

Personal communication and its impact on digital learning

Abstract

Communication is a dynamic process, in constant mutation and evolution, non-linear, intrinsic to man himself, because it is the way to externalize, share, share, behaviors, attitudes, feelings, ideas, opinions, and thus obtain feed-back of the recipients, and thus, redirect communication towards mutual understanding, which is the main objective of communication. From the 90s we entered the era of individualization of the media, where each person can participate in the construction of information and where each person can be a communicative whole. However, the new form of communication is supported by a technological base capable of establishing in an interactive, participatory and fast way, encouraging the participation and interaction of each other, as well as the more effective use of participation and intention with the community. Electronic and digital communication, in addition to being increasingly an excellent way to communicate, due to the fact that it is efficient in terms of processing speed, ease of use and being extremely economical, since it is enough to have two computers connected to the Internet to communicate way you find most convenient. The aim of this work is a theoretical and conceptual reflection on the role of personal communication in the learning dynamics of individuals as communicating elements that interact with the communicational whole.

Keywords: personal communication, communicational interactivity, learning dynamics

Volume 5 Issue 1 - 2021

Manuel Sousa Pereira

School of Arts, Science and Humanities, University of São Paulo, Portugal

Correspondence: Manuel Sousa Pereira, School of Arts, Science and Humanities, University of São Paulo, Portugal, Tel 55+11-997532013, Email marcobettine@usp.br

Received: December 24, 2020 | **Published:** March 09, 2021

Introduction

Communication is a dynamic process, in constant mutation and evolution, non-linear, intrinsic to man himself, because it is the way to externalize, share, share, behavior, feelings, ideas, ideas, and thus obtain feedback from recipients, and thus, redirecting communication towards mutual understanding, which is the main objective of communication. The communicative act is innate to the man himself, because our presentation, the image, the hair, the way of looking, the way of feeling, of being, the breath, is to communicate. Although communication is effective when the feed-back is correctly perceived, as what is transmitted is synonymous with what was actually transmitted. The fundamental aspect of the communicative process lies in the fact that the actors in the communication understand each other. For this to happen, it is necessary to be a good observer, and listen to the interlocutor properly, discover how their real needs, desires and aspirations, establish an assertive language, interpret their messages, understand the context and circumstances of that same communication and gain confidence, always attentive to the return of information. The act of communicating is launched to man, as it incorporates the way we present ourselves. Our image: the hair, the way of looking, the way of feeling and being and even our breathing, are communicational acts.

Communication can only be considered effective when there is feedback (feedback), which means that the message sent initially was correctly perceived by the recipient. The fundamental aspect of the communicative process lies in the fact that the actors in the communication understand each other. For this to happen, it is necessary to be a good observer and listen to the interlocutor properly, discover their real needs, desires and aspirations, establish an assertive language, interpret their messages, understand the context and circumstances of that same communication and gain confidence, being always attentive to the return of information. The

definition of communication as “the transmission of information, ideas, emotion, skills, etc., through the use of symbols - words, images, numbers, graphics, etc.” advanced by Littlejohn¹ in the work *Theoretical Foundations of Human Communication*, and adding that these emissions are “the act or process of transmission that is usually designated as communication”, it is a notion that we report for our study as assertive. Through this definition we can verify the need to establish a relationship with someone, to transmit something through words, sounds, gestures, and, when carrying out any of these actions, we are certainly communicating. In this essay, we will try to analyze the role of personal communication in the digital learning dynamics, based on a set of reference authors in this area and, on which, we make a set of considerations in organizational learning.

