


**The Main Trends in the Study of the History of Development  
Social Communication Processes in Argentina**

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**Annotation**

*The author chose to clarify the main directions in the study of the history of the development of social communication processes in Argentina as the purpose of the research.*

*The research methodology involved identifying key problems in the history of the development of social communication processes in Argentina, after which a search was made on the Internet for three or four scientific papers that presented the results of research on the above-mentioned problems described by other authors. Next, the author identified the key problems of the history of the development of social communications according to the features described by the authors of previous studies. Based on the results of such identification, the author named the identified problems with terms that function in the scientific field of "Social Communications". The degree of closeness between the terms used by researchers and those operating in the scientific field was determined by the author based on the indicators of the closeness of the semantics of the names of theoretical methods of studying the history of social communications to the stimulus term "history of social communications". The author called this degree of closeness "social communications" in the working order, formulated conclusions and identified the main directions of studying the history of the development of social communication processes in Argentina.*

*In the conclusions, the author ascertained the degree of achievement of the set goal and claimed that four main directions were established in the study of the history of the development of social communications processes in Argentina: the presence of eight scientific ways of studying the problem of the history of social communications by researchers; all the scientific paths listed above involve analysis from the key positions of diachrony and synchrony. The author found that the history of social communication in Argentina is closely related to social actions, social interactions and social relations along various horizontal and vertical parameters of social mobility.*

*Keywords: trends, research problems, history of social communications, Argentina.*

**Introduction**

Until now, the study of problems related to the history of the development of social communication processes in different countries has been carried out sporadically (Podguretsky,

2006; Khilko, 2013; Kholod, 2023 ;著, 2000;義久,著, 2014; Revista Historia y Comunicación Social, 2023; Revista internacional de Historia de la Comunicación, 2023) and did not focus on individual trends specific to a certain country or region of the world. The fact testifies to the relevance of the proposed study.

Taking into account the mentioned scientific minimization, we carried out a large-scale study of the problems of studying the history of the development of social communication processes in 35 countries of the world. Next, we offer a fragment of our research, in which we carry out an overview and analytical presentation of the material, which will allow us to find out the main trends in the study of the history of the development of social communication processes in the individual country of Argentina. The choice of Argentina is random and not motivated by specific features of the development of social communications in diachronic or synchronous aspects.

We have chosen the study of the history of the development of social communication processes in Argentina as the object of further research, and *the main trends of such a study as a subject*. Given the described parameters (object and subject), we consider *the purpose* of the study to be the clarification of the main trends in the study of the history of the development of social communication processes in Argentina.

### Research methods and techniques

Among the main methods, which were involved during the research, those that were classified into the following three groups were chosen: 1) general methods; 2) theoretical general scientific methods and methods of theoretical research, and 3) empirical.

From *the general methods common today*, we chose the holistic method (or conceptual approach, direction), «which considers the integrity of the world as a consequence of creative evolution directed by an immaterial and unknowable «integrity factor» (Holism, 2002). Within the scope of the proposed research, we believe that the mentioned method (concept, approach) is valid for studying the history of the development of social communication processes in Argentina, which involves studying the subject of research from the position of the unity of the world in its physical and spiritual categories, which is not provided for by other methods (for example, materialistic). The latter does not take into account the spiritual component of physical processes.

Among *theoretical general scientific methods*, we paid attention to analysis and synthesis. The first (*method of analysis*) allowed us to conditionally dismember the whole (the development of social communication processes in Argentina) into components. Thanks to the second method (*synthesis*), we connected the previously selected parts (for example, the main facts, characteristics, stages, periods, and trends) into a single whole, to which we directed our research attention (the study of the history of the development of social communication processes in Argentina).

During the research, we applied the method of abstraction, which involved distraction from unimportant (for achieving our goal) details and focusing on important (given the stated goal of the search) characteristics that interested us. To establish general properties and features of social communication processes in Argentina, we used *the method of generalization*.

Traditionally, we used induction and deduction for our research. *The inductive method* allowed us to derive general provisions from the observation of single facts, such as the development of mass media, the establishment of relations with the public, the implementation of state management, features of the development of international relations, the implementation

of social policy, etc. Instead, *the deduction method* involved deriving from general principles a conclusion of a detailed nature, for example, when analyzing the presence/absence of censorship in the country, focusing on factors that could stimulate or restrain state restrictions on freedom of speech in Argentina.

*The method of analogy* became useful in our research, as it allowed us to formulate some conclusions about the similarity of studies by Argentine and foreign researchers of the processes of the history of social communications in other Latin American countries. The obtained signs of similarity or difference allowed us to transfer the mentioned signs to a general idea of the subject of our research.

After receiving the results of our observations and the observations of our predecessors, we identified and divided conceptual approaches to studying the processes of the development of the history of social communications into groups depending on their characteristics and fixing the connections between groups in the system of the scientific field «social communications». The mentioned procedures corresponded to *the classification method*.

In the group of *theoretical research methods*, we considered the axiomatic method, statistical method, and hypothetical-deductive method to be valid for our study.

Thanks to *the axiomatic method*, we put forward a proposition that did not require proof and derived a thesis based on such a proposition that formed an axiomatic theory. For example, we accepted as an axiom the proposition that all social processes are based on the exchange of information that allows regulating social actions, social interactions, and social relations, according to M. Weber's theory (Weber, 2012). The described axiom allowed us to form our own theory of certain regularities and principles of functioning of the problems of studying the development processes of the history of social communications in Argentina.

To determine the average values of the indicators of approximation to the stimulus term of the semantics of the names of scientific (theoretical) ways of studying the problems of the history of social communications (in diachronic and synchronic sections) proposed in the working order, which characterize the entire set of subjects studied by us, we turned to the potential of *statistical methods* (statistical observation, grouping, average finding, distribution, stochastic and correlation analysis, etc.).

In our opinion, *the hypothetical-deductive method became an important method in our research*, thanks to which we put forward a hypothesis and proved its validity thanks to the deductive-inductive method.

From the group of empirical methods, we considered *the observation method to be valid* as a purposeful and organized perception of the peculiarities of the study of the development processes of the history of social communications. We were also helped by *the method of description* as a way of recording the results of our observation. The application of *the measurement method* gave us the right to compare the indicators we obtained in the study with those obtained by our predecessors in their searches.

*The research methodology* included the following procedures: 1) identification of the key problems of the study of the history of the development of social communication processes in Argentina; 2) search for three to four scientific papers in which other authors describe the results of research on the problems mentioned in point 1) above; 3) identification of key problems in the history of the development of social communications according to the features described by the authors; 4) naming the identified problems with terms that are functional in the scientific field of «social communications»; 5) according to indicators of approximation to the stimulus term of the semantics of the names of scientific (theoretical) ways of studying the problems of the history of social communications (in diachronic and synchronic sections) proposed in the working order; 6)

formulating conclusions and determining the main trends of studying the history of the development of social communication processes in Argentina.

