact, connects what is transmitted (the content of the message) into a single informative-communicative practice, which modern scientists often consider separately. Thereby, it is pointed out that there are a large number of definitions of this term, so Denis and Larson (13) listed as many as 126 definitions (p. 13).

Communication is a universal property of nature, not the peculiarity of the Human species alone. Although thinking stands out as the basic driver of human development, communication has been *the main tool* in shaping man and separating him from nature in relation to other living beings. Communication and exchange of knowledge have made Human Beings rule the whole world. Communication is an integral part of every contact between people and a prerequisite for every joint action.

At the very beginning of the separation of man from nature, there was *speechless communication*, while much later the first information among people became *verbal*, so that people warned in unarticulated voices about the danger of wild animals and natural disasters. At a certain level of social development, man, along with evolution as a social being and with the development of ways and means of communication between people, began to use *articulated voices*. This, in fact, enabled him to communicate his thoughts and news that he saw or heard in his surroundings easier and faster. With the development of language, as claimed by George Munich (1996),

communication became the *spiritus movens* (*spiritus* - lat. spirit, soul, and *movens* - lat. driver, force that moves something) of the progress of the Human race (p. 28).

First of all, useful information was conveyed orally, but also all the others. The oral form of communication had an obvious disadvantage, as there were a small number of those who could use this knowledge due to the unreliability and brevity of human memory. The scope of that communication was determined by situational factors, spatial and temporal constraints, intellectual, emotional and other factors. At the same time, some of the contents of such communication had only current meaning, as opposed to other information of lasting value, which referred to certain useful experiences and knowledge, whether it was food preparation, treatment or observations of natural, astronomical and other phenomena. It is precisely such knowledge that needed to be passed on to as many people as possible and preserved for future generations.

In the beginning, a person communicated his thoughts and observations with various signs, which he *carved in stone or in clay and wood*, and then with signs that signified a word or parts of words. It was these signs that created the *writing*. There is a general opinion that the first direct archaeological finding on the existence of the language dates back to around 50.000 BC, when the first *correctly arranged incisions* appear, while it is quite certain that the language has existed since around 30.000 BC when engraved or painted characters appear, which marks the emergence of a new, higher stage in the development of human society, and at the same time the beginning of written communication among people. With clay tiles, the time barrier was overcome, and the group of information users was expanded, although over time it happened that the decryption code was lost, and it had to be discovered later (Munec, 1996, p. 28).

With the discovery and application of paper as a writing material, a new and significant change in the history of the written word and culture took place. In that way, it is possible for the written word to be more accessible to a larger number of people. In addition, paper has long been the cheapest and most practical writing material. As is well known, paper was found by the Chinese in the first century AD. The secret of its production was kept for a long time, and it was not until the 8th century that the Arabs found out about it and perfected

the technique of making paper. Paper and the method of its production from the Arab countries were transferred to Europe in the 12th century. With the revolutionary invention, first of paper, and later of printing, knowledge finally became the property of all people. Books, radio, television, electronic media, the Internet have only increased the possibilities of this revolutionary discovery for more efficient and faster use of information and scientific achievements.

There are a number of theories of social communication. However, science mainly talks about theories that are grouped into four parts (Veljković and Miladinović, 2011, 51).

The first group of communication theory includes all those theories that consider the concept of community as a central category of communication. *The second group* of communication theories includes all theories that emphasize the concept of intention, that is, convincing and persuasion. These theories view communication as a human process and exclude the influence of the unconscious on our behaviour, even on conscious intentions. *In the third group* of theories are all those who see communication as a process of transmitting information. *The fourth group* includes systems theories that view communication as an interaction, a complex social phenomenon, through which it is possible to understand the structure and manner of functioning of a particular social system as a whole.

In modern times, the opinion has matured that a large part of human behaviour must be explained from the point of view of the social process, i.e., communication (Veljković and Miladinović, 2011, p. 52-54). *Charles Kelly* believes that *thinking* is, in fact, communicating with another person (real or imagined) and that seeing oneself does not exist outside of others, it is created by inter-acting with one's own environment. For him, a good life is a consequence of good relations with own environment, while social relations are also the cause of emotional disturbances.

