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Title: Communication: Challenge of difference

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Abstract by Univ. Prof. Dr. Thomas A. Bauer

1.

What do we want Communication to be?

A method of mutual understanding

A way to find the truth

A way to decide what is true

A status of balance between positions of difference or contradiction

A power to convince others of own opinions

An attitude to understand others

A way to deliver or to distribute information

A structure which enables to share meanings and opinions

A way to reduce personal or social complexity

A way not to be alone or to feel lonesome

A way to get connected to the social environment

A technique of de-bordering narrowness of time, space and social relations

A key to become independent, free, autonomous

A mechanism of surviving

A culture of living

First theoretical decision: interest of knowledge or enlightenment:

Using the term Communication we are reminded to the borderlines and to the possibilities /challenges of being a human being, by it we reconstruct a cosmos in a universe of unknown possibilities and through it we structure a system of order / rules how to appropriate the world and how to recognize / identify oneself as a part of the world.

The question is:

What makes theory understanding (analyzing, explaining, structuring, classifying, evaluating) communication?

- Why to do: basic needs (universe of sense: usefulness, aesthetics, ethics)
- What to do: culture (universe of meanings expressed and objectified in attitude, behaviour and social encounter)
- How to do: structure (universe of rules: social techniques or technologies of achieving communicative success)

2.

What do we experience Communication is?

The most important but most difficult method of being successful

The moment where most of the people in most cases in most different ways fail most of their interests

The moment, in which people come into far distance between each and other as they also, may come to narrow between each and other

A means to deny or to avoid the truth

The potential to make things happen and not happen

A means of influence masses

The potential, by which one can destroy others

A method to make oneself or others happy or unhappy

A process by which fiction becomes a factor of reality

A method by which we reduce complexity as well as we may maximize it

A never-ending story

Second theoretical decision:

Substantial knowledge: what is a theory able to make knowing?

What does from this difference between idealistic and reality of communication follow from a theory of communication. A theory should be able to show ways and conditions of realizing ideas (even ideals) and should also explain how practice can be a special model of a general assumption.

a)

Communication has to do with reality, understanding reality, constructing reality and sharing the sights of reality

b)

Understanding reality always is an act of decision to give meaning to it. Outside or besides the meaning, which we give to what we experience and how we experience it, there is no relevance of what exists; physics, information, emotions, truth, god...

c)

What is real is real by relevance. Reality relieves by communication, that means by observation or observation of observation, information or information on information, meaning or meaning on meaning.

d)

different theoretical views:

Structuralism: from it we learn..., but it does not explain....

Behaviourism. From it we learn..., but it does not explain...

Constructivism. From it we learn:

From structuralism we learn: what structures have to be established in order to

3. What should we be aware of defining communication?

Communication itself has not a natural protocol, is not determined by its nature, but is related to culture and to cultural use. We give to what

work in progress and under construction
is not accountable figure: a fluid model
the difference makes the difference
diction and contradiction are the both positions
has no causality

4. What does that mean for describing communicative competence?

Cultural background

Give others the condition to make themselves understandable to you

You win (competence) by knowing and learning from others