## Research results

The problems of studying the history of the development of social communications processes in Argentina are related to seven key features (Peculiarities of studying the history of social communications in Argentina, 2023).

1. Strong influence on political events.
2. Coordination of development with economic conditions.
3. The impact of immigration.
4. of p rupture between the population of cities and rural areas.
5. Influence of neighboring countries.
6. The presence of censorship and.
7. Influence of debates of national identity (Peculiarities of studying the history of social communications in Argentina, 2023).

*The first feature* is related to the influence of political events. Conventionally, this influence coincided in Argentina with certain political periods (Alsina, 2013), during which the formation of the constitution took place (1816–1853). The next period was associated with rule under the elites (1862–1912), after which the emergence of people's democracy (1890–1912) and the formation of the first people's democratic cycle (1912–1930) were recorded, which led to the second people's democratic cycle (1945–1955) and continued with constitutionalism and democracy (Alsina, 2013). Each of the mentioned periods of the development of political guidelines was marked by an impact on the history of social communications.

In the 20th century, in 1946 and 1948, elections were held in Argentina, in which the mass media, namely radio, played a leading role. The victory in the country was won by Juan Domingo Peron, who in 1946 it was the radio that «provided Peron with an effective tool for advertising and shaping public opinion» (Widener, & Eloranta, 2020). The development of the processes of diachronic social communications at that time was also influenced by television, which was just emerging. In addition, «the nationalization of radio networks during the same period contributed to Perón's control both in certain constituencies and in certain regions» (Widener, & Eloranta, 2020).

Since Argentina was dominated by a dictatorship from 1976 to 1983, which was called the «National Reorganization Process» (National Reorganization Process, 2023), the mentioned period had «a great influence on media censorship and communication technologies» (Peculiarities of studying the history of social communications in Argentina, 2023). The details of the events of the mentioned «reorganization» are covered in many publications (Bo, 2012; Borger, 2004; Finchelstein, 2014; Mendez, Garrison, Misculin, 2018; On 30th Anniversary of Argentine Coup..., 2010; Rizki, 2020; Sims, 1995; Schmidli, 2012; The use of the Nazi-Fascist Discourse by Argentinean Governments, 2006). The impact of peacekeeping operations and civil-military relations in Argentina between 1989 and 1999 was also later explored (Worboys, 2007). The impact on synchronous social communications in Argentina from 1999 to 2002 was caused by government policies that led the country to an economic crisis. In the scientific

literature, researchers call the latter «the politics of Argentina's collapse» (Corrales, 2002). The study of «institutional disorders» (Spruk, 2019) made it possible to state that Argentina was a rich country on the eve of the First World War. During the period of 162 years, Argentina turned into an underdeveloped country. The author believes that the institutional disorder occurred in Argentina precisely in the period from 1850 to 2012.

*“Synthetic controls and difference-in-differences estimates suggest that in the absence of institutional breakdowns, Argentina would have largely avoided recession and joined the ranks of rich countries with income levels similar to those of New Zealand» (Spruk, 2019).*

Indicated «institutional breakdowns» were stimulated by the second feature of the development of social communications in Argentina, which can explain, in our opinion, a valid scientific approach, which we called «the analysis of institutional political disorders».

The second feature is the coordination of the development of the history of social communications in Argentina with economic conditions. «Economic booms and crises in Argentina influenced the spread of mass media such as newspapers, radio, television, etc.» (Peculiarities of studying the history of social communications in Argentina, 2023).

In his research on the history of social communications, the author (Repoll, 2010) “attempts to understand the complex relationship between politics and mass media in Argentina, using as a point of departure the recently adopted Law on Audiovisual Communication Services (Law No. 26522) of October 10, 2009. « (Repoll, 2010). The researcher describes the connection between the largest media conglomerate in Argentina «Grupo Clarin SA» (Clarín Group, 2023) and «two Argentine administrations led by Nestor Kirchner and Cristina Fernandez de Kirchner» (Repoll, 2010). The mentioned relationship between the economic giant of Argentina and politicians has a tangible «influence of both on democratic life in Argentina, constant federal attempts to establish control over mass media and mutual partial coverage of news in the mass media» (Repoll, 2010). Based on the statement of facts and the scientific approach of the author, we propose to call this approach «political and economic analysis».

The history of social communications in Argentina is closely related to the economic potential of the country, which is illustrated by one of the powerful branches of the economy - the telecommunications industry. The economic crisis of 2002 had a significant impact on the latter (Urbiztondo, 2002). Back in the 1990s, Argentina «implemented an ambitious program of economic reforms, including the privatization of the telephone system and other public utilities» (Urbiztondo, 2002). Since the crisis caused the devaluation of foreign currency, the country defaulted on foreign debts, the government announced a «freeze» of bank accounts. That is why «telephone and other utility tariffs were «frozen» and all utility concession contracts were revised» (Urbiztondo, 2002). It is obvious that such unpopular measures have affected the quality of synchronous social communications, the crisis in the effectiveness of which has intensified with the emergence of distrust among consumers, utility companies and the government. At that time, it was possible to observe a collapse both in the Argentine economy (Munck, 2001; Olivera, & Lazzarini, 2014) and in social communications carried out, for example, in the field of social policy (Barbeito, & Goldberg, 2007). It is known (Murillo, 2009) that the so-called policy-making process, or «Policy Making Process» (PMP) (Kelly, & Palumbo, 1992) was introduced in Argentina, which provided for the development of a course of public policy compatible with all interested economic entities in Argentina politicians The PMP has been criticized (Urbiztondo, Cristini, Moskovitz, & Saiegh, 2009) for the instability promoted by the country's private agencies and the poor quality and myopic balance of the PMP



in Argentina. Authorities borrowed from the federal level of the country's management. Therefore, at different levels of synchronous social communications in Argentina in the 1990s - 2010s, an ineffective style of support and implementation of social communications was observed. We called this approach to the study of synchronous social communications in power structures the «power-managerial approach».

The problems of researching the history of the development of social communication processes in Argentina are studied from the standpoint of the influence of emigrants at the end of the 19th century and the postman of the 20th century, which is *the third feature*. It was the waves of emigration that «brought their media traditions», which «influenced everything: from newspaper languages to radio program formats» (Peculiarities of studying the history of social communications in Argentina, 2023). The peculiarities of the mentioned influence in different periods were analyzed by Ricardo D. Salvatore (Salvatore, 2002), who examined the immigration of Italians in Buenos Aires and New York in the period from 1870 to 1914. Researcher Samuel L. Bailey (Salvatore, 2002) focused on Spanish immigrants in Buenos Aires, studying the period from 1850 to 1930.

