Message-centered communication.  
Towards a rigorous and robust Communication Ontology  
Habilitation thesis

Abstract

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I. The habilitation thesis "Message-centered communication. Towards a rigorous and robust Communication Ontology" is circumscribed to the domain of communication sciences. It incorporates and synthesizes much of the ideation started, configured, proven and sometimes imposed by the author in the academic environment, through the contributions published in books (published in prestigious publishers - List A2), in ISI Web of Knowledge indexed magazines, in recognized journals registered in International Databases or in magazines coded B+ , B or C by CNCS. Structurally, it consists of this synopsis and the exposition on the scientific and professional achievements and on the career development projections. Subsequently, the exposition includes:

- Chapter I. Scientific, professional and academic achievements
- Chapter II. The plan of the professional and scientific evolution-development. Ten research directions and ways of action to implement them
- References.

Chapter I has an analytical and expository character, and Chapter II is synthetic and projective in nature: it first condenses the themes, the issues and the ideation articulated in the research after obtaining the Ph.D., and then it highlights the main zetetic nuclei (research nuclei) that will be developed in future, individual and with collaborators research.

II. At the beginning of Chapter I, there are retained some elements of the evolutionary, academic and professional profile.

The author graduated from the Faculty of Philology - Craiova in 1983 as a valedictorian country. Later he took a law degree at the Faculty of Law, Bucharest. Obtains a doctorate on "Communication and message in philosophy" at the University of Bucharest, with the sole PhD coordinator in communication skills (in 1999-2000) of the Romanian Academy, academician prof. Dr. Vasile Tonoiu. He has published books, chapters in books and articles in the country and abroad (Germany, USA, England, Australia, Switzerland, Portugal, Macedonia, Poland, Bulgaria). He is a member of the editorial board of two scientific journals abroad (Neutrosophic Sets and Systems - USA, European Scientific Journal - Australia/Portugal/Macedonia) and two colleges in the country (Annals of University of Craiova. Linguistics; and Annals of University of Craiova. Communication. Media). From 2012 he is a referent Educational Publishing (a publishing house - USA) and was recorded as such in the appropriate boxes of several books published by the publisher (Smarandache, 2013; Patrascu & Smarandache, 2013 & Kandasamy Smarandache, 2013 & Kandasamy Smarandache 2013b; & Kandasamy Smarandache, 2013). He is a member of the International Communication Association (ICA), a member of the Writers' Union of Romania (SUR), a member of the Professional Journalists Union of Romania (PJU) and a member of the Romanian Association for the History of the Press (RAHP). He is currently associate professor at the Faculty of Letters of the University of Craiova.
2.1. The topics that his research focused on fall within the general area of Communication, Communication Theory, Communication Science, Information and Communication Sciences, Communicology ... so we use some of the convergent - divergent denominations of communication as an academic discipline. The nodal themes of the habilitation thesis - communication and message - is a prominent and visible tandem on the flow of the scientific concerns of the past 20 years: before, during Ph.D. (2001-2005 ) and after obtaining the doctorate (2005) (in particular Vlăduţescu, 2002; Vlăduţescu, 2004a; Vlăduţescu, 2006f; Vlăduţescu, 2009a; Vlăduţescu, 2013d; Vlăduţescu, 2013e). The core idea of the research approaches was the zetetic inference of communication centered on message. The zetetic ideation (research ideation) was articulated on the platform of the thesis that the message is the critical ontological element of communication.

2.2. If the theme specific to the belonging domain and to the curricular discipline remained relatively constant, the coverage and the methodology used in the research expanded, diversified and improved.

The cleavage and the expansion of the two nuclear issues have led to the definition of a problem on three major research axes:

- Axis I - Communication (Communication Ontology),
- Axis II - Persuasion, journalistic communication (journalism ethics and media history), managerial-negotiation communication,
- Axis III - Information theory (analysis of information and intelligence).

2.3. Expanding and deepening problems, consistent with the improvement of research methodology have led to the added value of ideas on the three axes, which is "our scientific and professional -academic achievements".

2.3.1. On Axis I - Communication (Communication Ontology)

a) it has resulted that, on some of its key sections, communication as an academic discipline is undermined by uncertainties (Vlăduţescu, 2006b; Vlăduţescu, 2007e; Vlăduţescu, 2009a; Vlăduţescu, 2013m);

b) it has been concluded that some fundamental ontological elements of communication are elusive and require clarifications, re-semantizations and re-conceptualizations: the message (Vlăduţescu, 2009b; Vlăduţescu, 2013d; Vlăduţescu, 2013), "the beings of communication" (Vlăduţescu, 2013c), the communication event (Vlăduţescu, 2004a; Vlăduţescu, 2007c), the contract of communication (Vlăduţescu, 2007d; Vlăduţescu, 2009), the instance of communication (Vlăduţescu, 2009a; Vlăduţescu, 2010b), the feedback (Vlăduţescu, 2003; Vlăduţescu, 2004;Vlăduţescu 2011) and the feedforward (Vlăduţescu, 2003; Vlăduţescu, 2004a; Vlăduţescu, 2006c; Vlăduţescu, 2013b);

