

Hayati Tufekcioglu

Istanbul University Arel, Turkey, Istanbul  
(E-mail: hayatius@yahoo.com)

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## Foundation of the sociology of mass communication

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**Abstract.** *Despite the fact that this topic is new in the field of social research, and new types of media, or the influence they exert, have become the object of study in them, the situation has developed in such a way that the essence of the problem and its historical origins have been left without due attention and communication has been considered in it. modern condition. In this situation, communication began to appear as a new phenomenon, and the main attention began to be paid to those features that were determined in modern times. With this state of affairs, which determined the panorama of research, it is very difficult to understand and define the specifics of communication in the context of its history.*

*In this situation, communication is presented as a new phenomenon and is determined mainly in the light of its current state and those directions that come to the fore in the last period. It is this situation that leads to the fact that the description and study of the features of previous periods become a problem. The problem of communication became the subject of study of social sciences as a result of a particular period, and therefore it is impossible to argue that the developed theories and models of communication were not due to the specifics of that period. This situation has already at the initial stage turned into a limiting factor for the definitions of communication and the study of this problem in a broad context.*

**Keywords:** *sociology, mass communication, Turkiye, empirical sociology, content analysis.*

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### Introduction

In this paper, we will explore the sociological aspect of the problem of communications, that is, a topic that is multifaceted and is the subject of study of many disciplines. Communication is one of the current and debatable topics today, and, due to the fact that this field accumulates a lot of dizzying technological innovations, these discussions agree that communication is one of the key factors that determine modern society. It is in light of the foregoing that we are interested in this topic. We believe that the sociological relevance of this problem will allow us to

describe a number of key parameters of society and come to a number of important conclusions.

Mass communication tools are here primarily a means of propaganda aimed at recognizing the standard of bourgeois thought, destroying human criticality, a means of persuasion to standardized sets of actions, behavior and tastes.

According to scientists, the study of the influence of mass media on the political process begins with P. Lazarsfeld. In the 1940s, he studied the influence of television and radio on the electorate's mood. However, the study of methods for studying the influence of mass media on audiences dates back to the 1920s.

## Methodology

The first studies of mass communication in the general sociological context of the 20th century. started from the beginning. The basis of research on mass communication was laid by the works of G. Tard, G. Lebon, P. Sorokin. The first concept of mass communication separates the mass from the crowd. The quality of the information directed at the audience, the level of reception, is determined by the medium or channel that conveys or transmits that information. Each means of transmitting information, with only one special language and actualized method, forms the nature of that information that affects the society, and accordingly the world is perceived.

The article examines the complex functions of political communication in disseminating political information and forming public opinions. The mass media can change the position and attitudes of citizens, expand their cognitive and objective assessment capabilities.

In Marxist sociology, society is divided into social and natural differentiation. Natural differentiation of people such as age, gender, race, etc. If it is based on signs, social differentiation appears on the basis of production relations. In a society where social inequality prevails in the system of production relations, natural differentiation is closely connected with social differentiation. The direct relationship of its status with social inequality is clearly visible.

## Discussion

It should be noted that there are different definitions of communication. We will use the concept of "communication" instead of the concept of "connection", and we, in turn, will explore the concept of "connection" as a system-constructed social institution, which we will describe in a sociological context.

Mass media is a device for distributing a lot of information, an organized technical complex, any information that is read, seen, heard and learned through the Internet, television, newspapers, magazines.

Sociology of mass communication deals with several issues. Difficulties in communication

between two people or many participants may be due to a number of factors. Differences in opinion can lead to disagreements between friends and colleagues, and conflicts of interest can complicate their relationship.

The field of mass media and mass communication is expanding and developing day by day. Today, there is no area in which it is not involved or used in any field.

Mass media, that is, mass media, are social institutions designed to openly publish various information to any person with the help of special technical means. Although the mass media does not have a role in the literal sense of the word in the general institution of power, its place in the political process cannot be overestimated. Nowadays, with the emergence of electronic media, this social institution fundamentally transforms all aspects of today's society and political power relations.

Today, the mass media is engaged in educational, propaganda and organizational work. The function of mass media is not uniform, different. Its information service consists of disseminating information about important events and processes to citizens, authorities, and society. And the socializing activity of the mass media helped people learn social rules and values and shape their behavior. In this regard, «What is the impact of mass media on society?» a question may arise. However, mass media is the most accessible tool for the people. That is why, first of all, its role in the development of the state language is very high. Secondly, people's ability to get information and analyze it increases. In addition, the American researcher G., who studied the influence of mass media on society. Lassuel should be mentioned.