Evolution of communication formats (brief historical review)

1990s, with the privatization of television channels in Portugal as we can see in the following words Sousa, H. and Santos.² “In 1990, the Parliament approved the Television Law which provided for the existence of private operators and, the following year, the tender was opened. In the midst of a huge controversy over the frequency assignment process, Cavaco Silva decided to assign- in 1992- two national television frequencies: one to Sociedade Independente de Comunicação (SIC), led by Pinto Balsemão and another to Independent Television (TVI), a Christian-inspired channel, then associated with the Catholic Church.” This privatization and the development of new forms of specific financing for the media sector through advertising and sponsorship, we are witnessing an increasing specialization of knowledge to satisfy needs, and above all in the increasingly demanded quality of services. to be provided. Television, as an instrument of collective hypnosis, as a photographic flash of society, insofar as it is able to encompass a social whole and is able to speak of it and according to Kerckhove’s understanding.³ “First of

all, to the body and not to the mind. ... the video screen has such a direct impact on my nervous system and emotions, and so little effect on the mind”.

Interactive television where we can watch a variety of information, a wide range of entertainment programs, and above all, a high definition in terms of image. In terms of televised discourse, we move from the official to the informal, from the formal to the less solemn, from the most pedagogical to the most natural. We can see that from the 1960s to the 70s until today it has been verified that society in general has gone from a mass culture, where the same message was “consumed” by the greatest number of people, to a culture of the ephemeral, speed, immediate consumption, satisfaction of the moment. In this perspective, we are witnessing, today, a growing control over reality, a personalization and individualization of the facts, of the interfaces, for example, the construction of interfaces, as indicated by Negroponete.⁴ “talking, pointing, and looking should work together as part of a multimodal interface, less based on exchanging messages in both directions”.

In terms of technology, the personal computer according to Negroponete.⁴ “The growth of personal computers is happening so fast that the future open-architecture television is the PC, period.” [...] “A book has a high contrast presentation, it is light, it is easy to browse and it is not very expensive. But getting it to you includes transport and storage. [...] Thus and continuing the thought “[...] Digital books are never exhausted.” A selection of audiences and market segments or “target audiences” where it is increasingly important to satisfy individual and personal needs. We are seeing, more and more, an individualized use of electronic means, that is, the possibility of each person in particular having their own television program, where they can build their newspaper, be the director of their own film, their favorite music, the existence or not of advertising, and if you wish to be able to build a panoply of advertising spots aimed at satisfying your interests, your documentary, your television interface.

In communicational terms, we can observe that the sender and receiver increasingly assume the command of their own communication, that is, the receiver takes a position on the materials the visionary, in other words, the receiver becomes an actor and enters the scene, opposite with the various authors of this “stage”. The television system, driven by economic interests, takes too superficial positions on reality, not deepening the themes, and revealing only parts of the social whole, naturally transposing only part of that reality. The means of communication are based on the characteristic of total fashion, as well as, in clothing, advertising in Lipovetsky’s interpretation⁵ “As advertising, fashion says nothing, it is an empty structure, so it is it is a mistake to see it as a modern form of myth. The imperative of fashion is not to narrate or make you dream, but to change, to change for the sake of change and fashion exists only through this process of incessant disqualification of forms”. In political, economic life, in changing mentalities, (ideological) in the communication of spectacle. The media are fundamentally characterized in the innovation of the media, in capturing the ephemeral, in continuous seduction seeking to win over audiences, that is, the media work in accordance with market laws, constantly looking for the satisfaction of its “consumer” audience. ”(Supply and demand). The first objective is to maximize profit.

Communication from a personal perspective

This individualization of communication, like any new paradigm, carries with it positive aspects, but also new communication problems and challenges. According to Dezanove, 1997, p. 283). “Surely, the most important effect of Earth photography is to expand our

perception of ours and me beyond the image of the body and to broaden our sense of identity. In fact, from the first moment we saw this photograph, we took possession of the Earth and a new power to invest in it. It is an extension of my eyes. Everything in it is “mine” as much as I am “hers”. Thus, we are witnessing today a structural change in terms of communication, as the communicative process is increasingly conceived according to each person in particular, with their particularities, satisfying their desires, their aspirations, and their deeper needs. Hence, the television of the future will be yet another “individual dive” on themes, materials, games, in which only its players handle and control.

