

SHAPING THE PUBLIC IN SOUTHEAST EUROPE: SOCIAL FIELDS ANALYSIS

Todor STOJCEVSKI

PhD student, Faculty of media, Ljubljana Slovenia

E-mail: teonov@gmail.com

Tamara BESEDNJAK VALIC

Assistant professor

School of Advanced Social Studies, Nova Gorica, Slovenia

E-mail: tamara.besednjak@fuds.si

Abstract

Communication is invisible force that creates dynamic in each social field. Communication is imperative for existence of dynamics. There is no existence of social field without dynamics. Social field by itself is constitute from social forces: social institutions, social networks and cognitive frames. Actually they all shapes the social field. All those social forces might be utilized by the actors in their communication strategies which all may shape the public. The process of communication and communicator's awareness level related on influence of social forces or communication process which is the subject of the current article. The reader may also find out how the social forces are influential on communication and how of the other hand the communicating agents use them to shape the public? The article offers a theoretical model of communication, based on the SOFIA approach to analysis of social fields. The model defines several categories in each social force that affects the communication process. It is a complex process in which the social forces influence each other, and simultaneously exert a joint influence on the public. Usually, actors or their groups are categorized into eight different areas, and each of them has its agent-communicator. He is as a matter of fact representative of a group that communicates with the public on behalf of a particular group. Always read the term agent - communicator, in our paperwork as a part of the group consisting of formal actors or formal agents.

Keywords: *agent-communicator, communication, communicators, cognitive frames, formal institution, social field, social structures, social institutions, social networks*

Introduction

We live in age of wide spread informations. In times of so called "ecstasy communication" or the constant presence of communication when the people are always connected with need for perpetual contacts (Wise, Koskela, 2013). When informations places ideas then they represents capital. That is why we say that information is capital, and communication is the exchange of that capital. "The center of human existence is almost located in the space of communication. Information today is very important and most expensive. In this sense, it is very worthy how and with whom we communicate, how we choose information, how we process it, how we interpret it, what does it means to us and how we will use it" (Milovanović S., Jovanovic Z., 2018). We live in era when information is a product that is bought and sold (Vukčević, 2007).

Economic sociologist Jens Beckert explains the connection of social institutions, social networks, and cognitive frames in market dynamics (Beckert, 2010). In this science work, we reflect all above this with the application of social-fields-approach (SOFIA) to social change (Roncevic et al, 2021) to provide the analytical model of the impact of social forces in the field of communications and shaping the public.

The carrier of the process who shaping the public is communication. Rubin and his colleagues define it as a process of exchanging messages and come to common meanings. We define communication as a process by which people arrive at shared meanings through the interchange of messages. Communication take place when people create, manage meaning and share their understanding of social reality, communication takes place (Rubin et al, 2010. p.3). Communication uses information as a subject of exchange between formal actors in one social field. In that way, they create dynamics and shapes the public. Communication is the invisible force that creates dynamics in every social field. Without communication there is no dynamics; without dynamics, there is no social field.

Our goal is to turn to shaping the public in Southeast Europe to answer our research question:

"How can social forces (social institutions, social networks, and cognitive frame), through communication, shape the public as a social field in Southeast Europe?"

The aim of our research is to find out how social forces, through communication, influence the shaping of the public by formal actors. The authors will use methodological approaches of focus groups and fuzzy set theory, i.e. SOFIA. Our defined theoretical model would provide a basis for additional evaluation of communication. It will be done through the defined social forces i.e. categories in each communication and shape of the public. Position of the formal actor in the social field depends in the process of shaping the public(s).

The theoretical basis of a model for shaping the public

Communication is the core of the public shaping process. Nisbet and Scheufele literally said “One can detect a growing recognition that effective communication requires initiatives that sponsor dialogue, trust, relationships, and public participation across a diversity of social settings and media (Nisbet C.M., Scheufele A.D., 2009). The one who possesses quality, accurate and timely information, influences the behavior of the public. Hibbard and Peters (Hibbard J., Peters E., 2003) state that in order to make an informed choice, public needs to have accurate, easily accessible, and timely information. It is not matter just to convey, rather to understand how to shape and target them to use in making specific decisions. Formal actors, through communication and respect for social forces, strategically shape the public as well. Communication is not always headed to the general public in one social field. It targets usually specific publics.

