



THE COMMUNICATION PHILOSOPHY MODEL

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ABSTRACT

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The aim of this research is to find a model of communication philosophy as a form of relevance to the discourse of ontology, epistemology and axiology. This research uses a qualitative method using a library study approach that uses books or literature as the main source. The library references in the form of books which are primary sources in this research are first, a book entitled On the Philosophy of Communication 1st Edition by Garry Rafford, second, a book entitled Aristotle's Physics Book VIII. The results of this research are a communication philosophy model divided into three sub-models, namely a communication ontology model which is concise about what the formal and material objects of communication science are, a communication epistemology model which discusses how humans acquire knowledge in communication studies and a communication axiology model which focuses on questions regarding what and how the values contained in the messages exchanged in the communication process between the communicator and the communicant.

ABSTRAK

Kata Kunci:

Filsafat
Komunikasi;
Ontologi
Komunikasi;
Epistemologi
Komunikasi;
Aksiologi
Komunikasi;
Model Filsafat
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Tujuan dari penelitian ini adalah untuk menemukan model filsafat komunikasi sebagai bentuk relevansi diskursus Ontologi, Epistemologi dan aksiologi. Penelitian ini menggunakan metode kualitatif dengan menggunakan pendekatan studi pustaka (library research) yang menggunakan buku atau literatur sebagai sumber utama. Adapun referensi pustaka berupa buku yang menjadi sumber primer dalam penelitian ini adalah pertama, buku berjudul On the Philosophy of Communication 1st Edition oleh Garry Rafford, kedua, buku berjudul Aristotle Physic Book VIII. Hasil dari penelitian ini adalah model filsafat komunikasi terbagi dalam tiga submodel yakni model ontology komunikasi yang mempertanyakan tentang apa objek formal dan material dari ilmu komunikasi, model epistemology komunikasi yang membahas tentang bagaimana manusia memperoleh pengetahuan dalam kajian komunikasi dan model aksiologi komunikasi yang menitikberatkan pada pertanyaan mengenai apa dan bagaimana nilai-nilai yang terkandung dalam pesan yang dipertukarkan dalam proses komunikasi antara komunikator dan komunikan.

I. INTRODUCTION

Philosophy is the mother of all sciences. The nickname 'The Mother of Science' is rightly used to represent the existence of science, social and humanities knowledge that has been born from the womb of philosophy. Communication Science is a field of social science that stands on the foundation

of developed philosophical thoughts. At first we knew the most basic communication model, namely the Stimulus Response model which developed from behavioristic thinking, one of the schools that developed from the philosophy of Positivism put forward by the philosopher Auguste Comte (Sheu et al., 2023)



Figure 1. S-R Communication Model

Long before positivism developed, Aristotle proved this fundamental principle by starting his scientific reflection as one of the forerunners to the birth of communication science. Aristotle's Communication Model is the most classic communication model which is often also called the rhetorical model. Greek philosophy Aristotle was the earliest figure to study communication, the essence of which is persuasion. He was instrumental in formulating the first model of verbal communication. Communication occurs when a speaker conveys his speech to an audience in an effort to change their attitudes. To be precise, he put forward three elements in the communication process, namely the speaker, message, and listener (Jumaniyozovna, 2023).

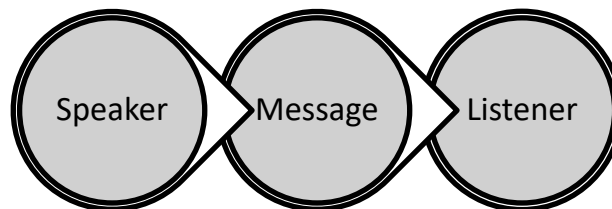


Figure 2. Aristotle Communication Model

The focus of communication studied by Aristotle was rhetorical communication, which is now better known as public communication (public speaking) or speeches. During Aristotle's time, the art of oratory was an important skill used in courts, legislative assemblies and public meetings. Until now, communication models have developed far in accordance with the thoughts of the founders of communication science. At the next communication model level, we know Lasswell's communication model. Harold Lasswell's communication model is linear or one-way. The model developed by Lasswell is one of the oldest communication models that is still used today. Initially, Lasswell's communication model was developed to analyze mass communication, especially propaganda media. The Lasswell communication model has linear or one-way characteristics. This communication model consists of the components who, says what, in which channel, to whom, and with what effect (Botirova, 2023). This component processes as in the following image:

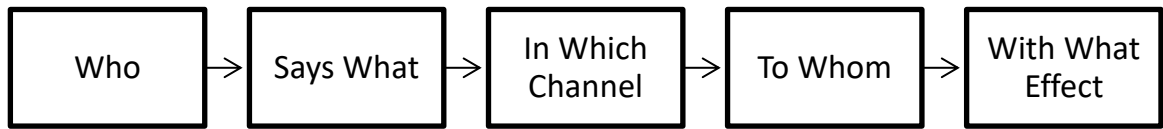


Figure 3. Lasswell Communication Model

'Who' acts as a communicator or source of information, tasked with initiating communication, whether individually, in groups or institutions. 'Says what' refers to what the communicator will convey to the communicant. 'In Which Channel' means what channel or media will be used to convey messages or information from the communicator to the communicant, either directly (face to face) or not (via electronic media or print media) (Putri et al., 2023). 'To whom' refers to the party receiving the message ; When sending a message, the communicator must determine the recipient (communicant) of the message or information. The recipient can be an individual, group or institution. And 'with what effect' refers to the impact caused; After the message is received, it is necessary to see whether there are any changes in the communicant, such as increased knowledge, changes in opinion, changes in attitude, and so on. In subsequent developments, the reflections of communicators began to give rise to communication models that are used today such as the Claude Shannon and Warren Weaver model put forward in 1949 (Çelik et al., 2023), the Wilbur Schramm communication model (Skichko, 2023), the Newcomb model (Webber et al., 2023), the Westley and Mac Lean model (Onafowokan, 2023), the Gerbner model (1956) is extension of the Laswell model, Berlo's SMCR model (Setiawan & Hidayah, 2023), Defleur's model (Ruan et al., 2023), Tubbs' model (Sevgi et al., 2023), William B. Gudykunst and Young Yun Kim's intercultural communication model (Baldwin et al., 2023), and the interactional model (Concannon et al., 2023).

The development of the communication science tradition until now, in the field of science, has given birth to what is known as communication philosophy. Communication philosophy is a scientific discipline that examines the fundamental, methodological, systematic, analytical, critical and holistic understanding of the theory of the communication process which includes various dimensions and is based on the field, nature, order, purpose, function, technique and method of communication. The explanation of this definition of communication philosophy originates from the great principles of Aristotle's philosophy known as Metaphysics (Sim, 2023). This metaphysics gave birth to thoughts about ontology, epistemology and axiology. Learning about communication philosophy is urgent to find the right model of communication philosophy as a more comprehensive understanding medium in learning communication philosophy. Based on the focus and urgency of this research, the aim of this research is to find a model of communication philosophy as a form of relevance to the discourse of ontology, epistemology and axiology.

II. RESEARCH METHODS

This research uses a qualitative method using a library research approach which uses books or literature as the main source as explained in (Creswell, 2013). The library references in the form of books which are the primary sources in this research are first, a book entitled On the Philosophy of Communication 1st

Edition by Garry Rafford (Radford, 2005), second, a book entitled Aristotle Physics Book VIII (Aristotle & Aristotle, 1933). This book is used as a primary source because the thoughts of the philosopher Aristotle, as described in the book, regarding metaphysics are the fundamental basis for important components in the philosophy of science (ontology, epistemology and axiology), as discussed in this research. Apart from that, Aristotle's metaphysics is an important reference for understanding the components of the philosophy of science. The process of this literature study can be explained in the following picture:

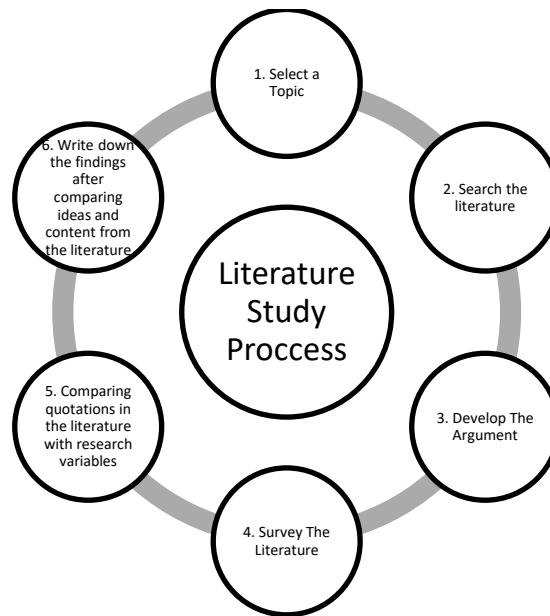


Figure 4. Literature Study Proccess

III. DISCUSSION

3.1 The Nature of Communication Philosophy

Communication philosophy is a discipline that examines the understanding (*vestehen*, Germany) in a more in-depth, fundamental, methodological, systematic, analytical, critical and comprehensive manner of communication theories and processes which includes all dimensions according to field, nature, order, purpose, function, technique, and its methods. The field of communication includes social, organizational, business, political, international communication, intercultural communication, development, traditional, etc. The nature of communication, including verbal and nonverbal communication. Communication orders, including intrapersonal, interpersonal, group, mass, and media. Communication goals can consist of changing attitudes, opinions, behavior, society, and others. Meanwhile, the function of communication is to inform, educate and influence. Communication techniques consist of informative, persuasive, pervasive, coercive, instructive and human relations communication. Communication methods, including journalism, public relations, advertising, propaganda, psychological warfare, and libraries (Öhlén & Friberg, 2023).

So it can be said that communication philosophy is a science that studies every aspect of communication using philosophical approaches and methods so that a basic, complete and systematic explanation of communication is obtained. Communication philosophy thinking is a thought that is integrated with communication theory thinking. Some figures who are thinkers in

communication philosophy are Richard L. Lanigan and Stephen Littlejohn. Richard L. Lanigan specifically discusses philosophical analysis or communication processes. Communication science usually places several points of reflection on questions, namely 1) What do I know? (problems of ontology or metaphysics), 2) How do I know? (epistemological issues), 3) Am I sure? (axiology problem), 3) Am I right? (logic problem) (Suhesti et al., 2023).

This reflection point on the philosophy of communication is the result of Aristotle's reflection on the history of the development of philosophy. His thoughts on metaphysics became the main source of the three points of reflection on the philosophy of communication. Metaphysics can be interpreted as a branch of science that discusses 'existence' or existence. The existence in question is the existence of form and materia. Forma means 'existence' which is essential, while materia means 'existence' which is existential. In every branch of science, the ontological object is always the form and materia object of that branch of science. The formal object of communication science itself is the meaning of the message symbols conveyed from the communicator to the communicant. Meanwhile, the material object is humans and the message conveyed from the communicator to the communicant.

Apart from ontology from the branch of communication science, the term epistemology is also known. If ontology discusses form and material objects, then epistemology is related to the processes and procedures of a human being in obtaining and seeking knowledge itself. In communication science, theory and methodology act as tools to construct a knowledge phenomenon so that it can be perceived by humans. Communication theory is based on 7 traditions of communication science, namely, the rhetorical tradition or rhetoric, namely the art of practical speaking, the semiotic tradition or discourse about signs or trance, the phenomenological tradition which studies communication experiences, the cybernetic tradition which discusses information processes in communication, the sociopsychological tradition which discusses about the influence of social factors in communication, the sociocultural tradition which emphasizes the importance of social, cultural and historical context in understanding human communication, and finally the critical tradition, namely the approach that examines communication as a social and political phenomenon that is closely related to power, social structure, ideology. and conflicts of interest (Fitriyah et al., 2023). Epistemologically, there are two research methods used in communication science, namely qualitative research methods and quantitative research methods. Quantitative research methods focus more on numerical data with certain instruments or measuring tools, while qualitative methods aim to describe analytical data narratively.