George Herbert Mead also believes that we know ourselves through others, so at the heart of his *theory of symbolic interaction* is interpersonal communication. Namely, opinion is a conversation between different layers of ourself. He claims that there is an unpredictable and impulsive personality in us at the same time, but also one that is imposed from outside, because they cannot do without each other. With his theory, Mead did a lot to understand

communication as a symbolic process (symbols are used to create meaning even outside the context to which they refer and have no meaning). When communicators describe objects, persons and events, they use words to denote the meanings of those objects, persons and events, relations between communicators, other persons, objects and events, opinions about properties and relations. People of the same cultural circle have a common language and common meanings; otherwise communication would not be possible. Communication is possible only if there is the ability to take the perspective of others.

In the first decade of the 20th century, social psychology and psychological orientation from the individual to the group, the relationship between the individual and the group and the role of society in the life of the individual appeared. One of the first scientists with such views was *Kurt Lewin*, who stated that each person sees the world in his own psychological field and that goals, events and people he wants to see are set in that field. The psychological field of an individual includes groups with which he identifies, while groups also have their own psychological field and goals that affect each member. Individuals are members of several groups, even under the influence of their fields, which means that the individual has the obligation to adapt to each of these groups. The individuality of the individual affects the group and changes it, while the cohesiveness of the group changes the individual, which indicates that the relationship between the individual and the group is mutual. Exploring group dynamics, Lewin, in fact, researched how leadership, conformism, dissonance, formal and informal communication are created and realized through the influence on the group.

Carl Howland, Lewin's colleague, also an experimental psychologist, used the experimental method in researching communication phenomena and occurrences. *Moreno* is important for the procedure for measuring intergroup relations (sociometry). *Sociometry* is a procedure in which questionnaires are used to ask questions to members of the group who they would like to work with, who they like... and based on the answers, the sociogram shows the relationships in the group. The sociogram shows whether the group is cohesive or has a subgroup in it, who influences when and how subgroups can influence the group.

Muzafer Sherif is interested in the influence of norms on human relations, especially in light of the fact that stereotypes, fashion, customs and attitudes are strongly influenced by social norms. Information theory began with the work of Claude Shannon's "Mathematical Theory of Communication" (1948) and has since developed into a special science. Shannon closely connects information with the probability of occurrence of individual characters in a series of words, that is, it gives measurable value to the transmitted data in terms of the amount of information they contain. The theory is that information removes system uncertainty and increases the ability to predict change. It is the basis of telecommunications and information processing in computing.

In communication theory, Kurt Levin introduced the term gatekeeping, which means a controlled flow of communications. This term indicates the fact that the flow of information through communication channels depends on the structure of the channel, as well as on individuals and groups, which have the power to decide on the information that will be in circulation. It is a selection of news, which largely depends on the editor. That is why news communication is subjective, based on personal experience, attitudes and expectations. The problem of gatekeeper is considered from the following three aspects: (1) the point of view of political economy - journalism is related to the economic structure of media organizations; (2) the view of the ruling sociology considers journalistic autonomy and decision-making powers as a central problem; (3) cultural or anthropological approach - emphasizes the limiting role of symbolic systems and analysis of journalism.

3. Communication models

According to Ljubomir Tadić (1998), the important aspiration of the civil society of an *open society* is to cover the whole world. In order to achieve this goal, among other things, the mass media are in charge of transmitting them to the world with their information and messages of various contents. Recipients, i.e., the addressees of this information and message are readers, listeners and viewers. Basically, the mass media have the task of providing citizens with the necessary information about social and other issues that will enable

them to form an active or passive attitude on these issues, to meet their interests and preferences. However, it should be borne in mind that the motives of the participants in communication can be of such a nature that the placed information has hidden goals (p. 61). These hidden goals, as Tadic especially emphasized, refer to the replacement of the use of mass media for the purposes of manipulation and propaganda. (Прџат, 2019).