The most striking example of both contradiction and consensus is in the question of the definition of communication, the appeal to which can be found in all works. Note that F. E. X. Dance managed to collect 4,650 different definitions that were given in different disciplines by various authors. Then he managed to reduce all these formulations to 2612 and, in the end, based on the essence of the basic concepts, come to 15 formulations [1, 210].

Orhan Gokce, referring to another author, points out that there are 160 different definitions of communication. 2 As we can see, there is a huge variety of approaches at the level of definition of this phenomenon [2, 4].

1970 German sociologist E. Noël-Neumann proposed the concept of the «spiral of silence» regarding the formation of public opinion. This concept considers the relationship between mass communication, interpersonal communication, as well as the comparison of an individual's opinion with others.

Among the supporters of the theory of the significant influence of the mass media on the political process, J. Zeller, the meaning of the mass media in the field of communication is not to strengthen, but to form, the facilities of citizens.

claims that it has a long-term effect. J. Zeller draws conclusions about the influence of mass media on personal and public consciousness, political institutions, and voter behavior.

S. Lennart's concept was distinguished by a different method of evaluating the influence of mass media on society. S. According to Lenart, mass media are informative cannot dominate flows, and acts together with interpersonal communication. Therefore, the influence of mass media, which is considered by most researchers in isolation, cannot be considered in isolation. S. Lennart defines political information flow as a process that reaches its object directly or indirectly through interpersonal communication with the help of the information obtained from mass media materials.

American researchers M. Harrop and U. According to Miller, the following four reasons should be considered for the mass media as an agent influencing citizens:

1. The mass media is important when partisanship is not very popular. Today, there are many more developed democracies than in 1960.

Party differences are weakening in countries.

2. The importance of mass media increases when they cover unknown topics and news in politics.

3. It will be important if the audience of the mass media is large and how many means of information dissemination are used.

The combination of audio and video means, that is, the concentration of functions of mass media

will increase its role as an information and communication tool.

4. If citizens rarely discuss politics, the mass media will be considered the most important channel. In this case, television can not only present the topic of discussion but also replace the sides of the dialogue

The above-mentioned exceptions can be supplemented by one more rule. That is, the higher the rank of the politician, the more personal experience of the citizens

the possibility of forming a relationship will decrease. For example, in the case of the presidential election, the country's mass media is considered to be the only communication channel for the majority of the electorate and public opinion leaders. Opinion leaders can interpret information from various media. All of the above concepts have one thing in common: all of them

It is created for use in a stable society of high-level, citizens' value systems.

Theories also carry the features of the period in which they were created. Moreover, they are not able to go beyond the problems that were relevant during the Cold War. There is also a certain amount of truth in this.

## Results

In the second period, starting in the 1940s, that is, at a time when sociology was dominated by functionalism, empirical studies took place in which an attempt was made to measure the level of influence of the media on the behavior of the individual. However, these studies have practically refuted the hypothesis and the earlier ideas about the high level of influence of the media on human behavior [3].

The third period, the beginning of which is considered to be the 1960s, is due to criticism of the conclusions made in previous periods. Social and analytical approaches to the study of the problem have already prevailed here. [4, 70].

McLuhan defined direct and indirect changes in the communication process: the emergence of new technologies changes thought processes,

social institutions, and the entire social structure of society.

The main thesis of McLuhan's concept is «The carrier is the message». The quality and degree of reception of information by the audience is determined by the medium or channel through which the information is conveyed. Each means of information transmission, with its specific language and methods of updating information, thus shapes the information itself and, accordingly, affects the perception of the world. The logical conclusion is that these technical tools play a decisive role in the formation of a person's thinking because they structure his experience and determine his opinion about the world around him.

In our opinion, in the theory of mass communication, the semantic, technical, and influence-influential levels, which allow to distinguish the semantic and qualitative characteristics of information-communicative processes and to determine the influence of the interactions of political subjects and their information partners, complement each other and develop in a new mixed manner.

There is a reason to believe that it is due to the influence of the rapid development of the information society.

The development of the technical level of political information-communicative relations increases its influential and influence possibilities first, and then its qualitative and semantic development. In conclusion, it should be noted that the information technology development of information and communication processes contributes to its qualitative and meaningful development and increases the value of mass communication as a political subject.

Also, the subjects of the information space (both producers of information and consumers of it) enter into different relationships, and the opportunities to participate in these information-communicative processes are increasing. And their political choice, decision-making, development of political consciousness, and political culture can be considered to be influenced by these processes. Mass communication in society

It is true that its role as a generating, regulating, and shaping tool of political information flow

is increasing. The problem is determining the degree and methods of influence of the BKK on political processes.

The issue of social responsibility of the press has always been determined by the socio-political structure of society. The type of society predetermined this or that type of press.

