

COMMUNICATION ROLE WITHIN THE PUBLIC SPACE

Mihai Cosmin Bucur¹ Denisa Liliana Maricescu (Pârvu)²
^{1,2}Valahia University of Târgoviște, Faculty of Economics Science
Str. Lt. Stancu Ion, nr. 35-130105, Targoviste, Dambovita, Romania
cosminbucur74@yahoo.com denisa_db@yahoo.com

Abstract

Human communication is the essence of the inter-human connections expressed by the capacity to permanently decipher the sense of the social contacts achieved with the help of the symbols and social-generated significations, with the view to get stability or some individual or group behavioral changes. „To communicate” means „to talk it up, to announce, to inform, to apprise, to say”. Communication is that fundamental way to psychosocial interact, without which people would not be able to become humans and propagate their own values. Human communication facilitates not only the transfer of something from one another; it is more profound, determining also the entire or partial obtaining of what is addressed to him, to the human being. Human communication is never achieved without the purpose to influence qualitatively and quantitatively, it has as the main purpose the preservation or development of some qualities.

Key words: communication, public space, ways of communication, civilian society

1. INTRODUCTION

Communication defines the “assembly of psychological and physical processes which makes the connections between persons, with the view to get some certain objectives”. [3]

Watched as a process, communication is the transmitting and the exchange of information (messages) between persons. Formally, communication is a transfer (of quantifiable information) in accordance with an analogical scheme regarding the message from a person/group to another person/group. [3]

Communication in social life takes place as a consequence of some certain needs and circumstances, within some certain limits. We can approach the competence (structure) issue of the communication process both in terms of reason, or in terms of variable dimension and location.

Among the factors that facilitate or generate communication, there are included:

1. spatial proximity
2. social proximity (similarity)
3. association (contact form that shows up by getting involved into common activities with others, such as travelling, shopping, work etc)
4. cooperation and collaboration
5. conflict (in the sense that the relations between the parts that are in conflict impose a

communication form). [2]

Communication can be:

- a) Verbal – by means of words (language)
- b) Non-verbal – by means of presentational codes/ gesture, eyes moves or voice particularities. [7]

The communication form most often analysed is direct communication, this being a way to transmit the message that offers the interlocutors the possibility to see each other, and thus taking advantage of immediate knowledge of the reactions generated by the message.

Direct communication is also the most complete; it takes advantage of the entire diversity of expressing ways: verbal and non verbal ones.

The addressee is one and the same person with the transmitters and sender, while the addressee is one and the same person with the receptor.

Transmission is achieved with the help of a channel - way of communication, often called medium.

The sender can be represented by a single person, a group or an emission organism; sometimes, the sender can be the nature itself, the human becoming the receptor of its messages.

The receptor is „a sort of an inverse sender” that re-transform the sent signal into a message.

In case of direct communication, the receptor is the ear, while in case of indirect communication, the receptor is a special created device.

In a schematic description of the indirect communication process, there will be distinguished:

- persons triggering the act by laying down the message
- the transmission systems where the messages are encoded in order to become verbal, graphics, vibrating signals or impulses.
- way of communication, the channel the signals are transmitted
- reception device
- addressee that is no longer a single person but an entire society [3]

2. MATERIAL AND METHOD

There were identified many ways of communication which are to be described in the following paragraphs, with the view to better understand the role of communication in public space and, the role of each of them. At the same time, there were defined the notions of public space where communication occurs, and civilian society as the main supporter of democracy.

Communication ways

a) Verbal communication

The main way of human communication is the spoken language, both in the sense of its historical priority, and because it is the widely used communication way which offers, at the same time, the model for other forms of communication.

Language is a universal deed of the human society and has essentially, the same characteristics in its all forms of manifestation.