Sources, but also creators of information, those from which the communication process begins, depending on their content, in order to achieve their own goals, when placing messages, apply *a rich range* of communication modalities - forms of communication. In the so-called "Communication wheel" there are numerous activities of the public, ranging from modern effective communications and other modern models of *public relations*, through *providing information, publicity, advertising and marketing*, to *propaganda, agitation, and disinformation*. In general, *different modalities* have developed in the process of communication. In their own way, they are, by their assigned role, determined by the goals and tasks of the communicator.

4. Basic models of communication

Informing. Since people always strive and want to be informed about issues related to their work and life, information is one of the most important social activities. This human need has led to the fact that today's modern world has produced such means of information and mass communication that have reached unprecedented proportions. That is why informing has become one of the most important achievements of modern society, making the world *a great global village*.

Back in ancient Rome, information content *was a public event*. However, the event only in the second half of the 19th century, with social development, with developed public communication, became the dominant *informative content*. After the end of the Second World War, due to problems with the right of everyone to have information, the UN General Assembly, in Article 19 of the Universal Declaration of Human Rights (1948), introduced a clause that everyone has the right to freedom of opinion and expression.

The knowledge that the power of information, in a manner of speaking, has reached the power of the deadliest weapon, has made it increasingly processed, filtered and refined before it is published. In this way, it, and thus the public image of someone or something, is deformed, which makes it difficult to accurately inform the public. This filtering, i.e., the silenced information and the way of presenting it, can take on a tendentious and one-sided notification. Thus, informing, as a correct informing of the public and citizens, i.e., their acquaintance with the facts, on the basis of which they can take certain positions and make decisions, is put in the background. Namely, as Paul Vaclavik (1987) claims, this process starts from the fact that, once an appropriate explanation occupies our mind, contradictory information that does not agree with it, can produce not corrections but elaborations of that explanation. Thus, *this explanation* becomes *self-sealing*, that is, a presentation that cannot be refuted. People are sometimes inclined to distort reality in order to fit it into their own solution, rather than to renounce their own *firm* beliefs (p. 53).

Publicity. The term *publicity*, as most theorists agree, should mean the *openness* of an entity to the public, general (and media) *accessibility* and *presence*, and *public transparency*. In other words, publicity is the opposite of isolation, secrecy and privacy. In practice, publicity is provided to everyone, and it is obligatory and inevitable when it comes to democratic societies and their institutions. It is, in essence, an expression of public control, which, potentially, allows it to be more or less a significant factor that controls the activities of public office holders. It is important to note that public figures largely depend on publicity, since their popularity is administratively proportional to publicity.

In modern society, based on the opinion of *Mišo Bojović* (1999, 60), *primary* and *secondary publicity* can be observed:

- *primary publicity* - captures public attention without the will and consent of the actors and the object that will receive it; belongs to him primarily because of the importance and significance of the phenomenon, person or institution - based on the analysis and assessment of media experts, as a public spokesperson, and

- *secondary publicity* - which, unlike the primary one, partly depends on the will of the actor to whom it is assigned. Individuals

and groups, institutions and establishments, whose private and professional engagement or functioning may be influenced by the public in any way, strive to be the centre of attention of the media, when it responds to them, or to remove as far away from the curious as possible on another occasion.

Marketing. According to Sam Black's opinion (1977, 44), marketing can be defined as an *administrative process* that determines, anticipates and satisfies consumer demands in a cost-effective way. Most authors believe that marketing is an *exchange process*, which forms the basis of the relationship between the organization and its customer - the client, whose phases are: (a) an attempt to find a common language for the exchange with the other party; (b) creating value seen through the eyes of the other party; (v) exchanging ideas about the values of products or services so that both parties have the same understanding of values; (g) the supply of goods or services by an effective, physical transaction between interested parties.

Marketing can also be seen as *a complex of organizational activities*: (a) between a company and its consumers; (b) the consumer orientation of the company; (c) social philosophy. Further, marketing is one of the most important management functions, especially in the economic sphere. Namely, it is an activity whose purpose is to sell products, services and ideas on the market, and, therefore, it is primarily aimed at consumers, as the main target group (Ratković, Dašić, 2018; Zečević, 2021).

