

Research on the Social Construction of European Communication Studies in Recent Years (1989-2019)

Ran Gao

Faculty of Journalism and Communication
Communication University of China
Beijing, China

Abstract—In the past 30 years, with the rapid development of New Information and Communication Technologies (NICT), there have been many innovations in the field of Communication studies in Europe. On the basis of statistical analysis and visualization of the research data in France and Germany (N=643), a meta-communication (méta-communication)¹ analysis is conducted on the research in European academia. The results show that the vision of communication studies has been expanded, which represents the new path and future trend of communication research in Europe. Based on its criticism of the information society, European communication studies have brought forth new ideas in the research field of communication types. At the same time, the disciplines are increasingly intersected, and the humanistic characteristics are also more significant.

Keywords: *European communication studies, communication society, meta-communication, interdisciplinary, humanistic characteristics*

I. INTRODUCTION

The emergence and vigorous development of NICT and Social Media in the 21st century has blurred the traditional distinction between interpersonal communication, man-machine communication, organizational communication and mass communication and the boundary between the production, distribution and consumption of communication content is disappearing. The dimension of modern communication theory needs to be improved urgently. On

the one hand, global transmission is no longer two-tiered². In the words of Deleuze and Guattari³, it includes rhizomes or networks of communication, which were once local or national but are now increasingly global, which may lead to greater recognition of cosmopolitanism⁴. On the other hand, while bringing more vitality to communication, information science and technology, social progress and innovation in the field of communication confront it with great challenges.⁵

Data are collected from three aspects: first, the paper titles published in "Hermès", an authoritative academic journal of the communication institute of The French National Center for Scientific Research over the past 40 years, second, related symposium argumentative paper titles of 12 well-known universities and institutes throughout Germany in the past 20 years and third, related symposium argumentative paper titles of the 8 well-known universities renowned in the field of communication-sociology throughout the French territory over the past five years. Among them, a total of 324 studies were conducted in France and 319 in Germany. From a total of 643 research data, attempts are made to analyze the social construction of European communication studies in recent years. "Fig. 1" shows the semantic network formed by all the data, and through tags can the general research trend be observed.

¹ The backtracking and upgrading of things is called "meta-" (méta- in French). For example, the "metaphysics" (métaphysique in French), in terms of word-formation, means "the upgrading of form and appearance". As a French affix, "meta-" should be used with great care. For example, if it's about reflecting purely on communication and express this reflection, then the expression is "meta-communication" (méta-communication in French), or "communication about communication"; if it is about reflecting purely on some or some of the original theories, the new theory that emerge from reflection is "meta-theory" (méta-théorie in French), which is "theory about theory." And that reflection is part of philosophy. This "yuan" is different from the "beginning" in "beginning of the year" in classical Chinese philosophy, or "prototype" (proto- in French) and the meaning of "archetype" put forward by Jung, a psychologist, in terms of epistemology. As for the meaning of "meta-theory", David Harvey, a geographer and thinker, classified the theory led by Marx's theory as "meta-theory" in his book "The Ways of the World". See page 154 for details.

² Lazarsfeld, P., Berelson, B. and Gaudet, H. (1948). *The People's Choice*. New York: Columbia University Press.

³ Deleuze, G. and Guattari, F. (1976) *Rhizome: Introduction*. Paris: Editions de Minuit.

⁴ Terhi Rantanen. "The Media and Globalization" [M]. Trans. Zhang Hong. Communication University of China press, 2016, page 143.

⁵ Le Crosnier, H. (2014). *Internet et numérique*. Hermès, La Revue, (3), 25-33.