Social media today build a set of sensations, emotions, collective feelings, in which people just accept without question, create collective imagery about reality. Thus, even with communication technologies, an increased effort is necessary, as it is not enough to separate the accessory from the essential, it is necessary to be creative and innovative on the individual platform to perceive the world and thus be more active and less reactive in the face of reality. In the perspective of Dezanove, (1997, p. 283) “With the advent of the Internet, we have the first medium that is oral and written, private and public, individual and collective at the same time. The connection between the public mind and the private mind is made through open and connected networks on the planet.” The personal computer came to individualize communication, in that it allowed the possibility of using writing, vision and the oral way, to discover and build our own styles of understanding the world and our own styles to communicate.

As positive points, at the individual level we can point out:

- I. Greater communicative speed (Ex: Internet, email)
- II. Bidirectional communication (Ex: Sender and receiver establish communication almost in real time).
- III. Greater knowledge specialization (Ex: each person studies more about less)
- IV. Possible less positive points associated:
- V. Individualization of communication (Ex: loss of common references that may cause social conflicts)
- VI. Communicative mechanization (computer as a partner and not as a communication tool.

One of the main problems that may intensify in the future is the regulation of communication technologies, such as: the defense of copyright, the violation of privacy, the tampering of computer and software systems, accountability, control interactions, etc. We are currently witnessing a set of technological characteristics such as ubiquity, spontaneity, bidirectionality, universality and globalization of information that brings new challenges and strategic orientations to all communicating “links”, whether individuals or organizations. We found that according to Mafra,⁶ “In what respects the enormous size of information, in the man a double feeling originates: on the one hand a sense of dominance and on the opposite side a sensation of tremendous smallness.” New information and communication technologies are increasingly a means of interaction, participation with the world around us, through which it is possible to be present, participate, change, acting in a specific situation and thus making a quick contribution. and efficient. With these means it is possible to establish communication for the whole world, requiring only a computer and one or more users, as well as a modem. Regarding the quality and control of information and communications, we can verify that there are contents that present credibility through sites certified by recognized entities and validated in a manner consistent with the

current requirements for Internet use, however, on the other hand, we have many Internet address sites. that do not have credibility so that we can believe the information presented. The study by Gonzales et al⁷ states that one in five people uses the Internet to obtain information instead of acquiring the respective means of communication written in paper format. Thus, we can verify that currently, the Internet can already be considered as an instrument to obtain information with expressiveness and with the predictability that in the future it will be more used.

Communication and interactivity

However, the new forms of communication are supported by a technological base capable of establishing in an interactive, participatory and fast way, encouraging the participation and interaction of each other, as well as the more effective use of participation and intention. with the community. "During the past 2 years, ICA has been involved productively with IAMCR in co-hosting boutique conferences devoted to advertising various aspects of the digital divide, traditionally defined as "a gap between those who have access to technology and those who do not".⁸ Along the same lines of thought, Bryant (2004, p. 394) states that: "this has been a very positive and progressive endeavor. Issues of equity, social justice, and the like are embedded in the digital divide and should burn holes in our conscience until produce some of the best scholarship and action research we have to offer." In this sense, we can see that not all human beings have access to new means of communication, because for this to happen it is necessary to have the material and technical means. What really happens is that inequality between peoples and nations is being built in this way. However, a society will be increasingly active and participatory according to its intervention and interaction with the social whole. We can systematize in the understanding of Contreras, "... Technological change is a factor that radically changes the economic base of countries. Therefore, technology has the ability to transform the social, political, cultural and economic reality of contemporary societies, and it has a global scale but is the same everywhere in the world."

