

Educational Paradigms of Communication of the 21st Century: Educational Challenges for the Specialists of the Future

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Нова парадигма на комуникацията. Образователни парадигми на комуникацията на 21 век: Образователни предизвикателства пред специалистите на бъдещето

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Бележки за автора

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Авторът няма известен конфликт на интереси, който да разкрива.

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Abstract

Language has always been the most powerful and versatile means of communication. Then the pictures painted in caves by primitive people gave us much more detail about their lives and their habits. If we move through time the ability to represent and communicate in others' language has been enriched. We have moved to moving images and transmitted images. Since its inception, cinema has become a global entertainment. Unlike television, cinema has always introduced audiences into a virtual space. Cinema creates emotions with an extraordinary power to polarize audiences. Each of us has at least one film to which we owe this involvement, for example, mine was "*Blade Runner*." *Blade Runner* is a 1982 science fiction film directed by Ridley Scott, Metaverse The metaverse is a new adventure that we have thanks to a huge amount of hardware and software technologies; for example, VR, AI, and AR have generated ever larger and more detailed spaces, think of the movie Matrix. The Metaverse is Ali Baba's new cave: all the riches are there, but you need the magic word. We are now on the threshold of a new transition. The Metaverse is a space populated by many suitors, none of whom have the dowry to claim the princess as their bride. I belong to one group of suitors. Looking back to some visionary writers we have a shining example of the metaverse: Alice's Adventures in Wonderland. The book was published before the invention of cinema. Alice in Wonderland is a "metaverse" described by Luis Carrol, a famous Oxford scientist. Alice goes in and out of a paradoxical world, a world populated by characters who do not follow the natural rules to which we are accustomed. Language, however, is still the most versatile, and that is where we must start if we are to understand the new paradigms of communication.

Keywords: AI, AR, metaverse, DNA, TV, radio, social media, Mark Zuckerberg, complexities, Meta

Резюме

Езикът винаги е бил най-мощното и многостранно средство за комуникация. Навремето картините, рисувани в пещерите от първобитните хора, ни дадоха много повече подробности за живота и навиците им. Ако се движим във времето, способността за представяне и общуване на други езици се е обогатила. Преминахме към движещи се изображения и предавани изображения. От самото си създаване киното се превърна в глобално забавление. За разлика от телевизията, киното винаги е въвеждало публиката във виртуално пространство. Киното създава емоции с изключителна сила да поляризират публиката. Всеки от нас има поне един филм, на който дължи това участие, например моят беше „Блейд Рънър“. *Blade Runner* е научнофантастичен филм от 1982 г.,

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режисиран от Ридли Скот, Метавселената е ново приключение, което имаме благодарение на огромно количество хардуерни и софтуерни технологии; например VR, AI, AR генерират все по-големи и по-подробни пространства, да помислим за филма „Матрицата“. Метавселената е новата пещера на Али Баба: всички богатства са там, но имаме нужда от вълшебната дума. Сега сме на прага на нов преход. Метавселената е пространство, населено от много ухажори, нито един от които няма зестрата, за да поиска принцесата като своя булка. Аз лично принадлежа към една група ухажори. Поглеждайки назад към някой писател-визионер, имаме блестящ пример за метавселената: Приключенията на Алиса в страната на чудесата. Книгата е издадена преди изобретяването на киното. Алиса в страната на чудесата е „метавселена“, описана от Луис Карол, известен оксфордски учен. Алис влиза и излиза от един парадоксален свят, свят, населен с герои, които не следват естествените правила, с които сме свикнали. Езикът обаче все още е най-универсалният и оттам трябва да започнем, ако искаме да разберем новите парадигми на комуникация.

Ключови думи: AI, AR, метавселена, ДНК, телевизия, радио, социални медии, Марк Зукърбърг, сложности, мета

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Human Civilizations

Our civilizations have moved from oral culture and history conveyed using narratives, to storytelling by pictures drawn on cave walls, to written and described narrative, the 'book' civilization.

The difference in communication was made by religion, the monotheistic or 'of the book' religions: Christian, Jewish, Islamic. In these religions, the written manifestation of God occurs through amazing facts such as the power of the voice, thunder, fire, and the presence of angels.

Now, regardless of the message to believers, these facts at the time only imaginable are recounted by someone in the very book.

Contemporaneity

Currently, communication has very powerful means, radio, TV, and social media, on which it is conveyed and reaches different audiences. In addition, social media has more articulated complexities. Meta, by Mark Zuckerberg, for example, is available for more complexity given by the Metaverse. (Ball,2022; Cabrini,2022)

Teaching: The new challenges

The world of communication is quite crowded, although messages are like people, if they are not suitable, they die out. In this regard, it is necessary to add some elements that are not normally taken into consideration.