Marketing has the following *phases*: market research, advertising, activities of the marketing department, meeting the needs and requirements of consumers according to market criteria, sales. It is oriented, above all, towards making a profit. It is about developing a strategy and special techniques and means for the sale of goods and services in accordance with the wishes of consumers - improving, facilitating and accelerating the exchange transaction. Within the so-called *marketing mix*, advertising is an instrument used to promote sales.

In the realization of marketing programs and activities as *communicative means* are used: advertising; direct funds – prospectus, catalogue and leaflet; poster; means in free space - billboards, electronic billboards, advertisements on the wall of the building,

illuminated advertisements, advertisements in public transport (railways, buses, trams, metro, airports, ships); film, TV film, TV spot, slides; other means: *business* - letter (memorandum), envelope, business card, price list; *representative* - invitation, greeting card, calendars; messages on packaging, etc.

Advertisement. Business advertising, as *Jürgen Habermas* (1969) wrote, first appeared in France around 1820, but its volume grew significantly only in the second half of the 19th century, with the processes of concentration of industrial capital. With the newly created activity, there was a need to separate the editorial part from the advertisement within the division and improvement of labour, within the editorial offices of dailies. Initially, readers did not notice this separation, since it had practically no visible consequences for readers, because the impact on the public of some content did not change or depend on the unacceptable extent of whether the news-paper article - a review of individual or collective private interests - whether paid advertising or not, nor did it significantly affect the public reasoning of the readership - public opinion. p. 240)

Therefore, high-profile business advertising in the public almost always took on the quality of advertising that is not only business - but because it was the most important factor in the economic calculation of newspapers and magazines, and newer means of communication, since they mostly operate on a commercial basis. In any case, public relations business owners have become aware of this business feature - *advertising* - only in the practice of *public business relations* - *Public Relations*. (Habermas, 1969, 243).

Consequently, *advertising* can be defined as a deliberate, systematic and controlled dissemination of information about a product or service offered to potential customers - clients, with a message about the undeniable quality of the product, compared to similar products from other manufacturers. It, concealing the business interest, with more or less covert aspiration, tries to persuade consumers - customers to opt for their product - service.

Propaganda. A purposeful, effective message is propaganda. In fact, the propaganda message is a symbolically shaped idea which contains the interest of the representatives of that idea (Mihailović, 1984, p. 67). In defining *propaganda*, i.e., in determining what could

be said to be the essence of the term, a number of terms are used: *spreading, influencing, gaining, acting* and *persuading*, independently or in parallel - influencing or spreading ideas to win someone over or influence.

Propaganda can be defined as any deliberate, systematic and controlled dissemination of symbols sent by a group or individual, who use these symbols to disguise their political or other interest, presenting it as the interest of all members of society, to lead them, without physical coercion, feel, think and do what suits the goals of the organizers of the propaganda activity, while believing that they are free to make decisions. (Šušnjić, 1976, 28). Milan Tadić (1997, 35) says that propaganda is a specific form of communication characterized by symbolism, one-sidedness, interpersonal and persuasive character.

In its general meaning, regardless of the purpose and ideological essence, *propaganda* is an organized, deliberate dissemination of various political, cultural (Dašić, 2015), religious and other ideas, opinions and data, to influence the understanding and behaviour of people and to transmit these ideas to individuals belonging to a particular acts of social structure or society as a whole in order to adopt them as their own belief. In achieving the set goals, it uses certain *techniques of propaganda activities* as a way of manipulating linguistic and non-linguistic symbolic systems, and other sources in order to influence the thinking and consciousness, feelings and will of the recipients of the message.

Disinforming. There are numerous interests of information sources, which, in accordance with that, harmonize or adapt the information content, over which they have influence or are in their possession, to their own needs. This is where the well-known, modern and democratic perpetual motion comes from: the more important public opinion became, the more information it required; the more information it received, the more significant it was. However, information is necessarily corrupted by the disinformation with which it is mixed (Volkov, 2001, 43). Namely, lies are sown and flourish much faster and wider than the truth (Šušnjić, 1976, 36). Therefore, scissors of truthfulness of informative and other communication contents are literally in the hands of information sources, which adjust

the degree and importance of needs and intentions, primarily political factors, proportionally to the quality and measure of truthfulness, objectivity and completeness of informative content.

