

Theoretical Knowledge of Communication:

Traditional Modus:

Science as objectivation of structures, matters and articles

- the logical systematization of everyday-theoretical observation
- the re-affirmation re-depiction, repetition) of everyday-theoretical conception in a framework of order and classification (know-what- or know-how-theories – as theoretical observation of the matter)

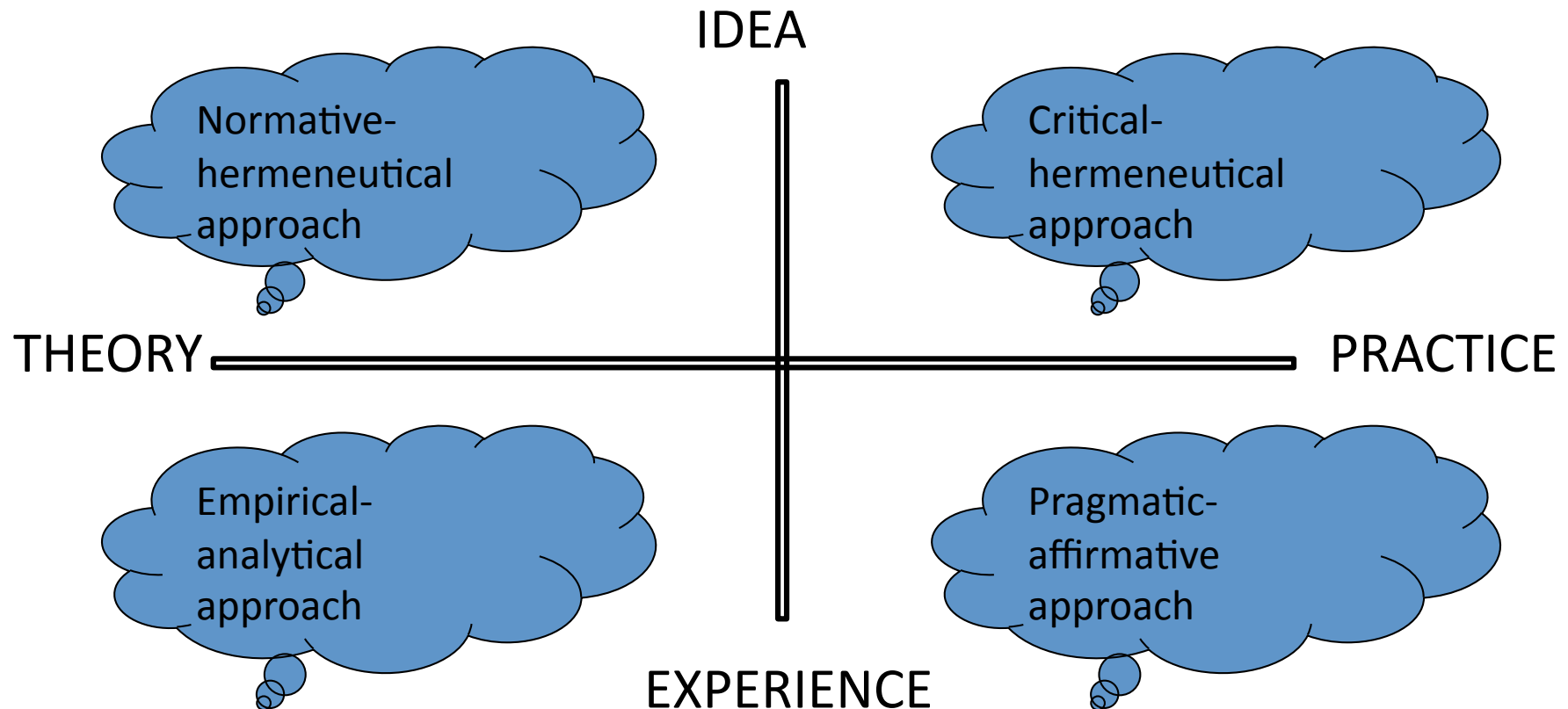
Theory-theoretical Challenge:

Science as discursive objectivation of observation

- focussed according logically defined perspectives: analytical, critical, normative, pragmatic observation of everyday (first-level) observation: cybernetic model, second-level-observation: know-why-theory)

Theorizing (Knowledge of) Communication:

explaining thinking models, ordering perspectives and paradigms, classifying the
intrinsic values, problematize contextual phenomena



Communication – especially in its media-modus – theorized as analytical media-made logical unit

Paradigm:

Action / Interaction / Transaction

Conceptual Perspective:

Instrument

Focus of Interest:

Power (hierarchical social order)

Influence (organization of competence)

Effects (determination of reality: result & success)

Metaphors of Description:

Transport / Transfer / Transmission

Sender – Media/Black-Box –Receiver

Partner – Partner – Role Model

Communication – theorized as analytical and logical unit –
epistemological background: affirmation of first level theory / practicability as
theory of practice / weakness of theoretical competence

Interest of Knowledge: Domination through Accumulation

Affirmation of Observation (digitally analogue depiction of reality)

Objectivity (ascertainment of essentiality)

Causality and Causal Connections

Structurality / Functionality / Effects

Model of Plausibility: Affirmation by proof through formal language systems
(model of evidence replacing model of knowledge)

Accountability (calculation)

Mathmaticity (Quantification, accumulation of characteristics)

Technicity (functional perfection)

Mechanicity (causal connection of factors)

Communication – theorized as cultural program of social practice:
Challenge of Contextual Conception: Communication as Agreement on Sense
under condition of need of trust in difference of perception of reality

Paradigm:

Observation (construction sense)

Conceptual Perspective:

Open Source Model of Knowledge (= making difference)

Topology of Human in Social Context (biography of community / society)

Focus of Interest:

Interpretation (assimilation/dissimilation of meaning)

Control (identification/domestication of surprise)

Distinction (identification of variety and difference)

Communication – theorized as cultural program of social practice

epistemological background: second level theory: observation of observation

Interest of Knowledge: Sovereignty of thinking through interpretative logics

- **Anthropo-logical perspective:**
Overcoming uncertainty of meaning of existence: destination to be undefined?– definition of sense through dialogue (generation) and discourse (distribution) of sense
- **Socio-logical perspective:**
Getting Self-aware: Building identity through realizing the sociability of individual existence -
- **Culturo-logical perspective:** Recognizing the order of reality: meaning not a property of things, but given as an attribution through observation
- **Semio-logical perspective:** Chances and Challenges of agreement and mutual understanding: Using codes of symbolic interaction relating to common frames as cultural dispositive order of/for difference of meaning

