



COMMUNICATION THEORIES FOR ECONOMIC DEVELOPMENT

THEORIES



- Rhetorical
- Semiotic
- Phenomenological
- Cybernetic
- Socio-Psychological
- Socio-cultural
- Critical

RHETORICAL THEORY



- Under the Greek legal system of the time, individuals had to present their own cases in court - creating the need for individuals to become adept at the art of rhetoric.
- Corax can be credited with the first formal rhetorical theory; he wrote a treatise '*The Art of Rhetoric*' to assist those involved in the land disputes.
- Today, this means studying everything from intrapersonal to interpersonal to public discourse to social movements and mediated discourse.
- Rhetorical theories address what makes public, personal diaries as rhetoric, and television, the Internet, and Web sites as rhetorical artefacts.
- Thus rhetorical theory includes the study of visual and nonverbal elements, such as the study of art and architecture, buildings and all design elements of cities, and dress and appearance, to sports, to name a few. There is hardly anything that is part of the human experience that cannot be looked at from a rhetorical perspective

SEMIOTIC THEORY



- John Locke (1690) introduced the term ‘semiotics’ into the English language as a synonym for “doctrine of signs” (Latin: *doctrina signorum*, the oldest name for the study of what is now called ‘semiosis’ or “the action of signs”).
- Semiotics is the science of communication and sign systems, of the ways people understand phenomena and organize them mentally, and of the ways in which they devise means for transmitting that understanding and for sharing it with others.
- Although natural and artificial languages are central to semiotics, it covers non-verbal signaling and extends to domains whose communicative dimension is perceived only unconsciously. Knowledge, meaning, intention and action are thus fundamental concepts in the semiotic investigation of phenomena.

PHENOMENOLOGICAL THEORY



- Phenomenological theorists emphasize that each person actively constructs her or his own world.
- According to the Phenomenological approach to personality, the specific ways each person perceives and interprets the world make up personality and guide one's behaviour.
- People's view of reality/perspective is important in guiding their behaviour and is shaped by learned expectations.
- These expectations form personal constructs which are generalized ways of anticipating the world.

CYBERNETIC THEORY



- In 1948, Norbert Wiener coined the term "cybernetics" to elaborate on the existing theory of the transmission of messages by incorporating his idea that people send messages within a system in an effort to control their surrounding environment.
- The basic function of communication, which Wiener defines in his theory as the processing of information, is to control the environment in which one lives. T
- This idea suggests that the goal of human communication is to become familiarized with a certain environment while simultaneously influencing aspects of it.

SOCIO-PSYCHOLOGICAL THEORY



- Social Psychology is a branch of Psychology that studies individuals in the social context. It focuses on the individual and also relies on the scientific research to generate the theories of social behaviour
- Social Psychology offers a considerable insight into the individual and society, and into the human condition.
- One of the major currents of theory in this area sprang from the work of philosopher and sociologist George Herbert Mead at the University of Chicago from 1894. Mead is credited as the founder of symbolic interactions. Social exchange theory emphasizes the idea that social action is the result of personal choices made in order to maximize benefits and minimize costs.

SOCIO-CULTURAL THEORY



- Socio-cultural theory looks at the contributions that society makes to individual development. This theory stresses the interaction between developing people and the culture in which they live.

CRITICAL THEORY



- Critical theory is a social theory oriented toward critiquing and changing society as a whole.
- Critical theory is always particularly concerned with inquiring into the problems and limitations, the mistakes, the contradictions and incoherence, the injustices and inequities in how human beings operate within particular kinds of structures and hierarchies of relations with each other, facilitated and regulated by particular kinds of institutions, engaged in particular kinds of processes and practices, have formed, reformed, and transformed ourselves, each other, and the communities, cultures, societies, and world in which we live.