More precisely, if the public is provided with quality, credible and relevant data and facts about informative content, it is about *informing*. Conversely, when a source of information places informative content, which in its entirety, or in its key part, in its most important part, represents untrue or changed (modified, "styled") data and information, it is a matter of deception or *disinforming*. At the same time, this means - disinformation is the manipulation of public opinion, for political or any other - economic, cultural, religious, national purposes, through information processed by circumventing means (see: Dašić 2018).

The nature of disinformation problems is that, in the process of communication, they cannot be resolved. Namely, the recipient, at the time of receiving the information, cannot be aware that he has been deceived. Logically, he cannot know what he does not know. Experiences gained by *Paul Vaclavik* (1987, 129) have shown that sometimes the content of information (communication) is relatively irrelevant to the recipient's willingness to believe in it, either because it fits into his belief system or because of the context in which this communication is presented, either because it does not have prior information on the event or issue in question.

Disinformers (*tailors of truth*) skilfully use this when *modifying* (*styling, tailoring, ironing*) information. This fact is characteristic not only for disinformation but also for propaganda, which is why there is a tendency to equate disinformation with propaganda. At the same time, one important feature is usually neglected: propaganda can be basically true, while with disinformation this is never the case (Martin, 1991, 20).

Public relations marked the second half of the 20th century, representing an important segment of communication modalities. Public relations, above all, are about constant communication, constant informing the public and various activities of certain social entities - in the production area: labour organizations, private and state companies, public services; in the political area - state institutions, authorities, parties, associations and individuals etc.). The London-

based Institute of Public Relations (IPR) has defined its work as *a planned and ongoing effort to establish and maintain affection and understanding between an organization and its target public.*

In practical terms, *public relations* (PR) are a constant communication, continuous public information and various activities of individual socio - economic entities (private and state companies), public services, state institutions, authorities, parties, associations and individuals. The London-based Institute of Public Relations (IPR), according to *Sam Black* (1997, 44), has defined its work as a planned and ongoing effort to establish and maintain affection and understanding between an organization and its target public. Informing the public is a planned and ongoing effort to achieve and maintain goodwill and mutual understanding between the organization and its target public.

Public relations, as *Novak Popović* (1994, 20) states, includes: daily events given in context, plans and projections, presumed events and other topics of interest to the subject of communication. They operate through press conferences, public announcements, information contacts with appropriate logistical measures and a complex process of restructuring and final processing of information. When it comes to the effects of public relations, they are highly correlated with the professionalism and status of actors, which, among other things, means the prominence (emphasis, importance, high expertise, recognized figure) of actors and their ability to produce events and shape them.

5. Contemporary communication models

In today's time of the supremacy of the communication system of the modern world, it has long been believed that the mass media are powerful in themselves, which is why they are named the so-called the fourth power (Veljković and Miladinović, 2011, 70-71). That is both true and untrue. Because the mass media as communication channels are not valuable, i.e., efficient, if they are ruled (managed) by incompetent people, if they do not have knowledge, professional expertise and intellectual power. Namely, communication between people is not simple and unambiguous, but it is a very complex process that is influenced by many factors. This process is influenced not only

by the motives and interests of the subjects of communication, but also by the existing differences in their social status, level of education, nature of political beliefs, etc. Consequently, the theoretical consideration of the flow and results of communication, especially those in the sphere of political public and oriented towards public opinion, as a rule, necessarily implies a significant simplification of real relations between the subjects of that process.

Namely, when it comes to the exchange of information among people, the significant influence of social factors on the communication process itself, in all its stages, cannot be ignored. It is logical that the content, language and style, choice of words and arguments, personality of the communicator, type of media, etc., depend (above all) on who the message is addressed to: youth, workers or intellectuals, journalists or any category of target group. If a step is taken further in that direction, the content of the message also has a reciprocal effect on the choice of the communicator's personality (young - old, authority - neighbour, neutral or *from his camp*, etc.), as well as on the choice of media, place and time of broadcasting (placement) of the message, etc.