In the history of Argentina, there is an example of brutal treatment of the local population by immigrants (Massacre in the Pampas..., 1998; De la Fuente, 2000). The mentioned example significantly influenced the attitude of immigrants to the processes of social communication in the country.

*«On January 1, 1872, in the village of Tandil in the Argentine pampas, a group of more than 40 gauchos rose shouting: «Kill the gringos and the masons!» and carried out a killing spree that lasted only a few hours but left 36 men, women and children dead, most of them foreigners. The rebels were incited by the folk doctor Geronimo de Solane (aka Tata Dios – God the Father), who in his sermon denounced the Freemasons as «godless» and condemned foreigners, blaming them for the unemployment and epidemics that hit the Argentines» (De la Fuente, 2000).*

Over time, the described massacre in the village of Tandil «built» a new type of social communication on the border, influencing Anglo-Argentine relations and British immigration to Argentina. Representatives of the local population - gauchos committed the said massacre under the influence of the sermons of Geronimo de Solane, who only repeated the idea of violence as a product of beliefs that were inherent in popular Catholicism. The gauchos blamed the migrants for bringing modernization changes to Argentina. In addition, it is necessary to take into account a certain worldview limitation of the gaucho. At the same time, there are defenders (De la Fuente, 2000) of the explanations of Lynch, the author of the described events (Massacre in the Pampas, 1998), that the violence of border guards against foreigners was almost a normal reaction at that time. The statement of A. De la Fuente (2000) about the facts explaining this behaviour of Argentines only confirms «how widespread was xenophobia and violence against Europeans in the countryside» (De la Fuente, 2000). To objectively highlight the factors that caused the massacre in the village of Tandil, it is also necessary to take into account the fact that British migrants went only to those countries where the places were exceptionally favourable for their stay. The Argentines did not like this attitude, and therefore they did not resort to any other means than to forcefully resist such an influx from the Europeans. It turns out that violence was an effective way of restraining migration processes. The other side of the problem was that the described violence on the borders of Argentina was a resonant factor in the deterioration of diplomatic and economic relations between Britain and Argentina (Massacre in the Pampas,

1998). However, the economic interests of the British were always dominant, so violence on the borders of Argentina was perceived as almost normative (Massacre in the Pampas, 1998). Therefore, we consider the violent nature of the actions of Argentinians against migrants from Europe at the borders of the country as a factor that stimulated the formation of specific social communications.

According to F. Droller, M., Fiszbein, & S. Pérez (2023), «Argentina was the second largest destination country during the era of mass migration, receiving almost six million migrants» (Droller, Fiszbein, & Pérez, 2023). Such a massive influx of emigrants allowed the country to increase its economic growth in a short period. At the same time, it should be noted that emigrants from Europe had rapid upward mobility in Argentina. The authors found that, for example, Italian emigrants “were positively selected based on literacy, adding to existing evidence of rapid upward mobility and contribution to destination growth» (Droller, Fiszbein, & Pérez, 2023).

*«Regionally adjusted» data on Italian stayers weighted by the share of migrants from each Italian in the segment among Italian migrants who moved to Argentina between 1876 and 1894 (using Dell'Emigrazione data (Cordasco, 1994). Data on Italian migrants in Argentina are taken from the 1895 Argentine census (Somoza, & Hauser, 1968). The data are limited to individuals who were between the ages of 20 and 60 at the time we observed them in the census» (Droller, Fiszbein, & Pérez, 2023).*

It is worth mentioning that later in the 1910s and 1920s, the USA restricted the entry of emigrants to their country due to the low level of education of Europeans. Literacy tests will be introduced, based on the results of which quotas were introduced for the country of origin of migrants. Although from the point of view of human rights in such a case, such linguistic and social segregation can be seen as a violation today, the US government had economic reasons for such a decision. For example, C. Goldin (2008) explains such restrictions by «changes in the characteristics of migrants - a change in the country of origin, which is perceived as more «culturally distant» and with a lower level of education compared to Americans than in previous waves of immigrants» (Goldin, 2008). Compared to migrants to other countries in the Americas, those entering Argentina “had a higher level of education than the native population throughout the period, and there was relatively little change by regional origin, with Italy and Spain consistently accounting for nearly 80 % of migrants» (Droller, Fiszbein, & Pérez, 2023). According to a study by G. Germani (1966), such «mass migration also probably had profound cultural and political consequences for the country» (Germani, 1966). So, from the violent restraint of migrants from Europe at the end of the 19th century to the test restriction of the flow of emigrants at the beginning of the 20th century, diachronic social communications changed in the direction of softening and democratization.

In the 20th century, Argentina strived to follow a European-democratic path in migration policy (and therefore in social communications). To implement a transformative migrant policy to avoid a repeat of the 2001 migrant crisis, the Argentine government «emphasizes the influence of international politics on the development of migration policies – «denationalization» and «renationalization» – and the social agents involved» (Novick, 2012). Argentina's National Congress approved a new migration law in 2003 that repealed a twenty-year-old law of the same name that served migrant requests. According to the new law on migration, a social model was proposed that embodied the idea of an equal society, focused on the potential of youth and the contribution of migrants to the country's development. The quality of the proposed new social

model was significantly influenced by the policy of MERCOSUR (or MERCOSUL, in Portuguese) – «an economic union of states in South America, ... It includes Argentina, Brazil, Paraguay, Uruguay and Venezuela, as associate members – Chile, Bolivia, Peru, Colombia and Ecuador» (Mercosur, 2023).

The aforementioned new policy of Argentina (MERCOSUR) had a significant impact on the formation of new social communications. As S. Novick (2012) notes, there has been an «ideological turn at the formal level of recent politics» (Novick, 2012). First of all, the International Convention was adopted, which was aimed at protecting the rights of labor migrants and their relatives. A new law on refugees was passed, which made it possible to eliminate «a legal gap that the organizations and associations involved have long demanded to be filled» (Novick, 2012). The new policy allowed for an amnesty for non-MERCOSUR immigrants and introduced the «Patria Grande» program for permanent regularization. The Law on Residence in MERCOSUR was issued and the participation of immigrants and refugees in the new legislation was expanded, and the rights of citizens who lived outside the national territory were expanded. Finally, the new policy of Argentina (MERCOSUR) provided for the streamlining of control over the actions of government officials responsible for migration policy. It is important to note that the listed innovations of MERCOSUR demonstrate the commitment of the Argentine government to international norms and support for national security, which is noted as a value that «must be protected from the potential threat from foreigners, recognizing the human right to migrate» (Novick, 2012).