French sociologist Pierre Bourdieu pointed out that every field is an arena where formal actors struggle to valorize the capital by their own. In our theoretical model, formal actors, through communication with the public, establish a relationship to create dynamics (Bourdieu P., Wacquant J.D., 1992). The knowledge and ability to communicate is the social capital that possesses every formal actor. For Bourdieu, the field is a relatively autonomous domain of activities with specific operating rules and specific institutions that define the relationships between agents. “Space, whether social or physical, is relational. The field implies the existence of indivisible dynamics between a totality and the elements that constitute it” (Passeron J.C., 2003). Benson (Benson, 2006) talks about the economic and social capital that formal actors have in the social field. Economic capital is based on money and property, while cultural capital covers various areas, such as education, knowledge, verbal skills, art, and expertise.

In our communication field formal actors using agents-communicator, who establish relations with a certain public and the communication process as well. This way it has influence on shaping the public. Our paper work focuses on the role of social forces in shaping the public through communication. Luhman (Luhman N., 1995) confirms; "action in social systems is constituted by means of communication and is attributed to the reduction of complexity, as an inevitable simplification of the system".

In our theoretical model, Beckert's social forces are at the center of the communication and shaping process that takes place between the agent – communicator (representatives of a certain formal actor) and the particular public which is targeted by the communicators. Each formal actor or group in order to communicate with the public, appoints an agent-communicator who will reflect the views and influence the public on behalf of the group. For Adam and colleagues, (Adam, Makarovic, Roncevic, and Tomsic, 2005), "as human capital and information become more important, a society's ability to learn continuously will allow it to grow quicker as its companies become more

competitive. A society, which is cognitively mobilized will tend to be more participatory and democratic“.

Invisible social forces help the agent to improve the quality of content in the communication process, i.e. the effect of shaping the public. Our definition states that public is part of the social field shaped through the communication of actors under the influence of social forces. "We take for granted that most of the modern world with which we engage is mediated in some form; we don't experience it directly.“ (Reese, Shoemaker, 2016).

The public is shaped according to the choice of information, i.e. the choice of opportunities. "The public is a set of people who have a common interest in a particular entity" (Tanta, 2007). Or "the public itself is individuals in relations“ (Dewey, 1927). In theoretical model of our paperwork, we talks about the public as a social field. We are fully aware that the whole social field contains several different, amorphous, connected or divided, publics as well. The agent are usually focuses on communication with the public interest and adapts the communication content that will lead to shaping the public.

According to Beckert, the social field is an "arena" where "the simultaneous involvement of social institutions, social networks, and cognitive frames enables the solution of how actors use the resources obtained from one of these structures on the ground to reconfigure other parts of the social structure in a way suitable for their purpose“ (Beckert, 2010). The content movement in the process of communication may take place in two completely different and opposite ways. Jurgen Habermas's approach is idea of deliberation (Lubenow, 2012), while the other approach is Micheal Foucalt's theory of power discourse (Schneck, 1987) among agents in the field of communication. When we talk about deliberation, communication implies a two-way approach, when the agent and the public debate on a particular topic. This way particular formal actor shapes the public. Shaping is also voluntarily accepted by the public. In another way, the shaping of the public is defined through the prism of imposition of violent persuasion. It is an undemocratic way of wide-spread information and unilateral acceptance or non-acceptance by the public to be shaped.

In our paperwork we are going to use the SOFIA approach (Roncevic et al, 2021). SOFIA is based on Jens Beckert's theory (Beckert, 2010) who provides an approach to conceptualization and operationalization for empirical research. While Beckert analyzed markets as social fields, Roncevic (Roncevic et al, 2021) specifically emphasize that it can be used in the analysis of other social fields. Example for it is the conceptualization of regional innovation systems as social fields shaped by the three social forces (Rončević, Modic, 2011; Rončević, Modic, 2012; Rončević et al., 2018), though it has also been used in analysis when the individual actor is the key focus of analysis (Rončević, 2012) or in the analysis of other spatial levels than regional (Cepoi, Golob, 2017).

