


Chapter 6

Artificial Intelligence and the Evolution of Human Communication in Light of the Axioms of Communication

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ABSTRACT

This chapter examines the evolution of human communication in the context of Artificial Intelligence (AI) through a scoping review of the literature. Grounded in the axioms of human communication of the Palo Alto School, the analysis explores how contemporary research conceptualizes human-AI interaction, relational dynamics, emotional engagement, trust, and agency. Following PRISMA-ScR guidelines, fifteen scientific articles were systematically reviewed to map dominant conceptual frameworks. Findings indicate a significant expansion of empirical research on human-AI communication, albeit accompanied by theoretical fragmentation regarding integra-

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tion of classical communication theory. By articulating AI-mediated communication with foundational axioms, this chapter proposes an integrative relational framework that situates AI within the historical continuum of communicational evolution. This approach reinforces the explanatory relevance of communication theory, providing conceptual tools for future research on meaning-making, relationships, and power in AI-mediated environments.

INTRODUCTION

Human communication constitutes one of the structuring pillars of social life, playing a central role in the construction of meaning, the organization of interpersonal and institutional relationships, and the production of shared symbolic realities. Far from being reduced to a simple mechanism of information transmission, communication is configured as a complex relational process, in which cognitive, emotional, cultural, and pragmatic dimensions are articulated. It is through communication that individuals construct identities, negotiate meanings, regulate behaviors, and establish social bonds, making it a constitutive phenomenon of human experience and of the very organization of societies (Berger & Luckmann, 1966; Watzlawick et al., 1967).

Throughout history, modes of communication have transformed into close articulation with technological, cultural, and cognitive changes, in a cumulative, dynamic, and non-linear process. From primary orality to writing, from the invention of the printing press to the consolidation of mass media, and from these to interactive digital technologies, each communicational innovation has introduced new expressive possibilities, new forms of social mediation, and new theoretical tensions regarding the nature of human interaction (McLuhan, 1964; Ong, 1982).

In the early 21st century, the emergence and rapid consolidation of AI signal a new and particularly significant inflection point in this evolutionary path. Unlike previous communicational technologies that amplified, accelerated, or mediated communication between human beings, AI systems introduce artificial agents capable of actively participating in communicational processes. Natural language processing algorithms, conversational systems, virtual assistants, and generative text models produce, interpret, select, and modulate messages autonomously or semi-autonomously, becoming increasingly integrated into the daily communicational ecosystem (Crawford, 2021; Floridi et al., 2018).

The presence of algorithmic agents challenges classical assumptions associated with human communication, such as conscious intentionality, symbolic reciprocity, discursive authorship, and the shared construction of meaning. When artificial systems intervene in the organization of discourse, the personalization of content, emotional mediation, and the management of interaction, it becomes necessary to

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