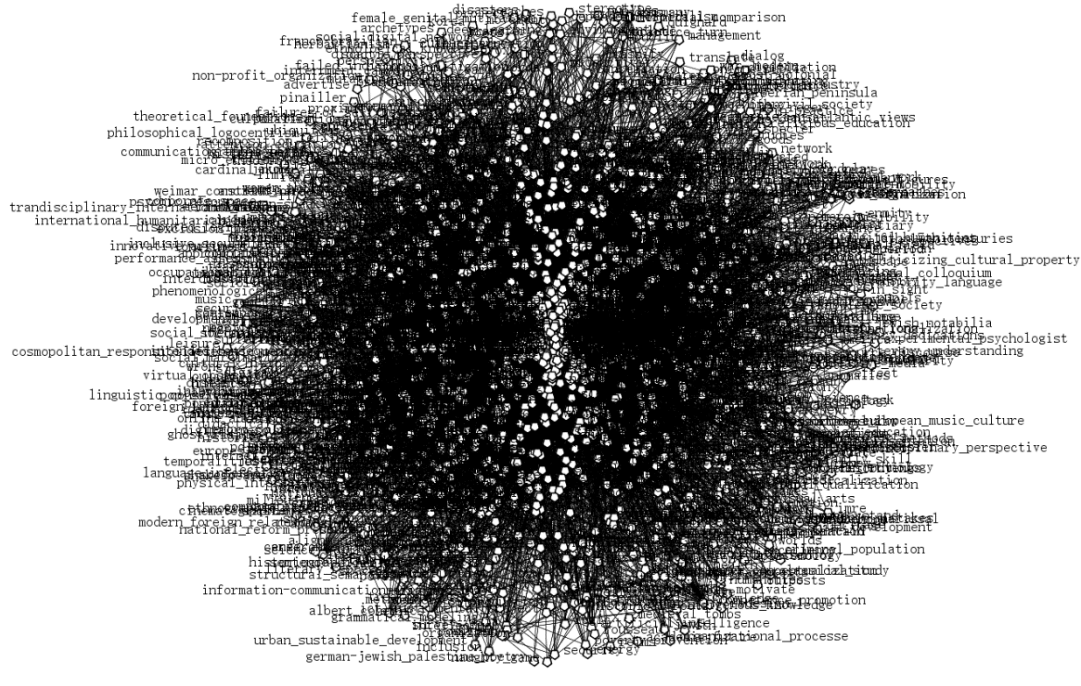


Fig. 1. The semantic network formed by 643 pieces of research data.

II. NEW CONCERNS OF EUROPEAN COMMUNICATION STUDIES

The revolution of information and communication technology (ICT) has transformed media relations. Audiences and media have merged, and production and consumption have gradually become integrated. The emergence of the Internet of things and new types of communication has created many unexpected social phenomena. The latest researches in the European communication studies respond to these questions.

A. Criticism of the information society

From the perspective of criticizing tradition, digitalization is based on the reproduction of reality rather than representation. When digital network is decorated with "socialization", it is only a virtual reproduction of social network. In digital networks, people categorize, think and control. The traceability of digital networks raises ethical

questions. Information has brought the further evolution of communication research methodology. In the age of the Internet, the digital identity expression of people has become prominent. On the one hand, new ways of expression and identity, individual and collective demands created by citizens/netizens may strengthen social ties and democratic reality. On the other hand, the tendency to control identity for commercial and political purposes is reinforced by the pursuit of prestige, consumer loyalty and past traceability. Digital behaviour is now more restrained and monitored than ever before. How to manage the digital identity? Are we somebody on the Internet? Can all digital traces of people be completely erased? What is the meaning of passwords and usernames? While leaving various traces, people become a kind of document. At the same time, the traceability of Internet spatial content reflects the history of knowledge updating, which is helpful to investigate the changes of human cognition and realize the interconnection among human history, psychological cognition and information technology.

identity and sense of value has led to the question of whether journalists still have power. At present, about one in ten French people believe that the facts are not as they are described by journalists. Because of the dual nature of sociology and journalism practice criticism, the journalist profession has a dual dependence on politics and economy. Given the limits of agenda-setting, the victories that journalists can achieve may be fragile in themselves. In the information and digital age, journalists also need to take on a new look. On the basis of the facts reported in the past, how to reflect the professional quality of journalists in the aspects of news analysis and commentary to help readers obtain knowledge?

From one perspective, data banking can play to its strengths in content management, knowledge, education, industry and knowledge sharing, information technology has improved the ability to produce, collect and process document information, and make innovations in the data mining power; the science and technology culture in the open society has also been approved in the release and popularization. From another point of view, information technology brings changes and inequalities in knowledge, epistemology, culture, and thus causes crises in information and communication systems. At a time when these opportunities and challenges coexist, interdisciplinary mediation shows its importance in achieving academic research cooperation. Behind the seemingly technical concept of network digital communication lie a variety of economic, political and cultural games including regulation, governance and fair use of data.