Theoretically, all actors with an interest of shaping the public have the same starting position in the model. Although we are aware that in reality, the actors do not have the same starting positions, they may still have the same intentions - to shape the public. These formal actors have their structure - organizational

set-up, to which the agents belong as their representatives. The formal actor and the agent have the same strategic approach to communication. According to this, "communication is not something that organizations do, but communication is what organizations are". Tench et al (2017) present a framework to support the future development of communication's departments in companies, non-governmental organizations (NGOs), and "other categories of organizations". Those three categories fully cover our eight formal actors in the social field. "Organizations purposely use communication to set-up their mission" (Tench, Verčič, Zeffass, Moreno, and Verhoeven, 2017). It is more than clear that every formal actor in the social field strives to have excellent communication with the public.

In our model, formal actors meet all of these key components for outstanding communication, because they are leaders in the social field and their strategic communication aimed to shape the public. If a particular communicator is not included in this category of outstanding communicators, it means that he must work on himself and thereafter, focus on the idea of shaping the public. Based on the Quintuple helix approach (Carayaniss, Barth and Campbell, 2012), we define formal actors in five different categories:

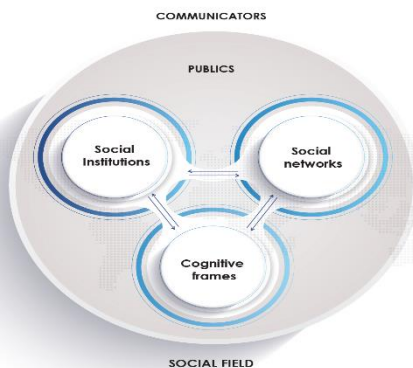
1. State actors (State institutions and political parties) – political helix,
2. The international community (embassy, institution, organization) – international helix,
3. The academic community (faculty, institutes, other education institution) – education helix,
4. The civil community (non-governmental organization) – the public as a whole,
5. The business community (companies, also including communication agencies and the media) – economic helix.

Usually, information does not go linearly from the communicator to the public, rather agent communicators use a variety of intermediate means to communicate with the public. In the strategic approach, the agent should take into account the social forces that influence the shaping of the public. We consider that if the social forces are included in the communication process, then shaping the public will be much more effective and efficient.

On the other hand, the model also takes into account the non-strategic role of the public and therefore. In the past, the public was passive, through the technology, it becomes more active – thanks to social networks platforms. Public remain still a non-strategic actor in social fields, always attracted by formal actors and communication agents. The authors are aware of the inability of the public to deliver strategic communication, as there is no formal structure. Due to this fact, it is much harder, public to effectively influence the shaping of formal actors through communication. To answer the research question we set up a theoretical model for shaping the public. (See picture 1).

Operationalization

To determine "How the social forces, through communication, shape the public as a social field", in a horizontal position, we make a list of all the formal actors who communicate and shape the public. In the vertical segment of the chart, we list the Beckert social forces that every agent needs to know and respect to achieving outstanding communication. For each social force, we list 5 categories that affect the process of shaping the public. This paperwork, as we stated before, is a theoretical basis for further field research through the realization of online focus groups and analysis of data through the Fuzzy set method of Charles Ragin (Ragin, 2005).



Picture 1. Theoretical model (form) for shaping the public through social force

Social forces	State institution	Political party	Bussines community	International community	Academic community	NGO community	Communication agency	Media
Social institution								
1) Language (context and tehnology)								
2) Value of information								
3) Low of communication								
4) Literacy								
5) Lidership								
Social network								
1) Leader structure								
2) Media as system								
3) Communicators as system								
4) Social capital								
5) Group position								
Cognitive frame								
1) Perception								
2) Knowledge								
3) Understanding								
4) Trust								
5) Behavior								

Picture 2: Social forces and formal actors in the social field¹

¹ The values (categories) in the table can change depending on the whole communication

Social institutions and formal actors

The more agents know and respect the social institutions that exist in the social field, the more effect is expected in shaping the public. It is appropriate when a particular agent uses the same **Language** (as a social institution) with the target audience. Heller (Heller M., 2009), writes about the attempts of institutions to symbolically dominate through the choice of language, which allows them to manage power, but also to resist attempts by others to dominate them. Or for "the ways in which, through language, social institutions with ethnolinguistically diverse staff and clients exercise symbolic domination". Knowledge of the language provides a wider range of opportunities to influence and shape the public. Therefore, every agent must know well the public he wants to shape, even though it is an amorphous variable mass.

