

COMMUNICOLOGY: SPECIFICATION OF COMMUNICATION NETWORKS AT FOUR LEVELS

ELEMENTS >	ADDRESSER	CONTEXT	MESSAGE	CONTACT	CODE	ADDRESSEE
VERBAL CHANNEL	EMOTIVE	REFERENTIAL	POETIC	PHATIC	METALINGUISTIC	CONATIVE
NONVERBAL CHANNEL	VOCALICS	PROXEMICS & OCULARRICS	CHRONEMICS	HAPTICS	KINESICS	OLFATORICS

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MEDIA NETWORK LEVELS: EACH LEVEL IS A MEDIUM OF COMMUNICATION

❶ INTRA-PERSONAL	<i>Embodiment:</i> Self Awareness, Synesthesia	<i>CONTENT Ordering:</i> Consciousness	<i>Store Signification</i> “Within One”	<i>Pre-Consciousness;</i> <i>Pre-Reflectivity</i>	<i>Synesthetic Meaning</i>	<i>Memory:</i> Synchronic
❷ INTER-PERSONAL	<i>Dyad:</i> Self as Other; Relationship	<i>TASK Ordering:</i> Experience	<i>Transmit Meaning</i> “One to One”	Consciousness; Reflectivity; Conscience	<i>Cognitive Meaning</i>	<i>History:</i> Diachronic
❸ GROUP	<i>Community:</i> Other as Self; Affinity; Kinship	<i>GROUP Ordering:</i> Socialization	<i>Retrieve Signification</i>	<i>Present:</i> Reflexivity; Altruism	<i>Affective Meaning</i>	<i>Consociates:</i> Share Space—Time
❶ EGOCENTRIC	<i>Task Group:</i> Identity by Rule	<i>Aggregate PARTS</i>	<i>Centrifugal:</i> “One to Many”	<i>Competition</i> Creates Agony	<i>Names Create Static Categories</i>	<i>Primary Roles:</i> Leadership
❷ SOCIOCENTRIC	<i>Affiliation Group:</i> Identity by Role	<i>Organic WHOLE</i>	<i>Centripetal:</i> “Many to One”	<i>Cooperation</i> Creates Harmony	<i>Names Create Dynamic Relations</i>	<i>Secondary Roles:</i> Membership
❾ CULTURE	<i>Co-Figurative</i> “Peers learn from Peers”	<i>INTERGROUP Ordering:</i> Culturalization	Evaluate, Interpret <i>Meaning</i>	<i>Present:</i> Reversibility of Choice	<i>Conative Meaning</i>	<i>Contemporaries:</i> Share Time Only
❶ SPACE (PLACE)	<i>Post-Figurative</i> “Children learn from Forebears”	<i>PLACE Community</i> ("Family")	<i>Space Binding Decode: O of E</i> “Many to Many” ("House")	<i>Past Practice Orientation</i>	<i>Digital Logic:</i> In-Group vs. Out-Group	<i>Predecessors:</i> Previous Generations; Ancestors
❷ TIME (MOMENT)	<i>Pre-Figurative</i> “Adults learn from Children”	<i>NON-PLACE Community</i> ("Profession")	<i>Time Binding Incode: O of A</i> “Many to Many” ("Home")	<i>Future Practice Orientation</i>	<i>Analogue Logic:</i> Diffusion of Innovations	<i>Successors:</i> Succeeding Generation; Progeny