Technology and science are a continuous and continuous reality, capable of changing attitudes and behaviors in a systematic and time-consuming way, which happens over time, revolutionizing mentalities, introducing creativity and implementing standards and procedures for creativity and innovation capable of continually improving the common experience. According to McChesney⁸ "This commitment to democratic communication and to journalism also provides critical communication scholars with an entrée to political activism that is unique among left academics. We are poised to work with activist groups and the public at large to help them decode the media critically, use the existing media systems to be best effect, and produce their own communications." Within the various means of communication, there are different ways of communicating capable of contributing to the participation of citizens in the activities and actions of the community, contributing to the construction for the construction of lasting personal relationships with the different actors of society. Thus, in Bryant & Miron's perspective, in press, in Jennings⁹ "The primary goal of communication in Taoism and Buddhism was knowledge of the self and of the essence of the world, rather than informing and influencing others or manipulating the external word. As a consequence, communication took a "transcendental" form geared toward the eternal reality assumed to underlie all temporary events, including one's own individual existence. Such a form of communication was radically different from the transactional European type of communication". Communicating has as essential objectives the sharing of something, in order to understand others

and to be understood. Although in addition to the simple transmission and reception of messages, it can be used to inform, influence others and manipulate the outside world. In these terms, through efficient communication, we can contribute to changing ideas, attitudes, which can produce certain behaviors.

However, communicating efficiently, also means building reality, influencing others through the transmission of messages that meet human needs. The secret of efficient communication lies in the fact that "social actors" are individuals or organizations capable of understanding each other and generating useful synergies for individuals and the community. Thus, as we can verify with Robert¹⁰ European tradition of the study of mass communication is an emphasis on the society, rather than the individuals in that society, as the unit of analysis. This emphasis conforms to the tradition of the social sciences, each of which is defined by the level at which it seeks explanation: anthropology studies cultures, sociology studies groups, and psychology studies individuals, and so on. In socialist countries, but it would strengthen the arguments of those who try to explain the behavior of individuals in capitalist societies on the basis of the economic structure if they could demonstrate that things were different in other systems. If on the one hand, we have a European tradition that from the second half of the century. XX at the level of studies in mass communication has had its focus on studies of social sciences, on the other hand, we have a Marxist aspect based on the idea that everything is based on the economic structure.

Electronic and digital communication learners

Electronic and digital communication, in addition to being increasingly an excellent way to communicate, due to the fact that it is efficient in terms of processing speed, ease of use and being extremely economical, since it is enough to have two computers, tablets, smartphones, mobile phones connected to the Internet to communicate as you see fit. In Tornero's perspective¹¹ [...] - digital information capable of representing, in an increasingly faster and more defined way, the totality of the world (phenomenological or not) that composes the planetary reality." According to the author, the telematic and computer technologies allow to cancel the distances, that is, they allow to make close, what in reality and objectively can be found far, near or anywhere. They allow you to obtain information quickly and easily, allow you to interact with other people and the world, allow you to share, act and create reality for yourself and for all the people who share that information.

For Negroponte⁴ "The persona of a machine becomes fun, calming, usable, friendly and possesses a less "mechanical" spirit. Keeping a new personal computer will be more like training a dog. We will be able to purchase personality modules that include the behavior and lifestyle of fictional characters." According to the author, the computer becomes a fun, friendly and more personalized work tool, better suited to the tastes, desires and needs of its users. In this sense, computers become an integral part of the construction of reality, through virtual reality. As we can see in Corrêa's explanation¹² "If we return to the precursor authors of the theme, like Alvin Toffler, Nicholas Negroponte and even Bill Gates already in the mid-1990s, we can see that new media was separated from the physical, real world." In this text, we can see that in the 90s the world of communication was separated from the physical world, that is, communication took place in traditional media, such as newspapers, magazines, radio, television, event organization, billboards, public relations, among others. and the digital experiences happened in a fictitious and still little operationalized way, something distant, being part of a fictionalized world. As Corrêa¹² affirms, "Salaverría understands by hypertextuality

the ability to connect different digital texts to each other. It defines multimedia as the ability granted by digital support to combine at least two of the following three elements in the same message: text, image and sound". (Bertocchi, 2006: 57). According to this author, the communicational forms of cyberspace are hypertextuality that

have the faculty to build meaning with different digital texts; the multimodality that simultaneously projects text, image and sound and interactivity allowing the exchange, sharing and construction of reality itself simultaneously with its instantaneous appearance anywhere in the planet (Figure 1).