Language is a living matter, which is more and more under the pressure of inter-culture, globalization, westernization, internationalization. If the agent and the public do not understand each other, then there is no eventuality for the agent to shape the public, i.e. there is no possibility for the public to make feedback. Therefore, to succeed in shaping the public, Tench and his colleagues state that "there is a need for an intercultural, internationally comfortable, hyper-modern communication practitioner who can understand different cultures across political, economic, social and media systems" (Tench, Verčič, Zeffass, Moreno and Verhoeven, 2017).

According to Rubin and other authors, communication researchers aim to explore the process of creating and managing meanings. "In other words, how people structure and interpret messages and use symbols such as language in interpersonal, group, organizational, public, intercultural, and mediated contexts. Thus the breadth of communication inquiry is universal and inclusive, and the contexts in which the communication process is examined are diverse yet interrelated. It is little wonder that no other discipline of knowledge is quite as universal as communication" (Rubin, Rubin, Haridakis and Piele, 2010). Contextualization of language implies that the same words can produce a different result in a particular context. "In social capital historians, political scientists, anthropologists, economists, sociologists, and policy makers may once again be able to find a common language" (Woolcock, 1998:188). Therefore, the agent pays attention to the context in which he will start the communication. "The context in which one communicates certainly affects the understanding of communication."² So, the same idea can take on a completely different meaning in a different context.

Another social institution that influences the public is the **Value** of information. It is necessary for the formal actor, more specifically, the agent to know what is valuable, what will cause attention, and what will shape the public. What matters to one group may be irrelevant to another target audience. Value implies that the distributed information is relevant and of good quality. Each agent

² This explanation may overlap with Understanding as a Cognitive Frame

creates valuable information on behalf of their formal group and forwards it to the public. We are pointing out that selecting relevant and quality information within the formal actor is a very long and complex process that we will not elaborate on, but it is important whether the communicator recognizes them, whether he knows how to shape and disseminate valuable information to the specific public. Of course, the communicator can give context to the information to increase or decrease its value.

The value of the information is shared by the agent and the public. The text "14 criteria for defining the value of information" talks about the concept of Value of Information (VoI), i.e. how much the answer to a particular question allows to improve the decision of the holder. The very concept of VoI distinguishes the so-called Value of perfect information or Value of Clairvoyance (VoC) and the Value of imperfect information (Top, J., 2015). The article gives 14 criteria for defining the value of information: accuracy, consistency, applicability, clarity, comprehensiveness, conciseness, convenience, currency, traceability, accessibility, flexibility, integration, reliability, and timeliness.

Every formal actor and agent wants to provoke certain behaviors in the public. To achieve aforementioned, they must follow certain **Rules** of communication. They adapt specific rules and norms³ that exist in every social field to achieve so-called "excellent communication" with the group. We pay attention to the rules that define the communication between the formal actors and the public. Of course, these rules are defined from different aspects, such as the way of communication, communication technology, the possibility of receiving information from the public and time to communicate. All of these aspects require detailed knowledge of the communication rules by the agent⁴ in order to be effective in shaping the public.

In social institutions, we especially emphasize the importance of the **Literacy** of the agent and the public. When we mention the term literacy we mean the ability to write and understand certain texts. Literacy, according to Barton and Hamilton, is a set of social practices that offer a powerful way of conceptualizing the relationship between reading and writing activities and social structures. Literacy practices are in line with social institutions and power relations. However, this term is broader and includes the literacy of active listening, i.e. what the communicator conveys to be properly understood by the public. Conversely, what the public disseminates as information to the formal actor what should be understood and accepted by the agent-communicator. This condition assumes the same degree of literacy and understanding of both the agent and the public.

³ We assume that the rules of communication are the same or similar in our field of research in Southeast Europe, in terms of communication with the public

⁴As for the agent - the communicator (who always communicates on behalf of the group) can be the leader of that group or another person appointed to communicate with the public

We also take into account the media literacy of the agent and the public. It is supposed that the agent knows the media better in order to deliver his information and "use" it in shaping the public. But, the public also needs to be media literate to be able to recognize the information transmitted by the agent. If the public is media literate, then the possibility of manipulation through the media is reduced.