There seems to be conflict in the legitimacy of the relationship between science, technology and society. Some scholars believe that communication should be the core to build a realistic society. In other words, in the knowledge economy society, communication is the core of social economy, culture, technology and politics. From this, the academic idea of "communication society" replacing "information society" is proposed. The reason is that the former reviews communication theory, relativises the importance of networks (mechanistic "communication information"), and emphasizes the inevitable "communication relationship" (organization theory).¹²

B. The study of new transmission phenomena is more detailed and deepened

Educational communication, health communication, media and gender studies, science communication, emotional communication, etc., are research fields gradually developed in the process of more detailed communication studies. These new communication fields have attracted the attention of researchers in education, medicine, literature, natural sciences, psychology and sociology. European scholars have devoted their efforts and enthusiasm to these interdisciplinary academic issues.

In the era of digital network, the traditional education field has suffered a strong impact. So it is urgent to make innovations in the communication concept and form, constantly adapt to the development of the situation, and cultivate talents needed by the society. While making this impact, the Internet can provide quite a lot of resources for the solution of the problem at the same time. This contributes to the generation of new topics in the field of education communication day by day. The opening of resources and the spread of knowledge in society spread at an unprecedented speed and breadth. In an age of ubiquitous digital products, the scarce attention deserves to be studied by experts in education. It is also worth considering the relationship between media stereotypes, discrimination and education, and the game between contemporary literary education and politics, epistemology and pedagogy. Broader cross-cutting areas have also been included in the study of educational communication, such as "Dreams and Space, Entanglements Between Refinement and Nonsense", and "The Ethics and Responsibilities of 21st-century Language Teaching".

In the study of health communication, there are both psychosocial aspects (e.g., "Discourse, Mediation and Organizational Processes in Crisis Situations") and pathological aspects (e.g. "The Suffering Faced by Brain-Damaged People Crossing the Road"), as well as the social totality. (for example, "Medical Robots, Better Understanding of the Concept of Welfare — Performance, Narrative and Policy", "Healthy Cities' Workshop — Is It a Localized Approach to Reducing Health Inequalities in the Local Community?")

In recent years, in the field of media and gender studies, Europe has mainly focused on the status of women, the history and development of gender studies in different regions, gender studies under the characteristics of the digital age, and comprehensive studies at the philosophical level. The researchers first reflect on the female identity and status in the society from the female image in the communication content. The female images depicted in literary and artistic works essentially reflect the historical and social construction of female identity. Examples are "Mother of Writer's — the Female Image and Childbirth in Writing" and "Images of George Sand in two German Literary Works of the 20th Century". Second, media and gender studies represent a return to grand themes. Examples include "The Relevance of Gender, War Violence and Current Conflicts in the Middle East" and "Gender Researchers in Europe Are Rethinking the History of Young Women in the United States of America from the Perspective of New Historical Charts". Thirdly, media and gender studies have risen to the philosophical level, which promotes the development of this research. Examples are "Gender and Inheritance Is Actually Another Archaeology of Gender", "The Flow of Knowledge in Medicine and Related Fields Has Led to a Gender Shift for Women", "Mad Woman in Literature: Sober Madness — the Bottom Line and Creation of Gender and From Senegal to Saudi Arabia: Women Stand Between Tradition and Dissolution".

¹² Schafer V. Et Le Crosnier H. (2011) La neutralité de l'Internet, un enjeu de communication, Paris: CNRS Éditions, 26.

Communication studies how humans use symbols to communicate social information. Human communication activities, whether they are interpersonal communication in a broad sense or mass communication, will be controlled by their own consciousness and limited by social cognition. In other words, value and trust play a vital role in communication activities. Therefore, in the control analysis of communication, emotional communication and scientific communication have become the research objects. Consciousness and emotion are inseparable. The study and discussion of emotion contributes to the understanding of the mechanism of the occurrence, enhancement and weakening of consciousness. The presence and perception of the other also affect our emotions. Science communication helps people establish correct cognition. In recent years, the methods of cognitive neuroscience have been applied in communication research in China, and interdisciplinary laboratories have been set up. Among them, the research results of using eye tracker are the most outstanding.¹³

C. New logic of communication studies

Communication has been called "information and communication" since its origin in Europe. The research object of information and communication is communication activities. The current development of information and communication reflects three basic characteristics: first, information and communication are regarded as parallelism; second, the study of information and communication is based on a variety of research findings and not supported by a single discipline or methodology; and this young discipline is at the center of changes in the world. On the basis of Harold Lasswell's five communication elements, European communication studies present a novel perspective.