This is the reason why today probably no one knows approximately how many communicative messages in the form of information, instructions, educational publications and other texts, audio and visual announcements *go to void*, because it does not reach the communicative, social, linguistic, cultural and other characteristics and abilities of recipients. It is similar with numerous newspaper and magazine articles, radio and television commentaries and lectures, which are neglected or rejected for the same reasons.

Namely, that is one of the important reasons that when entering into a communication relationship, the subjects of the communication process are forced to take into account as many factors as possible in modelling reality that can have a greater or lesser impact on the intended exchange of messages. According to *Toma Dorđević* (1989), these factors are generally not immutable values, but are themselves exposed to various factors - they are changeable. In short, it is indisputable that every model of communication includes a large number of changing factors, indispensable in defining a concrete reality, in all its definitions and dimensions. Therefore, bearing in mind that each model is a *schematic matrix*, usually of a process

reality, in the case of the practice of communicative exchange of information matter, the model often cannot capture even some of its very important indicators (variables).

The model of effective communication, as Vidimir Veljković and Zoran Miladinović (2011, 71/72) wrote, originated in democratic social systems. Although the roots of effective communication go back to the fifth century BC and ancient Greece, it is only in modern political systems of the 20th century that the knowledge has matured that in many very differently motivated communications different, but in any case, appropriate means and methods, since the effectiveness of statements, i.e., their communicative effect, can no longer be achieved by traditional methods.

According to the model of effective communication, as these two authors claim, *the meaning and goal of communication* is the production and exchange of communicative messages that achieve intended (intentional, directed) effects. The focus is on the sender (creator) and the recipient of the message with their anthropological (cultural, social and psychological) characteristics, then the communicative strategy and argumentation contained in the message, as well as linguistic factors. Effective communications are based primarily on the optimal harmonization of message characteristics (linguistic structure, interrelationships and meaning of language codes - syntax and semantics) with anthropological (socio-cultural and psychological) characteristics of the recipient. In particular, message creators are often carried away by illusions about the effectiveness of concepts composed according to their own personality structure.

Therefore, for effective communications, i.e., mediation of information and communication, the primary *intentional component* is: to persuade or convince the other to accept the intention of the first and vice versa, and thus to act in accordance with the intention of the sender.

Effective communication always has *a specific goal*: (1) in journalism - to inform people about events and happenings, and above all to enable general and specific orientations, i.e., to convince recipients of messages that things are as they are presented, and (2) in school - to transfer and transplant knowledge in functions of work and social behaviour.

Without the communication model, i.e., its basic contents, individuals and society as a whole would not be able to perceive nature and the world and their own place in that world. Thus, for example, the media, with a wealth of information, enable people to present our present on a daily basis, describe the past and point to the future (Dašić, 2021). This media image of individual, but also broader, social reality is framed by the amount of information and the range of our knowledge.

For that reason, the *real reality* and the *media reality* often do not coincide, considering that apart from the media reality, there are other types of reality, such as, for example, the so-called *virtual reality*. What distinguishes them, primarily refers to their relationship to *real reality*, the degree of its distortion, or the magnitude of the mutual deviation. If we understand the *truth* as a social determinant, i.e., social reality, then, as Novak Popović (1994) rightly pointed out, we come to *the following premises*: (1) that there is more truth about one and the same phenomenon (the exception is truth as an obvious fact); (2) that there is media truth as well as media reality, which does not have to be identical to social reality, and (3) that there is media reality opposite to social reality, which in extreme form can manifest in agenda-setting, i.e., daily reporting schedule (p. 9).

If we start from the truth as a measure given in the communication model, we will determine that on *the right side* of the imagined coordinate system there would be information and on *the left* propaganda. On the left, the negative side, there would be disinformation, while on the opposite, positive, right side of *Public Relations*, there would be models based on effective communication. Here, however, another problem arises - the relationship between credibility and truth. *Credibility* means the quality of the message, which makes it convincing - regardless of whether it is based on truth or not, which is achieved by such a choice of real or imaginary facts that give the message the power of complete documentation and argumentation. But, *the true message*, just because it is credible, that is, convincing, *does not have to be credible* - to act convincingly (Mihailović, 1984, p. 102-103).