The characteristics of language are:

- a) It is linear or sequential
 - the consisting sounds are produced by successive movements of the speaking organs and can be presented by a linear symbols succession, parallel to the sounds sequence emitted.
- b) It is systematic – governed by rules
 - there is a limited number of sounds in the

language that can be combined in a limited number of fixed ways for a given language.

c) The language is a system of differences or contrasts

- it makes distinction between an object, experience or concept and others.

d) The language is arbitrary

- there is not a necessary or objective relation between the nature of an object or an idea and the linguistic unity that makes reference to it. [4]

b) Nonverbal communication

People do not communicate only by means of words, but also by means of their body (gesture, eyes movements etc), objects, by organizing their space and time – elements Halle called „quiet language”. This quiet language has some characteristics of the verbal language, having the quality to be an arbitrary code and also the expression of a culture, its specificity. The nonverbal language presence has determined the paradoxal consequence according to which it is impossible not to communicate.

c) Cultural communication

- interpersonal communication through arts and literature

d) Mass communication

- through means of broadcasting to a certain audience.

e) Artificial communication

- by means of telecommunication, information, mass-media. These means combine 3 elements in diverse ways:

- a transmission instrument: telephones
- a computation instrument : ordinator
- a display instrument: TV set

f) Social communication

- comprises multiple activities such as: education, surveys, rituals etc.

g) Pedagogical communication

-it has evolved thanks to the activity load run in educational institutions.

-it aims at the pedagogical methods of communication, of educational communication that is interested in audience, contents, messages efficiency etc.

h) Political communication

- members of a society say what they think

(public opinion)

- political institutions, at their turn generate specific communications

-between citizens and authority = the vote

-power communicating to the citizens = advocacy and legislation

-interstatal communication = diplomacy

i) Economical communication

- it is set between buyer and seller

j) Spatial communication

- the modern society is characterized by an intensity of the relations on longer and longer distances, each human gets into contact with a great number of other humans both from the same town/village and from outside it.[7]

The concept of civilian society

The concept of civilian society is a very vexed one, not existing a collective definition or an agreement in this regard. The definitions are specific to each single source and that is why it is necessary to unbind the essential characteristics of this concept. The most users use it restrictively or wrongly, referring either to the notion of *civilian* (opposed to that of *military*) or only to the non-governmental organizations (even if these ones represent the most important part of the civilian society).

“The simplest, direct and intuitive obvious definition, but at the same time the most valuable one is that the civilian society represents that assembly of diverse nongovernmental institutions, powerful enough to counterbalance the state and which, without preventing it from accomplishing its role of peace-keeper and from judging impartially with regard to the major interests, and it however able to prevent the state from dominating and atomizing the rest of the society” . [1]

The nongovernmental societies previously mentioned are not necessarily formal, besides them, the civilian society also comprises: *the small groups*, which, inside communities offer a socializing, entertainment, talking, mutual assistance environment; *the groups of interests* created to support some clear and precise purposes; *the neighbourhood*, that social group constituted especially in those environments with community orientation (traditional

villages, ethnic communities), structured on the basis of some strong mutual assistance and interknowing relations, of some common action plans and of some specialized roles; *the associativity* which can be composed of housing, professional, entertainment association; *the social movements* defined by the social actions provoked by large groups of people that act together deliberately, are driven by the same values and ideologies and use the same methods with the view to achieving some common or similar purposes, *the social entrepreneurship* base on microcredits and social credits; *the public domain* which is open, transparent, active in microcommunities and develops itself in connection with the securized public space for the individuals; *the civility* as a sum of sacrifices, initiatives, efficient actions which are assumed by each individual in order to increase the quality of the community life; *the family* as the main institution of the society.[8]

The family underlies all intermediate institutions composing a complex structure between the individual and state, as the main form of social organization.

In the actual socio-political context it is very important to ask ourselves: ***What is the role of the civilian society?***

The civilian society represents the action sphere of some elements, structures and functional assemblies based on coordinates of some civilian values systems in tight connection with democracy and freedom, with the fundamental rights of humans and community. [8] For this reason, it tends to become a normative system, through which the contemporary statal practices are evaluated.

A country in transition such as Romania cannot exist and operate properly without a powerful civilian society, without a viable reform and without democracy. By some of its organizational forms, the civilian society can substantially and decisively contribute to the development of democracy by achieving some essential functions at macro-social level: *ensuring the manifestation of the interests plurality of individuals and collectivities* in a proper environment, where each group

(association, organization, foundations etc) points out its own interests to the other groups, takes notice of the other groups' interests, understands the distinction between the common interests and the different ones etc.; *achieving a viable social mechanism* of communicating the knowledge and information distributed to community, of accruing and their reciprocal checking; *stimulating the participative behaviours* by creating some strong associative networks, based on value system that generate and support social interactions freely consented that increase the social integration; *creating and developing a civic culture* – for the good working of a society organized on democratic model, the existence of some strong organizations of the civil society which, by permanent surveillance of the state institutions.