Policy MERCOSUR, despite its innovation, remains more declarative, that is, declarations of immigration rights and freedoms are not regulated, which affects the quality of synchronous social communications.

*“Immigrants in Argentina continue to face discrimination and exploitation, and in many cases, harassment and abuse. There are cultural, economic and ideological problems that explain this phenomenon. The extent to which immigrants experience this treatment because they are foreign or poor is still debated»* (Novick, 2012).

Taking into account the specifics of research on synchronous social communications in Argentina, taking into account the latest policy modeled on MERCOSUR, we suggest calling this approach «socio-emigrant».

*The fourth feature* of the problems of researching the history of the development of social communication processes in Argentina should be considered the «gap» between the city and the countryside. Social and communication technologies spread more rapidly in urban centers such as Buenos Aires compared to remote rural areas (Cacopardo, 2007; Ivana, & Marina, 2018; Velasquez, 2015; Bolay, 2020). This «gap» can be called a digital or media gap between the city and the countryside, which is of interest to many world researchers (Lindenboim, & Kennedy, 2003; Pellegrini, Raposo, 2014; Luca, Terrero-Davila, Stein, & Lee, 2023). This gap is reflected not only in the indicators of the difference in the use of information and communication technologies (ICTs) but also in how ICTs can reflect the demographic and ethnic situation of the rural-urban divide in Argentina.

The problems of the study of the history of social communications are followed in the analysis of urban dynamics and regional development in Argentina (Bolay, 2020). Since Argentina is considered one of the most urbanized countries in the world, it is important to note that 92% of the population lives in cities (Bolay, 2020). 39% of the entire population of Argentina lives in just one province, Buenos Aires - the outskirts of the country's capital. It is



also worth noting that Argentines live in small towns, which can be considered an intermediate form of settlements between the countryside and the urban network. The population of such intermediate settlements is growing rapidly. It is in such intermediate cities that the infrastructure for both urban and rural populations is developed. It is believed (Bolay, 2020) that intermediate settlements are an alternative to the metropolitan area of Greater Buenos Aires and have specific problems with synchronous social communications. The latter are recorded in one of the intermediate cities, which is called Nueve de Julio (9 de Julio, 2023)<sup>1</sup>. In this city, which was created by the Argentine government in the 19th century specifically to regulate social communications during the country's colonization, the main trends of the country's transformation into « a large producer of agricultural products and an exporter of grains and meat» were reflected (Bolay, 2020). The city was planned as a place for social communications planned from above (by the government). On the one hand, the city of Nueve de Julio is a product of artificial planning for the development of social communications. On the other hand, the problems recorded in the mentioned «European» city are stimulated by two reasons. First, the Argentine government lacks further prospective planning of the means of implementing social communications in the intermediate-mentioned city. Second, there are serious development challenges in the city of Nueve de Julio, «which is a diverse area in terms of opportunities and where 20% of the population lives in poverty» (Bolay, 2020). The problems that troubled the government 25 years ago remain unresolved even today.

*«Unfortunately, political activism outweighs planning and changes from election to election depending on the party in power. There is a lack of funds and both financial and technical skills. For several decades, the electric service cooperative has been meeting many needs of the population (asphalting of streets, electricity supply, development of the mobile communication network, etc.), but without a real dialogue with the local administration» (Bolay, 2020).*

To improve synchronous social communications in the modern intermediate city of Nueve de Julio (Argentina), it is necessary to create an open system of urban planning, which should, in our opinion, be considered as an integral component of social communications processes. The content of such an open system should be considered the collection of technical and social data from local governments and cooperatives. The received data will need to be processed on a digital and geospatial scale. If you combine the wishes and demands of the city's citizens, a rational diagnosis will appear with the identification of certain priorities in social communications. In this case, «...social, economic and spatial integration, as well as efforts to attract the poor sections of the city's population and more rational, less expensive development of the suburban periphery» will be formed (Bolay, 2020). We propose to call the described research approach to the study of problems of the development of synchronous social communications in the working order «administrative-public».

The specificity of the development of processes of both synchronous and diachronic social communications in Argentina is that the hierarchical chain of settlements at the regional level is united in the so-called «life basin», or «*bassin de vie*» (INSEE, 2012; Aragau, 2013). According to different definitions, the mentioned chain of settlements is called «space of life», «pool of work» or «pool of employment» (Crovetto, 2011). All names correlate with the definition:

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<sup>1</sup> 9 de Julio (Nueve de Julio) – “a city in the interior of the province of Buenos Aires, head of the party of the same name. It is located at 262 km of National Highway 5, in the northwest of the province of Buenos Aires” (9 de Julio (Buenos Aires, 2023).

*«...a heterogeneous territory through which those who live there deploy their trajectories in search of a set of resources that are not always obtainable at the level of their own localities, and which make them move according to the rhythms of variable periodicity» (Noel, 2021).*

There is also another specific phenomenon in Argentina that has been formed over the centuries by diachronic and synchronous social communications. Such a phenomenon is called «Internal Country». Initially, such a theory was the one whose development of social communications was influenced by the infrastructure of the port. Later, the concept began to cover the area around the city with its logistics infrastructure. An example of such a territory is considered (Noel, 2021) to be the district of Punta Indio, which, like other districts of the «Inland Country», is oriented towards the main city of La Plata. It is to the mentioned metropolis that part of the residents of the district come to find educational, medical services, entertainment, prestigious goods and other life resources there. This lifestyle determines the nature of synchronous social communications.

A systematic observation (Noel, 2020) of official and unofficial events, holidays and entertainment was carried out over five years. In addition to observations, the author conducted twenty semi-structured interviews and a series of informal conversations, processed written sources, local mass media and social networks. The author reported that «during the listed cases, we had ample opportunities to witness, listen, read, research and ask our interlocutors about their places of residence and how they perceive, live and experience them in their daily practice» (Noel, 2020). The researcher found that local villagers refer to their existence as «village life» and life in the city as «madness» or «city life». This gives us the right to call the social communications of the Argentine village «rural social communications» in the working order and for those who live in the city, such communications to be called «urban social communications».

Living in a rural area differs from living in a city in several ways. If in the Argentinean village social communications are characterized by a low level of danger associated with street crime (Kessler, 2009), in the city the situation looks more complicated. The city in contemporary Argentina is marked by the uncertainty of «danger and paranoia» (Noel, 2020), «the impact of media constructs on security issues» (Focás, 2020), and the presence of «moral panic» (Cohen, 2002). Here are some testimonies of residents of Argentina village, which were collected and recorded by Stanley Cohen (2002).