Leadership is needed to achieve better communication with the public.⁵ The quality of communication and shaping the public is related to the leadership of the formal actor (institution, organization, company). One group is always more influential and communicates better with the public than another group. The leader has the position of agent on behalf of the group and if he respects the specific public, communicates in the same language, offers perspective and leadership vision, has confidence, and knows and applies the rules of communication, then shaping the public will be more effective and efficient. So, the group is positioned in the social field thanks to the personal characteristics of the leader, his way of leadership, and his style of communication. "A good leader inspires a group with confidence, a great leader inspires a group with self-confidence" (Venditti, McLean, 2012). The leader is expected to possess a complex skill structure and to communicate effectively with individuals, groups, and teams, both within and between organizations.

Social networks and formal actors

Beckert also cites social networks as forces acting in the social field. The greater the degree of the agent social networking and the formal actor has, the greater the potential for disseminating information to the public. Formal actors in the social field are constantly in the struggle for the survival of existing structures (stable system) or change (dynamic system). Social networking takes place between formal actors. Actors also take various actions to encourage or interrupted a particular network from pursuing its interests. That is formal actors, who, with or without communication, create a social network system.

The **structure of the Leader** in the social field (analyzed through the point of view of a group in our social model), in many ways, coincides with the social institution Leadership. When a group is in a leadership position in the social field, it means that all other formal actors should join the informal social network of communication led by the leader. Because the one who is first is the most influential and has all the prerequisites for the leadership position. This position allows him to be the bearer of developments in the social field and to create and maintain group rules. Fellow wants to belong, to be identified, to be followed, and to follow. In doing so, a group is created with its interests and beliefs. The social field is constructed based on interactions between these

⁵ Here leadership is related to the positioning of the group or the leader in the group. Both categories are interdependent, i.e. a well-positioned group facilitates the work of the leader in shaping the public, or a well-positioned leader facilitates the possibility of improving the position of the group

groups for better and more favorable positioning and a set of rules. The group that creates the rules is the "carrier" (incumbents groups) and has its power and many benefits. Opposite of it, challengers-groups are consist of those who want to disrupt the social field, to make changes in the structure, to set their own rules (Fligstein, McAdam, 2014).

Success of the fight for a position depends on the success of the communication's agent with the public. This leader in communication "imposes" his qualities in the social field and sets the rules for shaping the public. If the agent is a representative of the carrier group, then the process of shaping the public is aimed at maintaining the leadership position. And if the agent is a group - challenger, then he will constantly look for ways to challenge and "outsmart" the holder in the social field. This "information game" aims to win over the public and gain "permission" to shape. We are talking about a horizontal battle for a position in the social field, i.e. for groups of actors within the formal actor (King B., 2014).

There is an informal **Media system** in each social field. The media is a formal actor who communicates and shapes the public. In such a case, each media outlet determines with its editorial policy and choice of direction it will communicate with the public. The media leader sets the editorial policy and acts as an agent to the public. The media as a social network is a connected system through which all formal actors in the social field communicate with the public to shape it. Media are systems that communicate with other systems (Benson, 2009). He explains that the media as a systems interact with other systems, rather than then technology or individual organizations.

The media itself decides whether to accept the content "offered" by the agent - communicator and to position itself in the social field of shaping the public. By its very acceptance, the media, when disseminating information, participates in shaping the public. The same process happens if the media does not accept the information of disseminator and influences the shaping of the public. The absence of the media will lead to the termination of the chain of communication and interaction thus coming up termination of existence of the social field. In the 21st century, the media are no longer "media", but communicational media. Technological development has jeopardized the monopoly role of the media in the field of communications because other communication structures are emerging to shape the public. In a way, we call them only **Communicators** and this category includes Public Relations Agencies, Marketing Agencies, Advertising Agencies, Event Organizations as formal institutions that manage information and shape the public on behalf of their clients - formal actors. This group of communicators professionalizes communication to achieve a greater effect in shaping the public. "Never doubt that a small group of thoughtful, dedicated citizens can change the world; indeed, it is the only thing that ever was" (Venditti, McLean, 2012).

To this, we add the **Social Capital** owned by the individual or group. This point is elaborated in more detail by Bourdieu. In the article Political Communication, News Media as a "Journalistic Field": What Bourdieu Adds to New Institutionalism, and Vice Versa, Benson writes that the social field is

structured around two forms of power: economic and cultural capital. The economy includes money and property, while the culture includes various things, such as education, knowledge, verbal skills, expertise, and art. Although according to Benson, economic capital is more powerful, with the help of cultural capital, wealth is transformed into "legitimate" wealth. Therefore, Bourdieu (Bourdieu P., Wacquant J. D., 1992) confirms that the social field is a place where formal actors struggle to valorize the capital they own. And information possesses the two powers of which Bourdieu writes. Every piece of information is valuable and therefore paid for. Value can be expressed through economic wealth or cultural upgrading.