3. RESULTS AND DISCUSSIONS

Civilian society is the simplest notion used to describe an entire system of structures that involves the citizen in his different manifestations: as a member of the family, of the village, of the city, of ethnical and religious community, or as a member of a nongovernmental organization, union, employer's organization or any other type of association, foundation etc. Civilian society consists in citizens associated under different forms, having the same interests and dedicate their time, experience and knowledge to promote and defend these rights and interests.

Civilian society takes part into the democratic control of the Army, basically through mass-media and nongovernmental organizations that aim to promote the human and citizens rights, constitutional rights, ethnical and cultural minorities' rights, religious freedoms, environmental protection etc.

The public space was initially imagined as a „bourgeois public sphere” (L'espace public, Paris, 1993), comprehended by Jurgen Habermas as „the sphere of the private persons reunited in a public space”.

It involves, thus, the notion of participation, reunion and physical place. It is considered that

this physical and figurative space took shape in the West in the 17th century, although the public places and institutions (library, museum, public school) developed mostly in the 19th century. Anyway, the public space is connected to the „bourgeois sphere” and Jurgen Habermas sees it as a „constitutive dimension of the bourgeois society”. [1]

Recent studies translated into Romanian and included in the book entitled „Public space and Communication” (Iasi, 2002), book which was coordinated by Isabelle Paillast, make the connection between communication, visibility and public space. That which is visible is public, what is not visible is private. Visibility is conferred by different forms of mass-media, from books and newspapers to television.

Therefore, the public space is no longer seen as a physical place but as a psychological/ psychosocial reality which evolves in connection with communication.

4. CONCLUSIONS

One of the main ways of communication between M.A.D.A. (Ministry of Administration and Domestic Affairs) and civilian society is mass-media. In addition, the respective institution possesses an important potential to build the most important mediatic events but, it does not succeed in expressing itself efficiently and promptly enough so that to meet the conditions necessary to fulfill such a role. The study, even if a superficial one, discloses the fact that the approached matters rarely exceed the specific topic limits and, this thing makes the products of the informing process to be accessible only to the members of the group and to the interested civilians. The problem taking shape does not only take account of this aspect, but also of the lack of communication process in itself: only informing and not communication is done. A complete communication between M.A.D.A. and the civilian society is needed in order to obtain a positive image of the institution, the consensus and the full legitimation of this one. Only to respect the principle „maximum transparency with minimum delay” it is not

enough, it is necessary to exploit all available communication channels and so, all that is important for the administration world to become as much important for the civilian world, and the deployment of socialization process to happen under optimum circumstances. [6]

Communication between mass-media and M.A.D.A. (including the military mass-media) has to finally offer to the citizens a service of public utility for the preponderantly institutional character this type of message contains and to which, the public informing should be interpreter and promoter. Such a service could make the whole country face the reality and opt to its security and defence, to allow the population to take part into decisional processes which are of great importance for the whole nation.

In case of Romania, communication with civilian society was achieved with the help of the components of informing and public relations system from M.A.D.A. and the subordinated structures, such as:

-Public relations department;

- The spokesman of the Ministry of Administration and Domestic Affairs;
- Officers in charge with informing and public relations.

5. REFERENCES

- [1]. Craia Sultana, *Communication and public space at the Romanians*, Meronia Publishing house, Bucharest, 2005
- [2]. Dragan Ioan, *Sociology of mass communication*, SNSPA, 2006
- [3]. Fiske John, *Introduction in communication sciences*, Polirom Publishing house, 2003
- [4]. Jeannency Jean Noel, *A history of communication tools*, European Institute, 1997
- [5]. Lochard Guy, Boyer Henri, *Mediatic communication*, European Institute, 1998
- [6]. Niculae Tudorel, Gherghita Ioan, Gherghita Diana, *Organizational communication and crisis management*, M.A.I. Publishing house, 2006
- [7]. Sfez Lucien, *Communication*, European Institute, 2002
- [8]. Şerbănică Daniel, Nina Brăţfălean, *Public relations*, Gruben Publishing house, 2003