*«Life here in the village is not like what you see there... That you are killed for anything and you live with your heart in your mouth. It's different here... you can live peacefully and if this happens to you, which is rare (...), things will never get worse» (Azusena, 69 years old, retired and originally from Veronika) (Cohen, 2002).*

*«Here, in the village, nothing ever happens. At most, a few children break something, or paint a wall or a monument in the square... But things like the ones you see on TV... you don't have» (Rosa, 76 years old, housewife and native of Pipinas) (Cohen, 2002).*

*«The thing is, sleeping with the door open that you ... bah, at least for me, I always thought it was a bit of a myth (...) here it's true (...) you come with all the twists and all paranoia... However, in the end you end up relaxing... In addition, that is where you feel the difference in not having to track when you enter or leave the house, or if you have locked the door,*

*set the alarm... All of that. I think there's a difference between town and city» (Marcelo, 39, employee and recent migrant to Veronica) (Cohen, 2002).*

The danger of life in the big cities of Argentina is not so openly perceived and reflected by the migrant residents from the village to the city, as the problem of «madness» and «chaos» of the city. Next, we give an example from the working records of researchers' interviews (Cloquell, 2013; Noel, 2011).

*«... I... when I go to La Plata to visit my grandchildren, I go crazy... I can't understand how people can live like this without going crazy... Bah, yes, of course, I understand...she's going crazy [laughs]» (Azuchena, 69, retired and originally from Veronica) (Cloquell, 2013).*

*«... [the last year during which] I lived in Buenos Aires (...) I was incredibly depressed because I also saw [my partner] going [to work] at 8:00 in the morning, and coming back at 9:00 p.m. He didn't grow a beard, he had psoriasis, he couldn't sleep, he slept with painkillers (...) This is not life! (...) And here we come and holy medicine! « (Teresa, 39 years old, teacher and long-term resident of Veronika) (Noel,2011).*

One of the main factors of synchronous social communication in Argentina, which allows fixing the difference, or «gap» between the village and the city, is the feeling of the inhabitants of the village of the «simplicity» of their life, the presence of «ordinary» people nearby (Vidich, & Bensman, 2000), such themselves, like themselves. Researchers (Crovetto, 2011) recorded evidence of this.

*«You can walk here from one end of town to the other and you won't see big mansions or villas... If you have bigger, more modern or well-kept houses... which tend to be professionals, tradesmen or people from the countryside, who are having a good time ... But never anything ostentatious. Nobody here gives them anything (...) it would be frowned upon if anyone did ... And I've never seen them do it either» (Gladys, 53 years old, social worker and longtime resident of Veronika) (Crovetto, 2011).*

*«What is happening is that here, in the city, we are all children on the 16th floor, so it is very present... Apart from the [former owner of the facilities] that you have there, the house that used to belong to the head of the factory and have a room in it, we are all equal here... Because who isn't worked from the factory, he lived from the factory. And no one believes in themselves more than anyone else» (Marjana, 32 years old, teacher and native of Pipinas) (Crovetto, 2011).*

A specific feature of synchronous social communications in an Argentine village is the feeling of «one's own», everything that surrounds the residents and seriously distinguishes urban residents from rural ones. The peasants who returned from the great city of Verona (Elias, y Scotson, 2016) evidence this.

*«What started to happen to me when I got here is this thing that... I do not know how to explain it, to feel a part of it... It is a little bit, like what you have with a district, you grew up in, you know. When I lived there [in the suburbs], I did not have that... it was just where*

*I lived... However, here you rather feel... I don't know... like you are part of the people, and that the people are part of you» (Ricardo, 37 years old, accountant and recent migrant to Veronica) (Elias, y Scotson, 2016).*

*«The truth is, I don't know if it's because of the size or what I was telling you about how you end up meeting everyone and hanging out with everyone... However, there is something going on with me here something that did not happen to me in the [medium sized city I lived in] when I took it... I do not know... Love, feeling like you care, and celebrating every little triumph is the hospital... The new terminal they're building... the work they've done on the boulevard is like yours, like your own» (Gladys, 53, social worker and long-time resident of Veronica) (Elias, y Scotson, 2016).*

In any case, the difference between the village and the city in Argentina is palpable. This difference motivates, on the one hand, different approaches to the study of the «gap» between the city and the countryside. On the other hand, the finding of such a «gap» is evidence of various synchronous social communications. We tentatively called this approach to studying the problem of the «gap» between the Argentine countryside and the city as «sociological-anthropological».

*The fifth problem* of studying the history of the development of social communication processes in Argentina is studied from the standpoint of the influence of neighboring countries. Since Argentina is surrounded by Brazil, Chile, Paraguay, and Uruguay, the development of social communications (in particular, mass media) in the country «was sometimes influenced by trends in these countries or reacted to them» (Peculiarities of studying the history of social communications in Argentina, 2023).

Social communications in Argentina were formed during the long centuries of the country's history in coexistence with countries whose economies had a certain contribution to the world capital market. Especially in the 20th century, savings, investment, and international capital mobility (Taylor, 1998) characterized this process. It is interesting, in our opinion, that the integration of Argentina into the world capital market was carried out in parallel, on the one hand, with the economic arsenal of the core, and on the other hand, with the economic potential of the periphery. In such a process, it is worth paying attention to how the variability of relations between countries on the international capital market influenced the growth and development of peripheral countries, to which Argentina of the 20th century can be attributed in a certain way. Since the Argentine economy of the last century was characterized by a capital deficit, the influence of progressive trends in the world market was felt, which, according to our beliefs, effectively influenced the formation of specific synchronous social communications. The consequences of the economic reforms and demographic changes that occurred in Argentina during the twentieth century «indicate the likely consequences for future savings, investment, and international capital flows» (Taylor, 1998).

At the same time, it should be mentioned that positive signs did not always accompany economic and transnational integration between neighboring countries and Argentina. Here it is worth recalling the case of the Argentine city of Posadas, the capital and largest city of the province of Misiones, its administrative, commercial and cultural centre, and the Paraguayan city of Encarnacion with a population of 70,000 (2006). It is the third largest city in Paraguay, the administrative centre of the Itapúa department and the economic centre of the southwestern region, and the informal capital of Ukrainians in Paraguay" (Encarnacion, 2024). The Argentinian city of Posadas has a population of 275,028 (as of 2010) (Posadas, 2024) and is located opposite the Paraguayan city of Encarnacion. The cities are separated from each other by

the Parana River, the road from city to city on the highway is 16 km (Argentina-Paraguay Border, 2024).