With the development of network media, audience behavior is also changing quietly. For television, while playing an important role, audience investigation also has some doubts. Some people think that audience survey provides a powerful public consultation system, reflecting the needs and satisfaction of the public. While for others, audience research is merely a manipulation of the advertising market, at best a public response to the supply of programming. At a time when the development of television integrated channel is threatened by the progress of Internet technology, it becomes necessary to recognize the meaning of audiences to different forms of TV programs. For example, network media users watch live video at wrong time, which affects the viewing time of TV live audience. At the same time, the rewriting of network writing rules is challenging the authority of standard grammar, and has become a new practice of knowledge in essence, and rules and exceptions are becoming more and more research objects. With the help of the screen, the electronic media presents more and more

symbol violence. In addition, private and public settings have brought new influences on the audience. The communication platform built by network media gives new meaning to urban public discourse, from which the studies of the new public domain and the public opinion from the Angle of Anglo-Saxon, etc. are derived.

From the 1990s to today, the four traditional media, newspaper, magazine, radio and television, and the so-called "fifth media" digital media, mobile terminals, are integrated in the continuous evolution. Based on the large number of diversified audiences, the television medium still maintains its independent personality and establishes a valuable social connection with the audience. Nothing is more necessary than a new understanding of television, because the old and the new forms of communication are mutually reinforcing. Furthermore, French scholars have studied some other media, and have suggested that museums and libraries act as media when children play panoramic video games in museums and when people read books in libraries.

There are many economic problems behind the phenomenon of communication, and control affects the communication effect. With the development of information and communication technology (ICT), online advertising has become a major support for the European economy. Some communication researchers explore the rise and fall of crowdfunding and the reasons behind it from the perspective of users. The traditional role of audience is conforming to the integration of content producer and consumer, forming the "Prosumer: Producer + Consumer". The marketing market promoted by the network media ecology of massification and narrowcasting (UGM: User-Generated Marketing) has brought the "smart-pie" effect¹⁴, which causes the mechanisms of transmission effect to change dramatically.

From the design concept of European communication research, the author found the following new logic: European communication studies focus on the integration of information and communication, natural sciences, history, and anthropology. Secondly, some studies compare the status of information and communication in different sciences epistemologically. Thirdly, many researches have sorted out and integrated the concepts and phenomena of the unity of opposites such as challenge and standard, reason and imagination, controversy and knowledge, science and politics. Finally, efforts are made to resolve the conflict of legitimacy in the relationship between science, technology and society: the concept of science, technology and society as a trinity. This breaks the "technocratic" ideology and combines the development of communication technology with the development of society, humanity, epistemology and politics.

¹³ Yu Guoming, Tang Xuemei, Su Linsen, Li Biao. "The Visual Tracking Law of Reading Chinese Newspapers: An Experimental Research Using Eye Trackers" [J]. Chinese Journal of International Communication, No.8, 2007, pp. 5-19. Peng Lan. "Eye Tracking Technique in Journalism and Communication Studies"[J]. Chinese Journal of International Communication, No. 12, 2010, pp. 97-102.

¹⁴ "Smart-pie" effect: it is no longer a matter of knowing the size of the pie and then distributing it, because the size of the pie depends on how it is distributed. See Zhang Yicheng, Lu Linyuan, Zhou Tao. Reshaping the Structure of Information Economy. Sichuan People's Publishing House, 2018.

III. THE EUROPEAN COMMUNICATION STUDIES ARE GETTING INCREASINGLY INTERDISCIPLINARY

The idea of European communication studies is to integrate the humanities and social sciences, to analyze and integrate the humanities and social sciences with philosophy, and to advocate the interdisciplinary crossing. Therefore, in the perspective of communication studies, there is no clear distinction between the studies of various disciplines.

A. *Communication studies interweave with semiotics*

Different perceptions and understandings of the world in different languages affect cultural behaviors and educational inheritance, build an imaginary community, and create artistic expressions with different styles against different cultural backgrounds. Due to the arbitrariness of the relationship between "signifier" and "signified", different languages distinguish people's cognition of the world and affect the communication process and behavior in a fundamental sense. In his book "Framing Analysis", Goffman points out that language, the basic system of meaning, is not a mirror, but a framework within which people locate, perceive, identify, and label infinite facts.¹⁵

The study of language has a long history in European communication studies. Semiotics, which represents the characteristics of European communication studies, is a branch of linguistics. The research on ridicule and protest is worthy of attention: ridicule is often the protest of the weak, and it is a way for the weak individuals or groups to express their dissatisfaction and protest. Under the influence of the Internet, this way of protest can often provide an outlet for a large number of individuals to release their emotions. And gossip is sometimes a means of expression with political appeal, a struggle for the right to speak. Individuals adopt Michel DE Certeau's "cultural poaching" tactics,¹⁶ and gradually form a variety of subcultures competing with the mainstream culture.¹⁷ In extreme cases, this forms group polarization, and even leads to group events. Perhaps emerging technologies will facilitate the transition from "linguistic shifts" to other shifts, but there is still much to be done. The technological breakthrough of machine reading is probably based on deeper reflection and more cogent practice of linguistics.