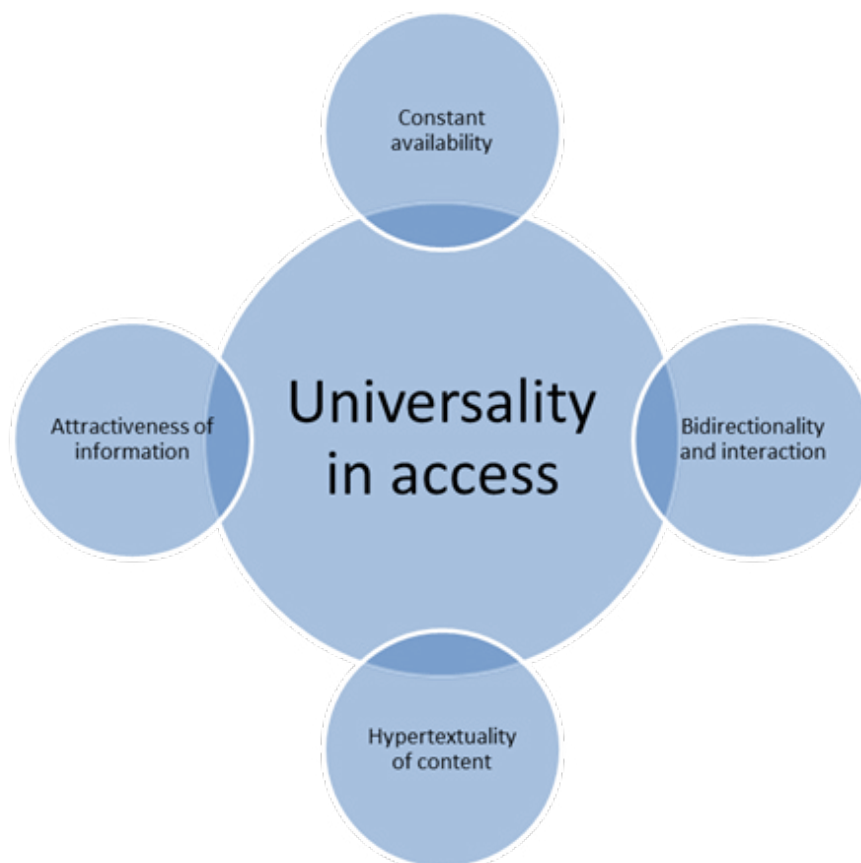


Figure 1 Electronic and digital communication.

Electronic and digital communication

The most relevant aspects of electronic and digital communication are the ability to be everywhere, anywhere in the world; used by anyone in a universal way and without any limitation, at any time of the day or night; it being possible to interact, participate, communicate bidirectionally, a fundamental factor for efficient communication and with the possibility of including animations, sounds and multimedia that provides greater interactivity and connectivity contributing to a more efficient understanding and communicational efficiency. In the opinion of the authors Vieites & Veloso¹³, "Currently, there is a great debate on the Internet about the need to guarantee the privacy of its users, with two positions: the first, in favor of an intervention by the governments (defended mainly by the countries of the European Union, which already have a framework very restricted in this matter), and the second, which advocates self-regulation by companies and organizations that operate on the Internet (US posture, which advocates the development of an ethical code that must be respected by companies)".

Today, according to the author, we are witnessing a set of concerns and questions about the need for regulation, legislation or standardization and the best ways to protect and preserve, for example, copyright, trademark rights, privacy protection, among other aspects related to the protection of personal or organizational data. Another

relevant aspect is the relationship between digital media and reality and on this, Beneyto⁶ states, "The real loss of a real space, inevitably follow the way of creating imaginary spaces that sustain them. As the real space goes down, there is a need for virtual successors." The real and virtual communication spaces, as the author says, are concepts that cannot be dissociated, being complementary and inseparable as they spread reciprocally, as the real space is depleted the need to build spaces virtual. Currently, virtual and real communication spaces take place simultaneously and constantly, insofar as both contribute to define, structure and consolidate the interactivity and participation of the individual and collective whole.