Illustration 1. The distance between the Paraguayan city of Encarnacion and the Argentine city of Posadas (Argentina-Paraguay Border, 2024).

Both cities are densely populated and represent partner countries within the MERCOSUR agreement (Mercosur, 2023). It is in such border territories with a certain level of economic development that social-communication clashes occur, which are caused by historical differences between peoples and socio-cultural differences of the population of the region. In this case, there is a reason to analyze the Argentine borders in the context of regional integration (Linares, 2008).

*«In these special territories, social conflicts are gaining more international relevance, as can be seen in the «papeleras» conflict, which involves two MERCOSUR member states, Argentina and Uruguay. Nevertheless, this is not the first case of a transnational social conflict in Argentina» (Linares, 2008).*

Over time, when the Bridge of Friendship was opened on November 21, 1991 (When the bridge was opened..., 2024), which connected the Argentine city of Posadas with the Paraguayan neighbor Encarnacion, international relations were established between the peoples of the two countries. Such relations have improved synchronous social communications thanks to funding from both Argentina and Paraguay, and through a financial loan from the World Bank. The level of social communication has improved as the Friendship Bridge has facilitated the development of trade and tourism between the two countries. Along with that, there were moments of blockade in the history of the Bridge of Friendship (Linares, 2008), which testified to social-communication conflicts between Argentines and Paraguayans living in the cities of Posadas and Encarnacion. It is known (Grimson, 1998; Conflicts between Argentines and Paraguayans that...2024) that throughout their long shared history, the inhabitants of the two mentioned cities



had several social conflicts, starting in 1811, when the Paraguayan War of Independence took place.

*«Argentine troops supporting the Paraguayan rebels captured Posadas in 1811. However, Paraguayan troops recaptured the city in 1812» (Conflicts between Argentines and Paraguayans that... 2024).*

In 1835, the second conflict between Argentines and Paraguayans was recorded, when the Argentine-Paraguayan War was going on. At that time, diachronic social communications were based on the military aggression of Argentina against Paraguay. Although the Argentines were forced to retreat from the city of Posadas in 1838, the establishment of peaceful social communications was hindered by the hostile attitude of one nation to another.

For thirty years, in 1865, during the War of the Triple Alliance, which included Argentina, Brazil and Uruguay, the city of Posadas was under the pressure of the rules and regulations of the Union military administration, which dictated social communications in the occupied city. The liberation of Posadas took place in 1870, which stimulated a new stage in the development of social communications, which already had a post-war character and was fixed by the peace agreement between Argentina and Paraguay in 1882.

Conflicts between Argentines and Paraguayans in Posadas and Encarnacion continued in the 20th and 21st centuries, which also affected the nature of diachronic and synchronous social communications.

*«In 1911, there were riots in Posadas, in which several Argentines and Paraguayans died. In 1923, there was a shooting in Encarnacion, in which one Argentine citizen died... In 2022, there were riots in Posadas, in which several people died... (Conflicts between Argentines and Paraguayans that...2024).*

Among the main causes of the aforementioned conflicts, which destroyed social communications between residents of two neighboring cities, the following are named (Grimson, 1998; Linares, 2008; Miranda, 2018; Conflicts between Argentines and Paraguayans that...2024) are economic, political and cultural. Economic reasons are related to the constant competition between Argentine and Paraguayan businesspersons, and political reasons are based on different political preferences, programs and projects of politicians of the two countries and sister cities. Similarly, the different cultural traditions of the two peoples and the inhabitants of the cities of Posadas and Encarnacion stimulate misunderstandings and even conflicts until now. It is clear that the synergistic combination of the mentioned reasons generates a high-energy push for the constant transformation of social communications among the residents of border towns.

On the level with the mentioned and listed reasons for the transformation of social communication processes, there is another incentive, which we will conditionally call «claims for the international integration of Argentina in the world market» (our name is O.H.). In Argentina, from 2003 to 2015, the Kirchner couple held leadership positions. At first, the country was ruled by the president of Argentina, Nestor Kirchner (2003–2007), the leader of the center-left Front for Victory (Frente para la Victoria) (Nestor Kirchner, 2024). Later, his wife Cristina Fernández de Kirchner (Cristina Fernández de Kirchner, 2024) was twice elected as her husband's successor and ruled the country from 2007 (for the first time) and from 2011 (for the second time) to 2015. The Kirchner administration of Argentina changed synchronous social communication in the country in several ways (Manzetti, 2014).; Pozzi, & Nigra, 2015;

Kirchnerism, 2023; The end of Kirchnerismo..., 2024). The successes of the government leadership of the Kirchner couple were reported by:

*«Few Argentinians still know this. Many credit the Kirchners with rescuing the economy from the recession of the early 2000s and fueling the growth that followed (thanks in large part to high prices for soybeans, the largest export). They were outspoken leaders: 40% of the population receives a pension, salary or social security from the government, a share that has doubled since Ms Fernandez took office in 2007. Among recent presidents, only her husband left office with a higher approval rating»* (The end of kirchnerismo..., 2024).

Argentina's foreign policy and international power have improved under the Kirchner governments, which, in our view, have become an impetus for a change in synchronous social communications in the region as well. The relations between Argentina and Brazil, China and the United States influenced this result, on the one hand, and on the other hand, by Argentina's participation in the G-20 summits, which in turn played a decisive «role for Argentina in the conditions of the institutional and diplomatic crisis in Latin countries America» (Miranda, 2018). Since Argentina had the status of a peripheral country in the international arena, all the claims of the Kirchners for the country to play a leading role in international relations in Latin America remained, in our opinion, only claims. Consequently, the improvement of Argentina's international synchronous social communications did not occur. «It (Argentina – note: our O.Kh.) had the capacity to make its own decisions, but did not use the available material power due to favorable trends in the international context to reduce its dependence» (Miranda, 2018). As we can see, during the period of the Kirchners' rule of the country, neighboring countries became the main buyer of goods produced in Argentina, which undoubtedly modernized synchronous social communications in the international market. In addition, it is necessary to take into account the fact that neither China nor the United States took into account Argentina's claims to economic and political leadership in the region during the specified period, since they considered Argentina a country with «the structure of the primary specialization of a Latin American country» (Miranda, 2018). Another factor was added, namely Argentina's desire to export gold. Such an international initiative did not allow reducing the country's foreign debt, which stimulated the process of losing its own autonomy in the international market.

*«The idealistic and neo-institutionalist worldview of international relations supported by the Argentine government, which relied on a certain material power of the country, was deprived of the ability to persuade in foreign policy to restore the regional and global attraction that Argentina had achieved in other times»* (Miranda, 2018).