¹⁵ [Netherlands] Jaap Van Ginneken. *Understanding Glocal News: a Critical Introduction* [M]. Trans. Li Hongtao. Beijing: Communication University of China press, 2016, page 18.

¹⁶ Maigret, E. (2015). *Sociologie de la communication et des médias*. Armand Colin, 139.

¹⁷ Michel de Certeau's "cultural poaching" is very different from the "cultural resistance" of economic reductionist consciousness. The latter is a radical cultural movement using mass communication tools to change or distort the original promotional ideas to criticize mainstream business culture. However, "cultural poaching" does not necessarily rely on or even compete with mass media, and its criticism and opposition are not only targeted at commercial culture. In this sense, "cultural poaching" is more rebellious. "Cultural resistance" can be found in [Australia] John Hartley. *A Short History of Cultural Studies*. Trans. Ji Guangmao. Beijing: Jincheng Press, 2008, p. 217.

Language teaching aims at cultural inheritance and development, which determines the future trend of social communication in the long run. The history and geographical environment of Europe provide unique advantages for the coexistence, competition, mutual communication, introspection and mutual promotion of multiple languages and cultures. In addition, combined with the latest research results of cultural studies, literature, brain science, child psychology, psychoanalysis, information science and other disciplines, the research on European language teaching has considerable social value for the re-reflection and new findings of language education, language learning, meta-language (méta-language in French). Language teaching is also regarded as a very front-end development field in the French social communication and humanistic education system, which is related to the survival of national culture in the future.

B. *Communication studies blend with politics*

Since ancient Greece, communication has been closely linked with politics. French communication studies compare cognition, communication, and politics (cognition, communication, and politique in French).

In European communication, political communication is closely linked to the public sphere, rather than limited to the speech of political figures. Chinese scholars divide political communication into political propaganda (binary opposition), political dialogue (equality principle) and political marketing (commercial principle). Unequal political propaganda or political marketing characterized by commercial principles is rooted in the distortion or absence of public space. There are media, newspapers, public opinion, investigations and politics in the public space, focusing on values, practices, industry and democracy. Mass media and emerging technologies have changed not only the content of information but also the connections between individuals and communities in time and space.

In the process of communication socialization, the media is not the only intermediary between the authorities and the public. In addition to mass media, education as a means of politics exerts different ideological control and influence in different societies. Education inherits different consciences and civilizations, and thus standardizes different behaviors. In this sense, education policy is subordinate to politics and is an important part of the ideological state apparatus. Media tell people what to think through agenda setting, while education policy affects the agenda building, telling people how to think and restricting the social communication agenda for a long time.

In the current communication studies in Europe, the research contents related to political communication are mainly in political events and phenomena, economy and migration, public opinion, educational policy, borders and globalization. Walls, borders, mobile Internet and global governance have become the focus of political communication in the new era. Is it supposed to build or continue to maintain walls in minds or in reality? How does

de Littérature Potentielle) and World War II explores the production process of literature and art. The study of European culture focuses more on the situation and the inheritability of culture, for example, "Situation and Transmission — the Discussion and Study Around Jacques Lassalle". Due to the geographical proximity of European cultures, the literary republic of the 17th century — Portuguese path — communication network, spiritual practice and knowledge transmission formed a typical research topic. European cultural studies can be divided into two main directions: multiculturalism and public culture. Multicultural and public cultures symbolize the unity of opposites between "salad plate" and "global village".

