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### MODELS OF MODERN COMMUNICATION

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#### ABOUT ARTICLE

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**Abstract:** The existence of humanity cannot be imagined outside of communicative activity. Regardless of gender, age, education, social status, territorial and national affiliation and many other data that describe the human personality, we constantly request, transmit and store data, which means that we are actively involved. A communication model is an abstract, verbal or graphic representation of communication processes that represents the relationship between the addressee, communication channel, means of communication and the addressee (communicator). In its most general form, the communication model is a chain: message source - communication channel - message receiver. This article outlines the essence of the concept of speech communication, the etymology of the concept of speech communication and its interpretation by various scientists.

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#### INTRODUCTION

Communication is a multifaceted process necessary to organize relationships between people to exchange ideas, information, beliefs and understanding during interpersonal activities. However, in the process of communication, its participants exchange thoughts, intentions, ideas, experiences with not only their physical actions or products, but also the results of their work. Therefore, communication helps to transfer, exchange, coordinate the ideal formations that exist in a person in the form of representation, perception, thinking, etc. The functions of communication are diverse, depending on the tools used and their influence on the behavior and mentality of the participants of

the communication, and can be determined by a comparative analysis of a person's communication with different interlocutors in different conditions.

In the system of human relations with other people, functions of communication such as information-communicative, managerial (regulatory)-communicative and affective-communicative are distinguished. The information-communicative function of communication is, in fact, the transmission and reception of information as a type of information. It has two main elements: the text (content of the message) and the person's (communicator's) attitude to it.

Changes in the ratio and nature of these components, that is, the text and the communicator's attitude to it, can significantly affect the nature of information perception, its level of understanding and acceptance, and as a result, affect the process of interaction between people. The information-communication function of communication is well-expressed in Lasswell's well-known model, where the communicator (the one who transmits the message), the content of the message (what is transmitted), the channel (how it is transmitted), and the receiver (to whom it is transmitted) are distinguished as structural units.

The effectiveness of information transfer can be expressed by the level of a person's understanding of the transmitted message, its acceptance (rejection), including the freshness and relevance of the recipient's information. The regulatory and communicative function of communication is aimed at organizing interactions between people, as well as correcting the activity or state of a person. This function is recognized for interrelating the motives, needs, intentions, goals, tasks of the participants of the interaction, the intended methods of activity, and the planning of the planned programs for regulating the activity. Here, communication can be aimed at achieving harmony, harmony, establishing a willed unity of actions of people united both in small communication groups and in large teams (for example, teams working together in production, integrated military units, etc.). An indicator of the effectiveness of the implementation of this communication function is, on the one hand, the level of satisfaction with joint activities and communication, and on the other hand, their results.

## **MATERIALS AND METHODS**

A person learns communication from childhood and, depending on the environment in which he lives, acquires different types of it from the people he communicates with, and this happens spontaneously based on daily experience. With this approach to the description of communicative skills, it is appropriate to consider communication as a process that integrates a system with the following components. The orientation of modern pedagogy to the humanization of the upbringing and education process puts the creation of optimal conditions for the development of each child's personality and his personal self-determination among the urgent problems. This is related to the immaturity of their emotional and volitional sphere, delay in forming the system of social relations,

determining age, and problems of family education. The state of modern school education requires the child to actively solve new complex communicative tasks: to organize working relationships of students with each other and with the teacher on the studied material. Therefore, the development of higher forms of communication with adults and peers in a child is very important and a necessary condition.

The existence of humanity cannot be imagined outside of communicative activity. Regardless of gender, age, education, social status, territorial and national affiliation and many other data that describe the human personality, we constantly request, transmit and store data, which means that we are actively involved.

During communicative activity, a person is explained by universal experience, values, knowledge and learning. In this sense, communication becomes the most important factor of personal development. A person's ability to communicate is defined in psychological-pedagogical research as communicativeness in general. To acquire communication skills, a person must acquire certain communication skills.

Modeling is one of the scientific methods of studying communication as a process consisting of separate acts of interaction between subjects. Modeling is a method of studying an object by creating and studying its copy (model), which changes the original in certain aspects. A model (Latin *modus, modulus* — measure, sample, standard) is an analogue of a real object.