c) it has been noticed that communication as an action-interaction -transaction activity has turned from "field" into "universe" and the concept of membrane has been proposed to designate the two multi- structured ideational configurations (Vlăduţescu, 2013n);
d) it has predominantly been found that the self-awareness of communication as a discipline has a fragile armature, as the discipline has a confusing history, unstable components concerning the paradigmatic development and the models; it has been inferred and argued that there are two membranes of Communication (Vlăduţescu, 2013n), three ontological paradigms and eleven basic models of communication (Vlăduţescu, 2013j);

e) it has been concluded that the methodological and conceptual epistemological tools of communication, coming mainly from sociology, psychology, anthropology and linguistics, are not adapted and effective to the evolution of communication phenomenology (Vlăduţescu, 2004b; Vlăduţescu, 2006d; Vlăduţescu, 2007a; Vlăduţescu, 2007b; Vlăduţescu, 2011b) and the tool named "Axes Matrix Communication Standard" has been proposed (Vlăduţescu, 2013o);

f) it has been noticed and demonstrated the communicational basis of social networks (Vlăduţescu, 2012d; Vlăduţescu, 2012e; Nowicka-Skowron, Dima & Vlăduţescu, 2012; Dima, Grabara & Vlăduţescu, 2012; Vlăduţescu & Ciuperca, 2013).

2.3.2. On Axis II, Persuasion, journalistic communication, managerial-negotiation communication:

a) persuasion has been approached (communication directed by undeclared purposes and emotionally impregnated - Vlăduţescu, 2006a; Vlăduţescu, 2012a; Vlăduţescu, 2013a) in relation to conviction (open, honest, argumentative communication) and it has been revealed the operations which constitute persuasion: the lie (Vlăduţescu, 2009d), the seduction (Vlăduţescu, 2012b), the fiction (Vlăduţescu, 2009c) and the myth (Vlăduţescu, 2008b);

b) it has been necessary to clarify the relationship between communication and media information (Vlăduţescu, 2002a; Smarandache & Vlăduţescu, 2012);

c) it has been investigated and conceptualized the phenomenon of negative journalism (that kind of journalism that abdicates from the informative purposes and impregnates itself with persuasion, manipulation, propaganda, poisoning) (Vlăduţescu, 2002b; Vlăduţescu, 2006a; Vlăduţescu, 2007e; Ciuperca & Vlăduţescu, 2010);

d) it has been examined the teleological resorts of the history of press (Vlăduţescu, 2013l);

e) it has been observed the effects of the economic crisis on the current journalistic work (Vlăduţescu, 2012c; Dima & Vlăduţescu, 2013b).

f) it has been investigated the incidence of persuasion and the persuasive inflections of negotiation communication (Vlăduţescu, 2011c; Dima & Vlăduţescu, 2012c; Dima, Man & Vlăduţescu, 2012; Dima & Vlăduţescu, 2012d; Dima, Grabara & Vlăduţescu, 2012; Dima & Vlăduţescu, 2013a).

g) it has been explored the main joints of managerial communication and the risk in communicating the management decisions (Vlăduţescu, 2008a; Dima & Vlăduţescu, 2012a; Dima & Vlăduţescu, 2012b; Dima & Vlăduţescu, 2013a);
2.3.3. On Axis III, Information theory (Analysis of information and intelligence)

a) it has been attempted to find some criteria for the differentiation of information in communication (Vlăduţescu, 2002; Smarandache & Vlăduţescu, 2012);

b) it has been investigated the fusion and fission procedures of information (Vlăduţescu, 2013k).

III. Thus, generally speaking, in the same discipline of communication, in the area of the same theme there has been developed a relatively new issue. This required dealing with all the conceptual, ideational, thetic, categorial, taxonomic, ontological, methodological, epistemological, axiological, praxiological, etc. assembly established. From this exploration resulted the need for a thorough investigation of new routes and fields of communication phenomena.

Procedurally, our approach started from a topic to an issue and reached new conceptual elements (concepts, axioms, laws, postulates, corollaries, theses, lemmas, principles, paradoxes). We modestly tend to enroll original elements in our portfolio concerning the problematic and ideation coordinates.