The improvement of the economic and social aspects of life in Argentina in the period from 2003 to 2015, which is associated with the leadership of the country by the Kirchners, became a powerful basis for improving synchronous social communications in the country and Argentina's social communications in the international arena. The study of social communications from the standpoint of the influence of neighboring countries on them, as well as the influence of internal factors of the economic, social and cultural planes on the international relations of Argentina, we called in the working order the international integration approach.

The sixth feature that arises during the study of the history of the development of social communications processes in Argentina is that experts are faced with a problem that is called in

the working order «challenges to censorship» (Peculiarities of studying the history of social communications in Argentina, 2023). During the military dictatorship, which was introduced by the leaders of the Peronist period<sup>2</sup>, the mass media «stood» against the regime, which in turn provoked the introduction of censorship of opposition voices in the country. Although before the elections and during the elections of 1946 and 1948, radio, as a popular form of mass media at that time, performed an informative role, political forces already effectively used radio waves as a tool of informational influence on the electorate. Juan Domingo Peron's victory in the 1946 elections in Argentina was stimulated by radio (Widener, & Eloranta, 2020).

*«We argue that radio played a key role in the elections, especially in 1946, because it provided Perón with an effective tool for advertising and shaping public opinion. In addition, the nationalization of radio networks during the same period helped enable Perón's future control, both in certain constituencies and in certain regions»* (Widener, & Eloranta, 2020).

Social communications in the politics of Argentina in the 1920s and 1930s and later, in the 1940s and 1950s, relied on radio networks, which acquired the status of state mass media during the administration of the country by H. Peron. When H. Peron was a candidate for the presidency of Argentina, he skillfully used manipulative communication technologies in his vivid speeches in public and on the radio (Widener, & Eloranta, 2020). Researchers N. Widener and J. Eloranta (2020) recorded the fact that H. Peron used radio «to strengthen the traditional personality relationship between patron and client that dominated Argentine politics» (Widener, & Eloranta, 2020). In addition, H. Peron effectively used the image of the actor Eva Duarte<sup>3</sup>. Later, Argentina's presidential candidate H. Peron successfully involved newspapers and magazines in the election campaign, which attracted the attention of the then insecure representatives of the electorate. In other words, H. Peron created specific social communications, which were based on courting key segments of the electorate. An interesting fact from the history of diachronic social communications is that in the 1946 elections H. Peron had a majority among men. Later, during the second elections in 1948, the majority of voters who voted for H. Peron were women and residents of rural areas of the country (Widener, & Eloranta, 2020). Perhaps the vector of success for H. Peron in the elections depended on the skillful establishment of public relations by his election team thanks to the nationalization of the radio

*«Overall, qualitative and quantitative evidence suggests that radio played a significant role in Perón's rise to power, leading Argentina further down the path of institutional instability and authoritarian populism»* (Widener, & Eloranta, 2020).

Compared to the quality of diachronic social communications during the electoral process of 1946 and 1948, modern synchronous social communications, whose authors propose different communication technologies during the elections in Argentina, have their own specificity.

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<sup>2</sup> Peronism is "a populist-nationalist trend in Argentina, which was based on an ideology that combined syndicalism, Argentine nationalism and the ideas of Christian socialism. Named after its founder Juan Domingo Peron. The attitude towards the current is controversial: although many criticize it, pointing out many common features with Italian fascism, it has a lot of support in Argentine society, the modern Peronist party "Front for Victory" has a majority in both houses of parliament" (Peronism, 2024).

<sup>3</sup> María Eva Duarte de Perón (Spanish: María Eva Duarte de Perón; before marriage Eva María Ibaruren, May 7, 1919, Buenos Aires province - July 26, 1952, Buenos Aires), known as Evita, is an Argentine political leader, feminist, philanthropist, a defender of women's rights (in particular, electoral rights), as well as children, the elderly, the poor, those born out of wedlock and other vulnerable groups, an actress and announcer" (Eva Peron, 2024).

Researchers K. Pallister and E. Fitzpatrick (2023) point out that different candidates from different parties and public organizations offer an almost identical (similar) set of provisions and promises on the market of campaign programs. An analysis of «the content of commercials and tweets of candidates during the presidential elections of 2015 and 2019 in Argentina» (Pallister, Fitzpatrick, 2023) made it possible to assert the similarity of commercials and messages on the Twitter social network. Moreover, it was recorded that «the political orientation of candidates' messages... in commercials and tweets relate to specific issues in the same proportion» (Pallister, Fitzpatrick, 2023). In addition, it was established that during the election campaigns in 2015 and 2019, the candidates were unable to unite into a single political force, having a sufficiently wide range of variables, which distinguished the election programs. However, social media had characteristics that supported the idea that «candidates' tweets contain political content and attacks on opponents as often as commercials» (Pallister, Fitzpatrick, 2023).

The analysis of the results of previous studies that described «challenges to censorship» gives us the right to call this approach in research «social-communication control over mass media» in the working order.

Mass media processes related to ideas about national identity continue in Argentina today. There is a need to analyze the seventh feature, which is related to the scientific approach to studying the problems of the history of social communications. Such a problem concerns the European influence "against the indigenous population and perception against reality" (Features of studying the history of social communications in Argentina, 2023). On the one hand, it should be taken into account that according to the provisions of the theory of cultural proximity, the local Argentine population perceives, for example, television content that is culturally close to them (the audience) (Straubhaar, 1984; Straubhaar, 1991). On the other hand, the European influence on the Argentinian television viewer causes certain effects that undermine the theory of cultural proximity (Wagner, & Kraidy, 2023). For example, the Turkish television drama (dizi) in Latin American countries had an unexpected, according to the mentioned researchers, success. The term «confused intimacy» (Wagner, & Kraidy, 2023) was proposed to denote such success, which explained the different views of the interviewed Argentines on the Turkish television drama shown in the country during 2018-2019. It is noted that the TV viewer perceives the social communications of the past, reflected in the TV series, as those that can transfer their informational «tastes» to the events reflected today in their everyday reality. The preferences of TV viewers lean towards the society that is familiar to the TV viewer.

Despite cultural closeness, which is expressed in the form of audience preferences in the choice of television drama series, the fact of religious diversity is ambiguous for Argentines (Frigerio, & Wynarczyk, 2013).