If ontology discusses the form and material objects of communication science and epistemology discusses theory and methods, the third core of communication philosophy, namely axiology, discusses the values contained in communication science, namely morals, ethics, beauty in the context of communication. In other words, this axiology is at the level of questioning how communication science is manifested in the communication process and what the impact of a message communicated is from the communicator to the communicant.

Communication Philosophy Models

1. Ontology Communication Model

The word Ontology comes from the Greek, the word 'Ontos' which means being (that which exists) and the word 'Logos' which means a science (Jelahun et al., 2021). So it can be concluded that ontology is a science or theory studying existing forms. Ontology is a science that studies the state of nature universally (theory of reality). The scope of an ontology is the extent of the subject matter to be covered or known. An ontology must have a clearly defined scope and content appropriate to that scope. In general, the scope of ontology discusses the object of ontological study. The object of ontology study is everything that exists but is not tied to one particular embodiment. So ontology is present to try to find the core contained in the object of study. Based on its definition, ontology has a scope that is expected to answer questions regarding 1) What objects does science study?, 2) What is the essential form of these objects? And 3) How does this object relate to human thinking and understanding? In terms of models of use in communication philosophy, the communication ontology model can be seen in the picture below:

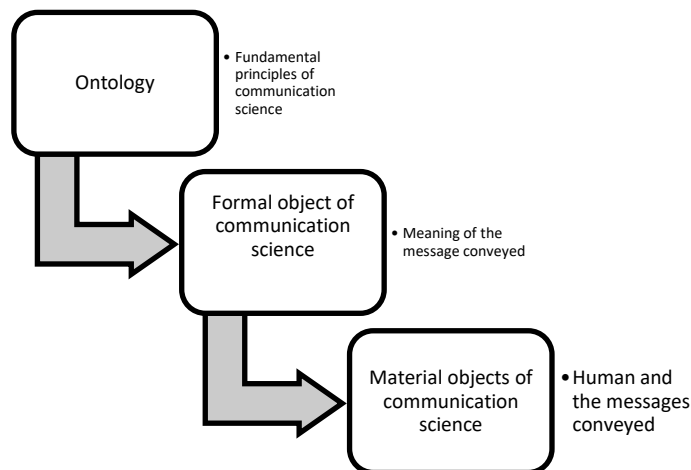


Figure 5. Ontology Communication Model

The communication ontology model focuses on the formal and material objects of communication science. The formal object of communication science is the meaning of each message communicated from the communicator to the communicant, while the material object of communication science is humans as agents of communication and the messages conveyed in the communication process.

2. Epistemology Communication Model

Epistemology (Greek: episteme) is a branch of philosophy that is concerned with the nature or theory of knowledge (Jelahun et al., 2021). In the field of philosophy, epistemology includes discussions about the origin, source, scope, value of validity, and truth of knowledge. Epistemology studies the nature of knowledge, justification, and rationality of beliefs. Epistemology has become widely discussed in various fields, epistemology is focused into four areas, namely 1) Philosophical analysis related to the nature of knowledge and how this is related to conceptions such as truth, belief and justification, 2) Various problems of skepticism, 3) Sources and the scope of knowledge and justification for beliefs, and 4) Criteria for knowledge and

justification. The epistemology model chart can be seen in the following picture:

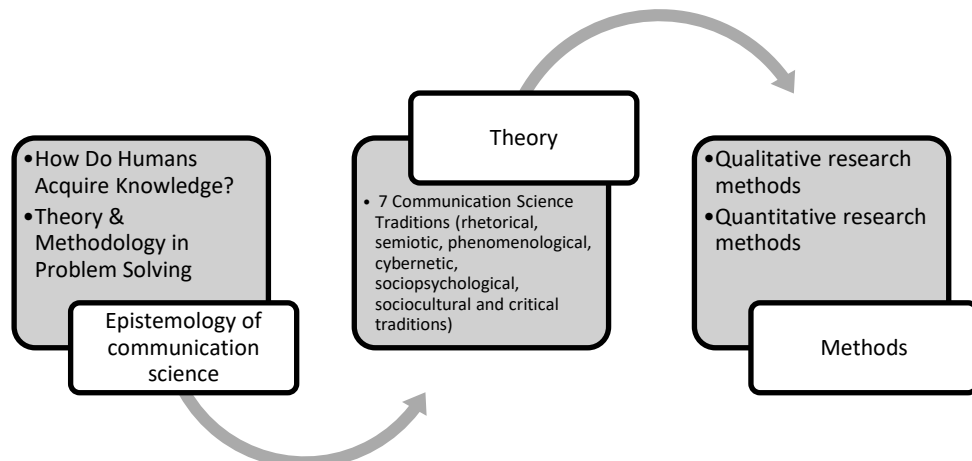


Figure 6. Epistemology Communication Model

The communication epistemology model is based on existing theories and methods used in communication science because epistemology always asks questions about how humans acquire knowledge, including what theories and methods are used in communication science to obtain truth in knowledge through research. Communication theory is based on seven traditions of communication science, namely rhetorical, semiotic, phenomenological, cybernetic, sociopsychological, sociocultural and critical. There is also a part of communication epistemology, namely two methods that are relevant in communication science, namely qualitative methods and quantitative methods.

3. Axiology Communication Model

Axiology (philosophy of values) is a science that investigates the nature of values, which is generally viewed from a philosophical point of view (Jelahun et al., 2021). In this world there are many branches of knowledge that are concerned with specific value issues, such as economics, aesthetics, ethics, religious philosophy and epistemology. Epistemology is concerned with the problem of truth. Ethics is concerned with issues of goodness (in the sense of morality), and aesthetics is concerned with issues of beauty. The axiological model of communication can be seen in the picture below:

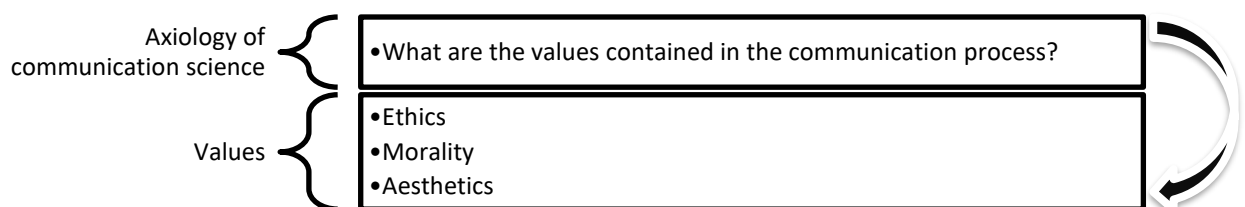


Figure 7. Axiology Communication Model

Communication axiology has big questions regarding what and how the values exist and are contained in a communication process and effects. Every message conveyed in the communication process is bound by certain values such as ethics, morality and the beauty of the message conveyed. The purpose of these values is so that the communication process can be successful and

minimize conflicts that could potentially arise from a less successful communication process.

IV. CONCLUSION

Based on the research results and discussion, the conclusion of this research is that the communication philosophy model is divided into three sub-models, namely the communication ontology model which questions what the formal and material objects of communication science are, the communication epistemology model which discusses how humans acquire knowledge in communication studies and the communication model. communication axiology which focuses on the question of what and how the values contained in the messages exchanged in the communication process between the communicator and the communicant.

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