A model is a specific representation of the object under study or some specific features and structural features similar to the object under study that exists in reality. A communication model is an abstract, verbal or graphic representation of communication processes that represents the relationship between the addressee, communication channel, means of communication and the addresser (communicator). In its most general form, the communication model is a chain: message source - communication channel - message receiver.

There are linear and non-linear models of communication. Linear models describe communication as a technical translation movement directed from the source to the receiver. Non-linear models describe communication as an interaction of subjects, in which the roles of communication participants (addressee and addresser) change, taking into account socio-cultural and psychological factors of communication. Most of the complex communication models in modern communication theories describe the technical process of transmitting telephone signals based on Shannon's linear model.

Linear models of communication The so-called "Lasswell formula" or "5W" (What? Who?...) model has become a well-known model of the communicative process. In 1948, the famous American political scientist G. Lasswell used it to describe different approaches. Each element of this formula represents an independent field of analysis of the communicative process. [17-18]

- 1) "Who is speaking?" - related to the study of the communicator;
- 2) "What is he saying?" - reflects the content analysis of messages;
- 3) "Through which channel?" - refers to learning the message;
- 4) "To whom?" - related to audience research;
- 5) "With what result?" - a question aimed at measuring the effectiveness of communication.

Each element of the formula is a set of variables. This model is general in nature and includes all factors influencing the communication process. "Lasswell formula" the communicator always tries to influence the receiver and therefore communication should be interpreted as persuasion. For example, Lasswell's formula defines political communication mainly as an imperative, motivational process, that is, what is the request of the information sender, what is the response of the receiver. In other words, "what is stimulation is a reaction." But there is not always a clear, expected reaction to the stimulus, in particular, the impact of speech in the field of mass communication can be unexpected. This model increases the effectiveness of the effect of transmitted messages.

R. Braddock focused on this situation and determined that this model, in his opinion, needs a description of the communication process, which includes two important aspects: under what conditions? and for what purpose? this message is sent. Therefore, he added two more elements of communicative action to the scheme: the conditions under which communication is carried out and the goal of the communicator to speak [18-23].

The "5W" model has been criticized not only for its linearity, "one-way" orientation, but also for the absence of such an important communication element as the communication goal. About this V. Popov explains as follows: "G. Lasswell identified three main functions of communication as a process, mainly the management function ("magic arrow" theory):

- 1) monitoring the environment to identify threats to the representative society and opportunities to influence the value directions of this society. / or its components;
- 2) the ratio of the components of this society to the "behavior" of the environment;
- 3) transfer of social heritage from generation to generation.

However, Lasswell's model does not reflect the full complexity and completeness of the communicative function of culture. In it, the main focus is on the activity of the communicator, and the receiver is only the object of the communication effect. But the truth is that the result of communication is not only a change in the mind, feelings, attitude or behavior of the listener (audience, reader), but also what, how and why can be achieved to a certain level by the communicator.

Therefore, in addition to Lasswell's behaviorist model, an interactionist communication model proposed by T. Newcomb appeared in the mid-20s of the 50th century. [17]. Linear models, except for the Lasswell model, K. Shannon and W. includes weaver's communication models. To the same

group also K. Bühler, R. Jakobson, V. The models of Schram, M. McLuhan and others can also be included [19]. Semiotic functional model of R. Jakobson He singled out a separate communicative act (movement) as a structural unit of the communicative process. This model of the communicative act includes six important components related to the functions of language. [20-23]

## RESULTS AND DISCUSSIONS

Natural language performs various functions in speech. K. Bühler identified three main tasks related to speech (expressive), addressee (appellative) and speech (representative and symbolic). Based on the communicative model of K. Shannon, R. Jakobson additionally identified the following functions.

In addition, all these functions of language are implemented in speech, but they are manifested in different areas of communication, in different types of texts. R. Jakobson's model shows how language works in the communicative process. The model can take into account not only the language itself, but also the user of the language, the observer.

Communicative act is used in linguistics both to analyze the functions of the general language and to analyze the activities of its separate units, speech and text production. Modern sociolinguistics, communication theory and sociology of communication have also adopted R. Jakobson's model to describe communicative processes in society.