Conclusion

Communication is the action of sharing, of sharing, of reducing uncertainties, of externalizing, sharing, ideas, feelings, attitudes, opinions, and in this way obtaining the return of information (feedback). However, the most important aspect is mutual understanding, since it allows to establish a reciprocal relationship of understanding.

From the 90s we entered the era of individualization of the media, where each person can participate in the construction of information and where each person can be a communicative whole. However, communicating efficiently, also means building reality, influencing others through the transmission of messages that meet

human needs. The secret of efficient communication lies in the fact that “social actors” as individuals or organizations that are able to understand each other and generate useful synergies for individuals and the community. Social media today build a set of sensations, emotions, collective feelings, in which people just accept without question, create collective imagery about reality. Thus, even with communication technologies, an increased effort is necessary, as it is not enough to separate the accessory from the essential, it is necessary to be creative and innovative on the individual platform to perceive the world and thus be more active and less reactive in the face of reality. Electronic and digital communication, in addition to being increasingly an excellent way to communicate, due to the fact that it is efficient in terms of processing speed, ease of use and being extremely economical, since it is enough to have two computers connected to the Internet to communicate way you find most convenient. In summary, communication and its means of communication, in their individual, collective, real and virtual dynamics, are a very interesting topic, but also too complex, so there are some ideas and considerations to continue to study and develop in the future.

Acknowledgments

None.

Conflicts of interest

The author declares there is no conflict of interest.

References

1. Littlejohn SW. *Theoretical foundations of human communication*. Rio de Janeiro: Ed. Guanabara. 1988. p. 1–23.
2. Sousa H, Santos LA. *RTP and public service, A path of insurmountable dependence and contradiction*. In Pinto et al, editors. *Television and Citizenship, Contributions to the Public Service Debate*, Braga, Department of Communication Sciences, University of Minho. 2003.
3. Kerchova D. *The skin of culture*. Sun. Water clock, Lisbon. 1997.
4. Negroponte N. *Be digital*. Lisbon: Ed. Caminho. 1995.
5. Lipovertshy G. *The era of the Void*. Sun. Water clock. Ed. Galharda. Lisbon. 1983.
6. Beneyto JV. *The global wind*. Santiago de Compostela: Ed. Generales. 2002.
7. Díaz González, Anguita Olmedo, Egidio Herrero. *The use of the Internet to access the means of collective communication*. Results and conclusions of the investigation applied in the city of Segovia. 2004.
8. McChesney RW. Critical communication research at the crossroads. *Journal of communication*. 1993;43(4):99–104.
9. Jennings B. Critical Communication Challenges for the New Century. *Journal of Communication*. 2004;54(3):389–401.
10. Robert LS. A Critical look at Critical Analysis. *Journal of communication*. 1983;33(3):262–269.
11. Tornero JMP. *Communication and education in the information society*. Porto. Ed. Porto Editora. 2007.
12. Correa ES. *Reflections for an epistemology of digital communication*. In proceedings of the 5th congress of the Portuguese association of communication sciences, Braga, 2008.
13. Vieites AG, Espiñeira MV. *Marketing on the Internet and interactive digital media*. Porto. Ed. Economic life. 2008.
14. Baudrillard J. *The Consumer Society*. Ed. 70: Lisbon, 1995.
15. Díaz Nafria, José María. *The Cave of Information Technologies Book*. In: Esquirol JM. editor. *Technology, ethics and future*. Bilbao: Ed. Desclée De Brouwer, 2001. p.149–161.
16. Fernandes AJ. *Methods for preparing academic and scientific works*. Porto publisher. Porto. 1994.
17. Helder B. *Electronic Journalism*. Ed. Minerva, Coimbra. 2000.