Social capital and the **Position of the group** are closely related. The more the formal actor has the social capital, the better his chances of contributing to shaping the public. Social capital also depends on the position of the formal actor in the social field, i.e. whether the actor is in a leadership position and what structure he has. The degree of shaping the public will largely depend on the position of the formal actor. It is well known that leader groups are the most influential and from their position have the power to successfully convey information to the public. According to Bourdieu, "the position of each particular agent in the field is the result of an interaction between the special rules in the field, the condition of the agent and his capital (social, economic and cultural). The field means the arena where it is produced, traded, appropriate or exchange goods, services, knowledge or status and the competitive positions held by actors in their struggle to accumulate, exchange and monopolize various types of energy resources" (Swartz, 2020). Bourdieu states that if there is no interaction, communication there is no social field. For him, the social field is the result of interaction between actors. Our theoretical model assumes an active, communicative, agent that can create or influence reality.

Cognitive frames and formal actors

The process of shaping the public through communication gets its surrounded by respecting the cognitive frames of the public. Some frames are pre-conditioned on an emotional level and are more difficult to define, while others are based on a cognitive level and are much clearer.

Every formal actor, through the agent, knows the public **Perception** of certain issues. There is no need to invest in harmonization energy if the public perception is the same as the formal actor's perception. If these perceptions do not match, the formal actor directs all his resources to influence the public perception. "However, in cases where the changes require modifying public policy or public behavior, public perception becomes important and if ignored may result in the failure of technically good innovations...In such circumstances, public perception does matter, and those trying to introduce changes ignore them at their peril" (Morgan, 1997).

We introduce the "saying-is-believing" effect (SIB) which occurs when the adjustment of the message to the public affects the communicator about the

topic of communication, type of activities, which means that she understood the communication message and created a common reality. To the SIB effect we add the term knowledge as a cognitive frame that should confirm or deny the emotional state of the public. When the agent – communicator shares certain false information with the public and if she is not aware of it, a process of manipulation occurs. If the public has a high level of trust in the agent, it means that the public will not always check the information disseminated by the agent on behalf of the formal actor. Although communicators take into account the knowledge of others, the extent to which they do so involves compromising with other types of information in the communication situation (Fussel, Krauss, 1992).

The agent should be aware and knows the level of **Knowledge** of the public about the topic he is communicating. In this way, it will avoid copy the process of educating the public about something or someone she already knows. In producing a communicative message, speakers make assumptions about the common knowledge between themselves and the listener and restrict themselves to words or expressions mutually known by both parties. Knowledge is a "familiarity, awareness, or understanding of someone or something, such as the facts, information, description, or skills, which is acquired through experience or education by perceiving, discovering, or learning" (Knowledge vs. Information).

When the communicator adjusts and combines perception and knowledge, then he will be successful in understanding with the public. **Understanding** is a validation of the process of successful communication. It is about "capturing the perspective of the other" when the communicator evaluates the knowledge, plans, attitudes, beliefs, views, and other characteristics of his interlocutor (Fussel, Krauss, 1992). At the time of the traditional media, the communication validation process was slower and the public reaction was not at the same time competitive with the information. It took some time for the public to become aware of the information, to be dynamic, and to react. Today, with communication media, this time distance in the communication process is measured in nanoseconds, i.e. the two processes of information and reaction are almost simultaneous. The communication process does not mean that the agent "lost" his information, but only "renounced" it for the information to reach the public. Communication occurs only to the extent that the proposal is accepted and its stimulation is processed (Luhman, 1995).

Communication, according to many authors, is based on the foundations of mutual understanding between the agent and the public. The process of comprehension includes both speech and active listening. Scholars believe that only 7% of communication is a verbal expression, 55% is body language (non-verbal communication) and 38% is tone and vocalization of speech (Mehrabian, 1971). Some authors claim that Mehrabian was wrong, that the "7 percent verbal expression rule is impossible, and that it is a misinterpretation to communicate (Yaffe, 2011)". Although this author does not agree with the percentage participation in the Mehrabian rule, he still agrees with the structural arrangement of the elements of communication, where according to Yaffe, the

word plays the main role, while body language and vocalization have a supporting role.