In the theory of communication, non-linear models of communication are also sociological, psychological models, mass communication models, etc. If linear models facilitate the understanding of the sequence of events due to their simplification, non-linear models correct socio-cultural and psychological factors of communication. In fact, communication is a complex multilevel action of the subjects of information exchange, which is not always consistent.

The non-linear socio-psychological (reciprocal) model of communication developed by T. Newcomb has become widespread. It resembles an equilateral triangle, the vertices of which are the communicator, the communicant and the social situation (A - B - X). The interaction of the communicator (sender) with the communicant (receiver) is carried out both in relation to the social situation and without it.

This model includes the relationship that develops between the participants of the conversation and their relationship to the object of conversation (X).

The situation of communicative interaction is considered, in which two social subjects of any type (A and B) enter into a dialogue about some external information. X of the object in relation to them. When participants are positively oriented toward each other, they also tend to match their attitudes toward X. Newcomb's socio-psychological model describes the influence of subject-object relations on the nature and outcome of communicative interaction [20-23].

Non-linear, volumetric models of communication include cognitive models of cultural, hermeneutic and discursive, dialogical, cognitive process in the field of artistic creativity and mass communication (M.M. Bakhtin, Yu.M. Lotman, G. Shpet, R. Barth, Yu. Kristeva, M. Foucault, T. van Dykwa et al.). All these concepts are united by the definition of communication in terms of the main thing - the process of understanding the meaning created by the interaction of subjects through texts. For example, T. van Dijk writes about the structure of messages: "The structures of news can be adequately understood only in one.

Situation: if we analyze them as the result of the cognitive activity of journalists in creating texts and their meanings, media as a result of the interpretation of texts prepared by newspaper readers and TV viewers based on the experience of communication with the media" [21-23]. Therefore, structure-oriented news analysis (superstructures, macro propositions) cognitive analysis (scenarios, schemes and models presented in the text ), includes the analysis of semantic images (situations and models), value orientations, implemented strategies.

Such a two-stage (multi-stage) model of communication was first established in 1940 during the election campaign in the state of Ohio (USA) and developed in more detail in 1955 in Decatur (Illinois) in studying the mechanisms of public opinion formation. Sociologists P. Lazarsfeld and R. Merton suggested that the message sent to the audience first reaches the most authoritative member of the group. Research has confirmed the assumption that when absorbing the content of the received information, people first listen to those who are most influential and competent for their environment. Such leaders were often informal leaders. A certain judgment presented to the audience by the mass media is often clearly activated through the mechanism of interpersonal communication. In addition, leaders have the greatest influence in decision-making. They, in turn, have their own "thought leaders" to whom they turn for the necessary information. "Thought Leaders" become the link between different media and the public. They not only actively use mass media, but also actively participate in the activities of political parties and organizations.

Messages in the mass communication system are sent with the "relevance" of the audience, information that the audience needs and understands. Otherwise, it will not be included in the communication system. Thus, the audience shows its homogeneity, and the original data interacts with the whole mass of people and with each of them individually. The homogeneity of people as members of the masses is realized through the behavior of people. At the same time, people belong to different strata, groups, and institutions of society, they form a heterogeneous community in terms of structure. However, "people become members of the public and begin to behave independently of the roles defined by their social status." ... Thus, the audience of mass communication turns out to be a unique formation that does not correspond to social groups, human communities that are constantly increasing within this or that social structure" [23].

Yu. M. Lotman pays more attention to auto-communication, he distinguishes two situations of auto-communication:

a) mnemonic type - "message to itself to store existing information", for example, all types of memorable records;

b) inventive type - "telling oneself to increase information", for example, thinking about the sound of waves, looking at patterns, etc.

### CONCLUSION

Thus, the human communication system can be built in two ways: according to the communication model (or connections of the "I-I" type in the terminology of Yu.M. Jacobson Lotman) and according to the principles of auto-communication or "I-I" type. In the first case, we are dealing with some predetermined information that passes from one person to another, which has a constant code throughout the act of communication, and in the second, we are dealing with the growth of information, its transformation, reformulation, and not new messages, but new codes are introduced, and the receiver and transmitter united in one person. The role of such codes can be played by various types of formal structures, the more successful the reorganization of meaning, the more asemantic their organization.

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