Relatively original, new and relevance contributions have been made regarding:

a) the exploration of uncertainties communication as an academic discipline (Vlăduţescu, 2013n; Vlăduţescu, 2013o);

b) the definition of membrane communication (Vlăduţescu, 2013n);

c) the completion Traditions Matrix-Standard R. T. Craig with Communication Axes Matrix-Standard and the configuration of 15 axes of communication (Vlăduţescu, 2013o);

d) the examination of the specific concept of paradigm in the world of communication and the delineation of three diachronic paradigms of communication (Vlăduţescu, 2013j);

e) the clarification, in particular, of certain aspects of message as a central ontological element of communication and the proposal of a "theory of message" called Messagology (Vlăduţescu, 2004a; Vlăduţescu, 2009a): the ratio between message and discourse (Vlăduţescu, 2006), the principle of the irrepressible emergence of message (Vlăduţescu, 2013d), the understanding of message as the discursive fundamental commitment of communication (Vlăduţescu, 2013e);

f) the elucidation of some aspects of other ontological components of the system and processes of communication: communication event (Vlăduţescu, 2007c), communication situation (Vlăduţescu, 2009), the instance of communication (Vlăduţescu, 2010b,) the communication contract (Vlăduţescu, 2007b);

g) the creation of a taxonomy of feedback (Vlăduţescu, 2011a), the formulation of a principle of feedforward (Vlăduţescu, 2013b) and of a law of social knowledge (Vlăduţescu, 2007);

h) the investigation of the characteristics of the communication human voice (Vlăduţescu, 2013f; Vlăduţescu, 2013g; Vlăduţescu, 2013h);
i) the clarification of some aspects of journalistic communication ethics and the profile of negative journalism (Vlăduțescu, 2006a; Vlăduțescu, 2006e), of the history of journalism in Romania (Vlăduțescu, 2013), of the persuasive traits of journalistic communication (Vlăduțescu, 2006a; Vlăduțescu, 2006e) and of the specific inductions of the current crisis in journalism (Vlăduțescu, 2012c; Dima & Vlăduțescu, 2013b);

j) the probation of communication foundation of social networks (Vlăduțescu, 2013p; Vlăduțescu & Ciupercă, 2013). In essence, our contributions are shown in the diagram below:

IV. We focused our teaching activity on developing and presenting courses and support seminars for students and undergraduates on subjects such as: Communication and Persuasion, Social Psychology and Communication, Organizational Communication, Message Theory, Public Relations and Journalism.
Our plan for future scientific development is mainly related to the topic, the issues and the ideational set up at the moment. In particular, the research will focus on the following 10 areas:

a) the coordinate of communication, within 6-8 months the book "Neutrosophic Emergences and Incidences in Communication and Information" will be published together with Professor Florentin Smarandache (University of New Mexico in the U.S.) at LAP Lambert Academic Publishing (Germany, A2 list publishing) (Professor FlorentinSmarandache is the co-founder of the theory of information fusion DSmT – Dezert Smarandache Theory);

b) we will continue to investigate the assembly of fundamental cogitations (axioms, theorems, postulates, principles, laws, paradoxically, theses and lemmas) issued in communication area;

c) we will deepen the examination of specific patterns of communication developed in the three paradigms of communication and the research results will be presented at international conferences or in journals indexed in ISI or BDI recognized;

d) within six months it will be completed and finished the book called Communication Ontology that integrates the research on membranes, standard matrix, paradigms and models and diachronically highlights the fundamental cogitations of communication;

e) on medium term 6 months - 2 years we will end documenting and developing a book about the ontological elements of the communication system;

f) we will strengthen the already initiated cooperation on issues of communication, as a member of the editorial board of the journal ‘European Scientific Journal’ (Australia -Portugal - Macedonia) (indexed BDI), as a member of the editorial board of ‘Neutrosophic Sets and Systems’ (USA) and as a member of the International Communication Association;

g) we will expand the cooperation in communication analysis in social networks with specialists in the U.S. (New Mexico University) and Poland (Czestochowa University of Technology) with whom we have already published coauthor papers (Smarandache & Vlăduţescu, 2012; Nowicka-Skowron, Dima & Vlăduţescu, 2012; Dima, Grabara & Vlăduţescu, 2012);

h) we will increase joint work in the field of persuasion and communication with professors in the country, Bucharest, Targoviste, Petroşani, Sibiu, with whom we previously published works of good visibility (Ciuperca & Vlăduţescu, 2010; Vlăduţescu & Ciuperca, 2013; Dima & Vlăduţescu, 2012; Dima, Man &Vlăduţescu, 2012; Man, Vlăduţescu & Ciurea, 2009) and professors of a Iaşi, Timişoara and Cluj-Napoca with whom there are already existing contacts and exchange of ideas;

i) we will materialize in concrete research the initiated contacts with specialists in communication from the University of Poznan (Poland) on the denomination discipline of communication (in Poland it is preferred the name of Communicology - Komunjkologia,
see Kulczycki & Wendland, 2012) to create an "Eastern wave" for fostering a local/regional/global debate regarding the institution, by the consensus of scientific community, of a widely accepted name for the discipline that studies the phenomena of communication;

j) in a didactic way, the courses will be continuously improved with the accumulation of personal research, of the group research and with the knowledge gains brought by the specialist’s community in the country and abroad.