In the wave of spreading globalization and localization, a series of reflections on multiculturalism have emerged. These issues involve a wide range of discussions about memory, discrimination, consumption, values, structuralism, and history. Examples are like, "In the Whites of the Eyes — Diversity, Racism and the Media — Reflections on Public Information Receiving from the 'Racial' Aspects", "Visualization of Consumer Culture — Commercialization of Visual Culture in English World", "Objects of Value in Spain from the 16th and 17th Centuries (Gold, Treasure and Debt)", "Space, Mobility, and Power in the Young American and Atlantic Regions", "What Kind of Citizens Did the Empire Have — the French Civic Adventures Across the Pacific in the First Half of the 20th Century — Structuralism Versus Post-structuralism Between France and the United States", "Baltimore in 1966: Reversal of the Decline of European Minority Culture", "The Boundary and Transmission of Euro-mediterranean Space Culture — the Active Practice of Transboundary Culture in Contemporary Times" and "Children in Modern Arab Culture". In the process of European scholars' in-depth exploration of multiculturalism in the two dimensions of time and space, multiculturalism has become more and more dynamic.

Public culture is bred and produced in public space, and various viewpoints in social game can be expressed in public space. The construction and cognition of public culture inherits and transcends the "public space" theory of Habermas, the second generation flag-bearer of Frankfurt school, and the examination of common cultural phenomena and memories in human society is quite novel. These studies include, but are not limited to, "The Writer's Involvement in Public Spaces — a New Challenge for Books and Reading Policy" and "Language and Communication Discrimination in Public Spaces (Migration, Urbanization, Discourse Practice, and Urban Sustainability in the context of French)". The study of public culture in European communication studies is inspired by anthropology, religion and community studies. For example, "Forms of Apocalypse", "Unexpected Humans — Discussion and Investigation (Hash security Standards¹⁹, Human Between Human nature and Philosophy)", "Symbols Worshipped by Young people and their Worship of Symbols", "Are All Cultural Practices Worthwhile", "Fault Lines in Knowledge Society" and

"Wars in World Memory". Cultural competition may change from old to new due to social development, but social development still needs to maintain internal continuity to some extent.

Globalization and cultural diversity are the irreversible mainstream of the times. The internationalization of cultural industry and knowledge industry is accompanied by the globalization of communication. The transformation from information society to the knowledge society is the dialogue between knowledge, industry, network and civilization in the communication of identity and culture, there is coexistence, inequality, political mediation and conflict of various cultures. While experts continue to enrich the research on the concept of "a community of shared future for mankind", Chinese scholars have also proposed to develop "interculturality" and emphasize "pluralistic equality" while maintaining cultural diversity, which is a transcendence of the research on global cultural development.

B. History undertakes the impossible mission

The study of European humanities constantly reveals a sense of romantic liberalism. The linguistic system established by Saussure has initiated a "linguistic turn" in the field of social sciences since the 1960s and 1970s, and its influence has continued to this day. As a basic framework of sociological research methods, it declares war on the old religion represented by teleology and the new "religion" of scientific supremacy, and maintains that necessity must appear on the basis of willfulness. Such turn shows a strong rebellion and yearning for freedom, and its significance of liberation is embodied in that on the one hand, it destroys theology and holds that there is no absolute truth; on the other hand, it opposes essentialism (essentialisme in French), holding that there is no infallible truth²⁰.

Benedetto Croce also had the spirit of this double rebellion. This anti-science and anti-philosophy²¹ Italian art theorist believed that "art is expression", "performance is intuition", and this concept was criticized and inherited by Susanne K. Langer²². He compared the idea of history with art²³, concluding that art is pure intuition, and not includes thought; in order to distinguish reality from mere possibility, people must think; therefore to define history as the intuition of reality is to say that it is art but it is more than art.²⁴ Croce's conception of history²⁵ is that all history is

²⁰ De Saussure, F. (1989). Cours de linguistique générale: Édition critique (Vol. 1). Otto Harrassowitz Verlag.

²¹ Robin George Collingwood. The Idea of History [M]. Trans. He Zhaowu, Zhang Wenjie, Chen Xin. Beijing: Peking University Press, 2010, pp. 199.

²² Freeman, M. H. (2011). The aesthetics of human experience: Minding, metaphor, and icon in poetic expression. *Poetics Today*, 32(4), 717-752.

²³ Croce, Benedetto (1920). *Teoria e storia della storiografia*. Bari, Italy: Gius. Laterza & Figli.

²⁴ Croce, Benedetto (1920). *Teoria e storia della storiografia*. Bari, Italy: Gius. Laterza & Figli. pp. 191.

²⁵ Croce, B. (1938). *La storia come pensiero e come azione*. Bari, Italy: Gius. Laterza & Figli.