After all, communication is always a process that is born in the DNA. DNA is the building program machine of any living thing, virus, plant, grass, tree, animal up to man. This program is constantly evolving. The final products are built to be best suited to the environment and context. The goal is to have the success of the species. The one best suited to occupy a niche, that is, the ability to access resources useful to the species, such as food. If the product/outcome does not fit this goal it dies out, eliminates itself, and makes room for more suitable species.

It sounds cruel, but evolution works. Man is the proof of that. Now let us take a quantum leap.

Language

The language with which we communicate is the tool that allows us to expand the niche of the territory into which we expand, basically an extension of DNA. This has created our society

and the complexity that characterizes it. For example, a snail's brain has a remarkable complexity and richness of neurons but could never have imagined building a mission such as conquering the moon.

Language for humans represented a huge leap. It enabled the creation of groups of people and increased the complexity of design and conquest by leaps and bounds.

Between DNA and the system produced by language, there is a powerful difference. Language builds social systems of the resource niche that can be occupied, and this is done through the organization of social systems.

The context

So far, I have described the environment or context, so given the context here is the text.

The contents of the text can now be dealt with for our purposes. The complexity is internal and external. Internal because it must contain messages that need to be shared by multiple people. External because it must contain the force that must be shared with others and that allows access to resources. It is the people who decide to accept and share the message that determines its success or failure. At this point, we can talk about ideas. Ideas are the ones we are confronted with. Ideas are the projects. Complexity determines the architecture by which we achieve our goals. I go back to the design of space missions beginning with the expedition to reach the moon. If you reflect, that project was of rare complexity. Without the countless skills applied together by people, knowledge, expertise, and technology it could never have happened. And it was all possible because of language.

You can see, then, how important a job like journalism, an activity such as the communication of journalism and journalists is. Try to think about it.

Lexicon and syntax

Clarity is not achieved by simplifying the message with words that are poor in meaning. Good communication uses the vocabulary and syntax of the content of the message to be communicated and the environment in which the message is conveyed.

This caveat is important for scientific communication, but communication also has an educational function for its intended audience.

Communication is appropriate or effective when it uses comprehensible language. Understandability and effectiveness to be such must follow the rules described above and honesty the integrity and ethics of the people who construct it.

What rules and patterns should new communicators follow?

What seems clear is that the process of communication is through storytelling, through the telling of a story and not a list of events facts, or dates.

Since we are talking about journalism and journalists, journalists are the new storytellers. Explaining what happens in an international event or news story becomes understandable and "communicable" if it belongs to and is embedded in a story. (Cabrini et al, 2021

Whether it is an accident or a crime story, political news, or a sporting event.

This is the difference between journalism constructed from a list of facts to journalism made up of people. Even the worst current journalism, journalism constructed to sow hatred uses storytelling. There are news agencies that have this as their goal and are paid to do this journalism, they create narratives that stir up hatred for someone.

A certain type of politics is one of the main clients of this journalism.

You only must look around to easily find out the sources and the results can be seen.

But this is not journalism, this is the way to deceive and pollute our way of life. It has little to do with ethics, much less with the morality of behavior.

The complexity of our society and ignorance are complicit in these what we can call deviations.

New journalists

New journalists must be attentive to the ethics of both the communication itself and what they communicate. For example, organ transplantation or IVF, (in vitro fertilization), can either divide society or be accepted by it. If we take, for example, "insanity" or that described as such in recent decades, the narrative has shifted from illness to discomfort, and for some years now to acceptance of people who suffer from it, not to mention those considered creative, painters, sculptors. for instance, Yayoi Kusama (2022).

Ethics has changed and has shifted the boundaries of things or facts from illicit to licit.

The construction of meaning.

Journalists, journalism has always been an essential element in the construction of meaning and society itself. Normally journalists are positive elements of society. But this is not always the case as we have been able to show above. A couple of examples are helpful.

Quoting a sentence from the film "Citizen Kane" by Orson Wells, and from the Deadline film representing the power of journalism and its weakness

Film Deadline - U.S.A. Humphrey Bogart: *"That's the press, baby. The press! And there's nothing you can do about it. Nothing!"* Film Charles Kane: *I'm an authority on how to get people to think.* Journalism is something connected with curiosity, research, and questions, none taken for granted, and nothing connected with AI (*artificial intelligence*) is a powerful instrument (.

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