The multi-level communication process includes vertical and horizontal communication processes. Research shows that people at the edge of the communication system, with a low comfort level, can adapt to innovations earlier than others and absorb new ideas more easily.

### Conclusion

In this regard, attention was focused on empirical research and technical means of measurement. As McQuail emphasized, the second period was marked by the development of research in the field of communications in the United States, as well as the introduction of empirical methods into the field of studying the influence of communications and the problems associated with this influence.

Our goal is to describe the problem in its historical and social aspects, and not how the means of communication were used in a certain period, or under a certain system. Only in this way can the significance of communication be revealed.

Theories of communication, as noted above, do not go beyond the framework that we have met in research, and are kept in the same context.

Summing up, it should be noted that all features in communication studies are interconnected and limited by the features of their period. Given that all the features are accumulated in one period, it is natural that all definitions, in the same way, will be limited. Given that the features of communication were the result of a desire to overcome certain problems and conditions, they will seriously limit the prospect of developing broader definitions. In this situation, the explanations will not come from the very essence of the communication phenomenon, and therefore will be insufficient, and will be unstable in the case of explaining macro processes.

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**Хаяти Туфекчиоглу**

*Арел Стамбул университети, Стамбул, Түркия*

### **Бұқаралық коммуникацияның әлеуметтанулық негіздері**

**Аңдатпа.** Мақалада жаңа тақырып қарастырылып, оларда ақпарат құралдарының жаңа түрлері немесе олардың әсері зерттеу нысанына айналды. Ұсынылған зерттеу тақырыбы аясындағы жағдай мәселенің мәні мен оның тарихи бастауларына тиісті назардан тыс қалған тұстарға сыни көзқарас беріліп, мәселені қазіргі күйінде қарастыру керек дейді. Бұл жағдайда коммуникация жаңа құбылыс ретінде пайда бола бастауы және қазіргі заманда анықталған ерекшеліктерге басты назар аударыла бастағаны автор тарапынан басыа айтылады. Зерттеудің панорамасын анықтаған мұндай жағдаймен оның тарихы контекстінде коммуникацияның ерекшеліктерін түсіну және анықтау өте қиын.

Бұл жағдайда коммуникация жаңа құбылыс ретінде ұсынылып, негізінен оның қазіргі жағдайы мен соңғы кезеңдегі алдыңғы қатарға шыққан бағыттары тұрғысынан анықталады. Дәл осы жағдай алдыңғы кезеңдердің ерекшеліктерін сипаттау мен зерттеудің проблемаға айналуына әкеліп соғады. Қарым-қатынас мәселесі белгілі бір кезеңнің нәтижесінде қоғамдық ғылымдардың зерттеу пәніне айналды, сондықтан қарым-қатынастың дамыған теориялары мен үлгілері сол кезеңнің ерекшелігіне байланысты болмады деп айту мүмкін емес. Бұл жағдай бастапқы кезеңде коммуникация анықтамалары мен осы мәселені кең контексте зерттеу үшін шектеуші факторға айналды.

**Түйін сөздер:** әлеуметтану, бұқаралық коммуникация, Түркия, эмпирикалық әлеуметтану, контент талдау.

**Хаяти Туфекчиоглу**

*Стамбульский университет Арел, Стамбул, Турция*

### **Основы социологии массовой коммуникации**

**Аннотация.** В статье исследуется новая тема, и в них объектом изучения стали новые типы СМИ, или оказываемое ими влияние, ситуация сложилась так, что были оставлены без должного внимания сущность проблемы, и ее исторические истоки и коммуникация стала рассматриваться в ее современном состоянии. В этой ситуации коммуникация стала представляться, как явление новое и основное внимание стало уделяться тем особенностям, которые определились в новейшее время. При подобном положении дел, определившем панораму исследований, очень трудно понять и определить специфику коммуникации в контексте ее истории.

В данной ситуации коммуникация представляется как новое явление и определяется, главным образом, в свете ее современного состояния и тех направлений, которые выходят на первый план в последний период. Именно эта ситуация приводит к тому, что описание и исследование особенностей предшествующих периодов, становится проблемой. Проблема коммуникации стала предметом изучения социальных наук, как результат конкретного периода, и поэтому невозможно утверждать, что разработанные теории и модели коммуникации не были обусловлены спецификой того периода. Такая ситуация уже

на начальном этапе превратилась в ограничительный фактор для определений коммуникации и исследования этой проблемы в широком контексте.

**Ключевые слова:** социология, массовая коммуникация, Турция, эмпирическая социология, контент анализ.

**Information about authors:**

*Hayati Tufekcioglu* – Ph.D., Istanbul University Arel, Istanbul, Turkiye.

*Хаяти Туфекчиоглу* – Ph.D., Арел университетінің профессоры, Стамбул, Түркия.