¹⁹ SHS, Secure Hash Standard or SHA, Secure Hash Algorithm.

contemporary history, but not in the usual sense of the word "contemporary history", which means the history of the more recent past; it is in the strict sense, that is, people's awareness of the activity they have completed when they have completed it.²⁶ He believes that history is a discipline of the human mind, and that it is an art in a way, because both history and art are consciousness; it also has a certain similarity with science, because knowledge in both is inference or reasoning. Although history can be likened to art and science, it is impossible to combine art at the level of perception and science at the level of thought to illuminate a kind of knowledge. Yet it is history that has undertaken this impossible task.²⁷

C. The tension that artistic communication brings to research

The study of art communication in Europe focuses on the study of identity, religion, science, culture and other traditional anthropology, sociology and cultural anthropology. In recent years, the latest studies include: "Transfiguration and Variation — Songs as a Time of Adaptation (19th - 21st century Spain)" and "Proust and Music". The research on the dissemination of dramatic literature includes: "On-the-spot Writing" and "A History of Gaze". In the comparison between the present and the past of the alienation of human, society and communication by science and technology, the research object of art communication is more exotic and unfamiliar. Following the thought of alienation of G. Simmel, a German sociologist, and Bertolt Brecht, a playwright, new researches keep emerging, for example, *The Worrying Strangeness of the Work* (Das Unheimliche in German) — Alien Anxiety and Contemporary Art. As the British science fiction writer Arthur Charles Clarke once put it, "Any sufficiently advanced technology is indistinguishable from magic." Therefore, there are also researchers interested in exploring the relationship between machines, magic and media.

Artists are a kind of researchers unlike any other. The conflicts between religion and freedom, imagination and reality, history and modernity also bring great tension to the spread of art. Studying communication from the perspective of artistic communication can provide more perspectives and ideas for communication research. Diversified forms of artistic expression enrich the means of communication and provide more inspiration for the imagination of communication.

V. CONCLUSION

The social construction of European communication has the following characteristics: first, many researches are not limited to a single discipline, but are caused by a core

²⁶ Robin George Collingwood. *The Idea of History* [M]. Trans. He Zhaowu, Zhang Wenjie, Chen Xin. Beijing: Peking University Press, 2010, pp. 200.

²⁷ Robin George Collingwood. *The Idea of History* [M]. Trans. He Zhaowu, Zhang Wenjie, Chen Xin. Beijing: Peking University Press, 2010, pp. 231-233.

keyword, which connects and organizes the results of various related disciplines to study and discuss together; second, structuralism — semiotics has the dual characteristics of empirical school and critical school, which is the combination of humanistic spirit and scientific thought; third, human, science and technology, society and communication are connected to form the overall critical analysis system framework. In addition, some scholars believe that the Frankfurt school's refutation of "mass culture" has become their nihilistic manifesto among French anti-humanistic thinkers, who are the vanguard of deconstruction.²⁸ Relativism is also controversial. Some scholars also said that European media scholars were only responsible for maintaining attention to media or intermediaries and social organizations, but did not have the intention of prediction or control.²⁹

Stones from other hills may serve to polish jade. European communication research has a long history and outstanding achievements, and has gone through a different path from that of North America on the other side of the Atlantic. Some scholars suspect that communication studies are undergoing "internalization" and question the trend of communication studies. The reasons for the doubt of communication studies lie in that, on the one hand, since the field of communication is located at the intersection of classical disciplines, there is a worry that more acceptance of other disciplines means the dissolution of communication itself; on the other hand, in the 1980s, Wilbur Schramm, an American communication scholar, visited China to give lectures, and communication was gradually introduced to China. However, the lack of understanding of the background of American communication may make Chinese scholars ignore the values behind it in the process of absorbing the "new knowledge" of American communication. In recent years, Chinese scholars have pointed out that the concept of "modernity" proposed by the United States actually helps the United States to guide global changes. By contrasting "modern" with "traditional", it proves the superiority of the United States and finally absorbs the third world countries into the US-centered global system.³⁰ From the perspective of academic development, this is the narrow perspective caused by excessive emphasis on communication in North America. Therefore, the social construction of communication in Europe in recent years has been sorted out and analyzed at the meta-communication level, with the purpose of providing a diversified reference possibility for the research of communication in China.

²⁸ Maigret, E. (2015). *Sociologie de la communication et des médias*. Armand Colin, 71.