Communication will be more effective and convincing if the public cultivates a certain **Trust** in the agent or the formal actor. The effect of shaping also depends on the degree of trust. Trust (along with interest) is the glue that unites individuals in a group. "Trust becomes the core component to bridge the information gap between strangers. Accordingly, the success, healthy function, and growth potential of companies in the sharing economy rely heavily on the engineering of trustworthiness and on creating a sense of belonging to a community of strangers whose members have shared goals" (Zhu, Zhao, Abrahao and Parigi, 2020). Greater trust among individuals in the group leads to unison outside performance and easier gaining trust from other groups. If the public accepts the communication with that agent, it means that she believes in the communicator.⁶ "Greater trust also draws more people to interactive relationships in which they would share ideas and experience", write Adam, Makarovic, Roncevic, and Tomsic (2005).

"To make informed choices and navigate within a complex (health care) system, consumers must have easily available, accurate, and timely information, and they must use it. Contrary to the consumer-driven approach, however, the evidence demonstrates that having an abundance of information does not always translate into its being used to inform choices. The challenge is not merely to communicate accurate information to consumers, but to understand how to present and target that information so that it is actually used in decision-making" (Hibbard H.J., Peters E., 2003).

Finally, through communication, the formal actor influences public **Behavior**. This is the ultimate goal of every communicator, to shape the public in his way and to direct them to react as he wish. James Coleman said that "social capital [...] is created when the relations among persons change in ways that facilitate action" and manifests itself in the form of obligations and expectations, information sharing, norms and sanctions, and social organization" (Renzio, 2000). The communicator must bring the public to a state where they will accept his choice. In doing so he has to be careful that the public does not notice his primordial intention. "The studies from information processing and human judgment studies show that when faced with too much information to process or decisions that involve burdensome cognitive processes like trade-offs, people tend to take shortcuts to reduce the burden. One common shortcut is to let a single factor dominate, leaving other important factors out of the decision" (Hibbard H.J., Peters E., 2003).

⁶ We are talking about an emotional category (as a social institution) as opposed to understanding (as a cognitive frame)

Discussion and Conclusion

In the social field established in 2010 by the German sociologist Jens Beckert, there are three invisible social forces - social institutions, social networks, and cognitive frames. According to him, their mutual relations create dynamics in that social field, and thus, the actors in the field take different positions. Some of them are committed to maintaining the existing status quo position (incumbents), while others constantly challenge them and try to change the main positions (challenger).

This is followed by the French sociologist Pierre Bourdieu, who explains that in order for the social field to exist, there must be relations between the formal actors. Only through relations between them, certain dynamics occur. In our theoretical framework, these relations are defined as communication. Dynamics are established only through the existence or non-existence of communication between the formal actors in the social field.

Mische confirms that communication is a dynamic, fluid, interactive, and yet socially structured phenomenon (Mische, 2003). Communication is the invisible force that creates dynamics in every social field. Without communication, there is no dynamics; without dynamics, there is no social field. Social forces shape the social field. The exchange of information through debate and deliberation or imposition and power leads to dynamics in the social field and a "battle" to change the status quo. The fact that the leadership position in the social field allows easier shaping of the public is a motive for formal actors to improve their performance to stand on the throne.

The authors define this new theoretical frame in which communicators, as agents of formal actors, use social forces in communication to influence the public. This frame is the basis for answering the research question "How can social forces (social institutions, social networks, and cognitive frame), through communication, shape the public as a social field?". It is important to determine theoretically how social forces shape the public, i.e. how communicators (who are outside the social field) "use" social institutions, social networks, and cognitive frame to shape the public according to their strategic positions? When we talk about public, we are not talking about one public that is identified with the social field but about more different publicities in the same social field.

Each professional agent-communicator in the future may use this model, of course, up to his wish upgrade and modify it, according to their professional needs in shaping the public. The model will help the agent as a communicator, in preparing his strategy for shaping the public, to shape and think about the social forces as factors that, through communication, influences the dynamics of the social field. Finally, we conclude that formal actors could use communication as a driving force that leads to the shaping of the public and creation of a common public between the leader in the social field and the public. This is the social field that might be shaped by communication between actors under the influence of social institutions, social networks, and cognitive frames. Formal actors also influence and shape social forces in the social field, when shaping the public.

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