Chapter 1
Communication and Social Dissonance:
Alerts and Chronic Conditions Around the World

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ABSTRACT

This chapter aims to identify the new patterns of communication generated by the COVID-19 crisis and to explain the mechanisms involved within remote communication. In this chronic crisis, the social context is distorted, and the communication map based on interpersonal relationships has been transformed in an imprecise mirror of conflicts without the possibility to solve the gaps of communication by the oldest tactics, principles, or communication techniques from the literature in the fieldwork.

INTRODUCTION

In the middle of a behavioral health crisis generated by Covid-19, communication remains a controversial issue that escapes from the classical scientific perspective. The qualitative analysis of the contemporary vocabulary contains terms such as isolation, quarantine, vaccination, health, hospitals, doctors, Congress, Capitol, insurrection, democracy, insecurity, pandemic's constraints anticipating a time of conflicts, anxiety. As such, the data collected indicate the presence of global social dissonances. Sometimes, terms like health care, disease control and prevention, logistical challenge, connected learning are low powerful as intra- and inter-groups, school shooting conspiracies, national, and global conflicts. In this social context, communication map based on interpersonal relationships has been transformed into an imprecise mirror of the impact of conflicts without possibility of resolving the communication gaps by the oldest tactics, principles or communication techniques from the literature in the fieldwork. These types of challenges provide the framework of this chapter and it is difficult to predict how to recreate social relationships, express positive attitudes, promote pro-social behavior in times of despair rather

than evidence (e.g., medical research outcomes / data), when the current chronopolitics is divided and the dosage of vaccines is not firmly rooted and so on. As a consequence of this state of affairs, this chapter aims to identify the theories of convergent communication with the new social context and to explain the mechanisms of communication development during COVID-19 crisis. The chapter is organized in twofold guidelines: the literature review on communication and the exegesis of the global example of crisis communication – the events from US Capitol. This investigation is unique because the aims of the chapter are related to the remote communication (Motta et al., 2020; Romer & Jamieson, 2020; Imhoff & Lamberty, 2020; Jamies & Albarracin, 2020; Howard et al., 2020; Singer et al., 2020; Leibovitz et al., 2021). The qualitative research is conducted in terms of Gomm (2008), and Punch (2009) and communication is considered to be the key-term of the investigation. From the perspective of the operational level of the investigation, communication means the process of transmitting information and common sense or understanding between two or more persons. The research methodology consists of a review of the literature on communication issues and a critical exegesis of the current global crisis. The systematic analysis of communication competence is delimited according to the highest relevant wording in the communication (100 books, articles, researches). The exegesis of the current crisis is based on the investigating human agency through the communication map. Beyond the multiple rhetoric (methodological, interpretive, evaluative, etc.) in the area and beyond the various frames of reference, this qualitative approach assumes a possible knowledge transfer from the forefront theory to the day-by-day social context of COVID-19 crisis. Data collection is analyzed in terms of content analysis identifying key topics. The meta-analysis of the eclectic literature on communication denotes a multifaceted perspective to review mental models around making thoughts on the issue. Beyond the multiple meanings of communication, the communication theories are structured around the following themes: body communication, spatial communication, image communication, mass communication, conversational skills, assertiveness skills, paralinguistic communication, social context, etc. Sometimes, linguistic and semiotics, language issue, neuroscience bases of communication, psychological dimension (e. g. communication therapy), interpersonal communication, social variation of communication, health or medical communication, mathematical model are considered key reference concepts for summarizing the relevant literature in fieldwork.

BACKGROUND

A lot of data comes from different research tools that collect various measures of vocabulary, cognitive representation or communication perception, facilitating cohesion, group rules, communication structure, etc. combining thematic analysis, pragmatic of linguistics (Levinson, 2000), the model of minds, communication principles and strategies, constraints, questioning behaviors and with other examples. In relation to the first objective of the chapter there are multiple levels of analysis: 1) etymology of term, 2) operational definition of the notion, 3) paradigmatic or meta-theoretical level, 4) multiple achievements / layers in the area of communication theory, 5) problematic communication research.

According to the operational definition of communication there are analyzed multitudinous definitions from the perspective of the connections between the meaning of the concept and the paradigmatic or meta-theoretical levels of examination. The content analysis of the definitions has generated the previous main themes that are important for conceptual framework as well as for post-crisis communication. The huge number of definitions around communication is based on the myriad versions of

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