

THEORY AND HISTORY OF CULTURE

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The Phenomenon of Communication as an Object of Modern Scientific Research

The article is a review of the research of the phenomenon of communication, including the history of formation of the theory of communication, communication models, communication models are considered by various authors. Chronological analysis of the theories and models of communication is about 100 years, from the 20's. XX century to the present. The article analyzes the modern definition of communication Russian and foreign authors, reveals the structure of these definitions, their basic content. Then we consider the theory of communication, ranging from Harry Nyquist and finishing Harold Lasswell. In the last section of the article examines chronologically the most important modern communications model authors such as Shannon and Weaver, Berlo, Schramm, Barnlund, Innis, Crag. Finally, we conclude on the current trends in the research of communication practices.

Key words: communication, models of communication, information, social communication, encoding and decoding.

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