²⁹ Régis Debray. *General Mediologie Course* (Cours de médiologie générale) Trans. Chen Weixing and Wang Yang. Beijing: Tsinghua University Press, 2014, page 50. "Yet the media scholar is only responsible for mice and fleas, not forgetting the passenger ship — all these constitute the media scholar's task, but he has no intention of epidemic prevention."

³⁰ Fang Xiaotian. *A Review of the Introduction and Development of Communication in China in the 1980s — Textual Analysis of the Three Journalism Periodicals* [M]. *Global Media Journal*. No. 4, 2017, pp. 86-99.

REFERENCES

- [1] Lazarsfeld, P., Berelson, B. and Gaudet, H. (1948) *The People's Choice*. New York: Columbia University Press.
- [2] Deleuze, G. and Guattari, F. (1976) *Rhizome: Introduction*. Paris: Editions de Minuit.
- [3] Terhi Rantanen. "The Media and Globalization" [M]. Trans. Zhang Hong. Communication University of China press, 2016, page 143.
- [4] Le Crosnier, H. (2014). *Internet et numérique*. Hermès, La Revue, (3), 25-33.
- [5] Jaap Van Ginneken. *Understanding Global News: A Critical Introduction* [M]. Trans. Li Hongtao. Beijing: Communication University of China press, 2016, page 18.
- [6] Edgar Morin. *Introduction to Complexity (Introduction à la pensée complexe)*. Trans. Chen Yizhuang. Shanghai: East China Normal University Press, 2008, p. 105.
- [7] Edgar Morin. *Introduction to Complexity (Introduction à la pensée complexe)*. Trans. Chen Yizhuang. Shanghai: East China Normal University Press, 2008, p. 95.
- [8] John Durham Peters. *Speaking to the Air — A History of the Idea of Communication*. Trans. Deng Jianguo. Shanghai: Shanghai Translation Publishing House, 2017, p. 397.
- [9] Willey, M. M., & Rice, S. A. (1933). *Communication agencies and social life*. McGraw-Hill book company, inc.
- [10] Schafer V. Et Le Crosnier H. (2011) *La neutralité de l'Internet, un enjeu de communication*, Paris : CNRS Éditions, 26.
- [11] Yu Guoming, Tang Xuemei, Su Linsen and Li Biao. "The Visual Tracking Law of Reading Chinese Newspapers: An Experimental Research Using Eye Trackers" [J]. *Chinese Journal of International Communication*, No.8, 2007, pp. 5-19. (in Chinese)
- [12] Peng Lan. "Eye Tracking Technique in Journalism and Communication Studies"[J]. *Chinese Journal of International Communication*, No. 12, 2010, pp. 97-102. (in Chinese)
- [13] Zhang Yicheng, Lu Linyuan and Zhou Tao. *Reshaping the Structure of Information Economy*. Sichuan People's Publishing House, 2018.
- [14] [Netherlands] Jaap Van Ginneken. *Understanding Glocal News: a Critical Introduction* [M]. Trans. Li Hongtao. Beijing: Communication University of China press, 2016, page 18.
- [15] Maigret, E. (2015). *Sociologie de la communication et des médias*. Armand Colin, 139.
- [16] [Australia] John Hartley. *A Short History of Cultural Studies*. Trans. Ji Guangmao. Beijing: Jincheng Press, 2008, p. 217.
- [17] Zhang Xiuqin. *From Derrida to Deleuze: A Neo-Foucaultism?* *Social Sciences in Nanjing*, No. 3, 2017, pp. 44-51.
- [18] SHS, Secure Hash Standard or SHA, Secure Hash Algorithm.
- [19] De Saussure, F. (1989). *Cours de linguistique générale: Édition critique (Vol. 1)*. Otto Harrassowitz Verlag.
- [20] Robin George Collingwood. *The Idea of History* [M]. Trans. He Zhaowu, Zhang Wenjie, Chen Xin. Beijing: Peking University Press, 2010, pp. 199.
- [21] Freeman, M. H. (2011). *The aesthetics of human experience: Minding, metaphor, and icon in poetic expression*. *Poetics Today*, 32(4), 717-752.
- [22] Croce, Benedetto (1920). *Teoria e storia della storiografia*. Bari, Italy: Gius. Laterza & Figli.
- [23] Maigret, E. (2015). *Sociologie de la communication et des médias*. Armand Colin, 71.
- [24] Régis Debray. *General Mediologie Course (Cours de médiologie générale)* [M]. Trans. Chen Weixing and Wang Yang. Beijing: Tsinghua University Press, 2014, page 50.