The same is true of *public relations*. Today, regardless of the socio-economic and social environment in which they operate, they cannot be viewed as closed activities isolated from the general public.

On the contrary, they are integrated and are in dialectical unity and contradictions with the entire system of social relations. In fact, relations, which in the philosophical sense are explained as *the interdependence of the elements of a certain system*, can be spatial and temporal, causally consequential, relations of parts and whole, form and content, and external and internal relations.

When it comes to *social relations*, we start from interdependence which refers to social groups, classes, nations in a single social organism, as well as connections within each of the structural groups, which occur in the process of human life and work. At the same time, public opinion functions in all social structures (Blaženov, 2003, 74). Political pluralism in our country has multiplied the need for Public Relations, as one of the most important content of the communicative model, which, together with the media, encompassed all branches of social life, and thus became an important element of influencing public opinion, that is, an extremely important socio-economic and political category of modern social communities.

It can be rightly said that, with the constant growth of the total number of participants in communication, the amount of information has increased almost immeasurably (Đurić, 1995, 40). Despite the rapid development of telecommunications facilities, problems and barriers to communication are increasing, which makes the communication process increasingly complex, creating new challenges for the profession in the field of communication management. The organizers of the communication process are required to fulfil the requirements of the customers in full.

6. Conclusion

Communication, as the basic form of communicative relationship between people, which is presumed to be older than humanity, is a universal property of nature, and not a peculiarity of only the Human species. Although thinking stands out as the basic driver of human development, communication has been *the main tool* in shaping man and separating him from nature in relation to other living beings. Communication and exchange of knowledge have made Human Beings rule the whole world.

Communication is an integral part of every contact between people and a prerequisite for every joint action. It is common for

communication among People implies the transmission of messages through signs or any exchange of signs, messages, information and other content between two or more subjects. The process of exchanging signs, messages and information is a process of communication, and communicators are participants in that process. Different types of communication are possible. It should be borne in mind that people are constantly transmitting signals, even some of which they are not aware of and over which they have no control.

Social communication took on a special significance in the second half of the 20th century. It is characterized by unprecedented progress and expansion of means for the transmission and distribution of information and the rapid development of various activities in the field of mass communications. Modern communication models: informing, publicity, marketing, advertising, propaganda, disinformation, public relations (PR), are its main carriers of social communication among people around the world in all areas of development of human society. This primarily refers to the constant communication of individual social entities in the production area: labour organizations, private and state companies, public services; in the political field: state institutions, authorities, parties, associations and individuals, etc.

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DUŠTVENO KOMUNICIRANJE I KOMUNIKATIVNI MODELI

Rezime: *Drugu polovinu 20. veka odlikuju neslućeni napredak i širenje sredstava za prenos i distribuciju informacija i brz razvoj različitih delatnosti u oblasti masovnih komunikacija. Dinamikom osvajanja sfere javnosti u svim domenima - proizvodnom, ekonomskom, političkom, kulturnom, sportskom itd, savremeni komunikacioni modeli: informisanje, publicitet, marketing, reklama, propaganda, dezinformisanje, odnosi s javnošću (PR), s pravom se mogu smatrati glavnim nosiocima društvenog komuniciranja među ljudima poslednjih pet decenija drugog milenijuma. Reč*

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je, pre svega, o stalnoj komunikaciji, neprekidnom obaveštavanju javnosti i raznovrsnim aktivnostima pojedinih društvenih subjekata (u proizvodnoj oblasti: radnih organizacija, privatnih i državnih firmi, javnih službi; u političkoj oblasti: državnih institucija, organa vlasti, stranaka, udruženja i pojedinaca itd.).

Ključne reči: *komuniciranje, komunikacioni modeli, model efektivnih komunikacija, upravljanje komunikacijama.*

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