*«Finally, it is necessary to emphasize that the reaction against religious diversity, and therefore the denial of pluralism, does not come only from the hegemonic subject of the religious sphere – the Catholic Church. Secular social actors, generally mental health professionals, biomedical practitioners, or those who present themselves as «experts because they are part of» research sect foundations also capture it» (Frigerio, & Wynarczyk, 2013)*

The mentioned problem in the synchronous social communications of Argentinians became even more acute during the COVID-19 pandemic in 2020. Since religious Catholic practices as a form of social communication in Argentina (and worldwide) were carried out mainly at home, the field measurement was carried out «from March to December 2020 using

digital ethnography tools» (Giménez Béliveau, 2021). The authors noted that it was such home Catholic religious practices, thanks to online social communications, that made it possible to give and receive emotional support to believers and solve family and personal problems (Giménez Béliveau, 2021).

The study of the problems of the development of the history of social communications in diachronic and synchronous sections allows us to state the fact of diversity not only among the mass media preferences of the Argentine audience, but also diversity of views and assessments of the importance of religious practices during the transition of the country to online mode. The study of the problems of researching the history of the development of social communication processes in such an approach, we called in the working order mass media and religious diversity, which is based on the search for national identity. A concise formulation of such a scientific way of searching for the truth can be «national identification approach».

### *Interpretation of the obtained results*

Because of our analytical review, we identified eight scientific approaches to the study of problems of the development of the history of social communications in diachronic and synchronous sections. We included the following approaches (the names are formulated in the working order):

- 1) analysis of institutional political disorders;
- 2) political and economic analysis;
- 3) power-managerial approach;
- 4) administrative and public approach;
- 5) sociological and anthropological approach;
- 6) international integration approach;
- 7) analysis from the position of social communication control over mass media;
- 8) national identification approach.

In order to minimize the degree of own subjectivity of the earlier qualitative analysis, we turned to quantitative analysis. We carry out the aforementioned analysis based on the definition of the term «history of social communications», which involves the interpretation of social communications as the exchange of various types and forms of information between the communicator(s) and the communicator(s) with the aim of implementing social actions, social interactions and social relations aimed at changing the behavior patterns of society. Therefore, in this case, the history of social communications will be considered the epistemic realization of social communications.

The epistemic nature of social communications can be explained in four ways (Kholod, 2023):

*«The first way: the study of the history of social communications thanks to the traditional concept of the historical division of the development of civilization into the following stages: the prehistoric era, the ancient era, the Middle Ages, the Renaissance, the Enlightenment, the New Age, and the modern era. The second way: the study of the problems of the history of social communications based on key historical events that changed the socio-political system of the developed countries of the world. We see the third way in the possibility of harmonizing the solution of the problems of the history of social communications with scientific and socially important discoveries. The fourth way is*



*possible due to the application of leading ideas expressed by thought leaders» (Kholod, 2023).*

Therefore, depending on the purpose of the research, which each researcher formulates for his analysis in an individual (exclusive) plan, it is worth choosing the path (or paths) that will be valid for the study being carried out. To achieve the goal we formulated for our research, we chose the second path, namely: «studying the problems of the history of social communications based on key historical events that changed the socio-political structure of the developed countries of the world» (Holod, 2023) and those countries, whose social communications were influenced by the social communications of the developed countries of the world.

We compiled a table following the previously described research methodology (see Table 1 below). It reflected the approximation of the semantics of the names of scientific (theoretical) ways of researching the problems of the history of social communications (in diachronic and synchronic sections). We have suggested the following names in working order. We call the stimulating term «the history of social communications».

Table 1.

Indicators (number/%) of approximation of the semantics of the names of the scientific (theoretical) ways of studying the problems of the history of social communications proposed in the working order (in diachronic and synchronous slices) to the stimulus term

No s/p	The name of the scientific (theoretical) path	The degree of approximation to the semantics of the stimulus term				TOGETHER ( $\Sigma$ ) Keel/%
		Directly approximated	Indirectly approximated	Neutral	Far	
1.	Analysis of institutional political disorders	–	+	–	–	1/25
2.	Political and economic analysis	–	+	–	–	1/25
3.	Power-managerial approach	+	–	–	–	1/25
4.	Administrative and public approach	–	+	–	–	1/25
5.	Sociological and anthropological approach	–	+	–	–	1/25
6.	International integration approach	–	+	–	–	1/25
7.	Analysis from the position of social communication control over mass media	+	–	–	–	1/25
8.	National identification approach	–	+	–	–	1/25
	Together:	2/25	6/75	0	0	8/100
	SACH*:	0.25	0.75	0	0	1/12.5

Notes:

\*SAC – average arithmetic number (average indicator).

Analysis of the interpreted data obtained in the table allowed us to identify several trends.

The first trend is related to the number of scientific (theoretical) ways (approaches) to the study by researchers of the problems of the history of social communications (in diachronic and synchronous sections). It turned out that the 78 publications analyzed by us (scientific articles, monographs, results of scientific field observations and experiments, interviews and demographic, anthropological, sociological, psychological and medical reports) can be classified according to eight research directions-approaches.

The second trend of the analyzed materials indicates that their content is related to the semantics of the term «social-communication approach». The working titles of scientific (theoretical) approaches to researching the problems of studying the history of social communications lack those terms whose semantics are neutral or distant from the history of social communications.

The third trend provides grounds for either asserting that all 78 analyzed publications reflect a diachronic (historical) or a synchronous (modern) state of problems. At the same time, we included only those in which the authors analyzed the processes of the development of the history of social communications from prehistoric times to the last 70-75 years from modern times to diachronic studies. This time range is related to the average human life expectancy, which is 72 years (Life Expectancy, 2024). It is worth considering that «the average person born in 1960 (from this year the UN began to collect data on the entire planet), as expected, could live up to 52.5 years. Today, the average life expectancy is 72 years (for men) and 75 years (for women) » (Ruggeri, 2020). Therefore, in our review and analytical study, synchronous social communications are measured at the age of 72–75 years from the time of writing the article (2023–2024). For example, today (year 2024) the status of diachronic social communications is acquired from 1949 and further into the ages. Synchronous social communications should be considered those implemented in the period from 1950 to the present. Age and historical boundaries will shift next year, 2025: social communications recorded from 1951 and back, deep into the centuries, will be considered diachronic. Accordingly, from 1952 to 2025, researchers can consider social communications synchronous.

The difference between diachronic and synchronous social communications is that synchronous social communications can be stored in the memory of a person who lives in the present at the same time as the researcher who analyzes said social communications. Obviously, after death, the exchange of information that could be stored in a person's memory is impossible. Therefore, after the completion of an average of 75 years of a person's earthly life, a living researcher of social communications must qualify social communications as diachronic.

## Conclusions

At the beginning of the study, we defined the goal of further study, which was to clarify the main trends of the study of the history of the development of social communication processes in Argentina. The set goal was fully achieved.

We found that the main trends in the study of the history of the development of social communication processes in Argentina include the following three:

- 1) there are eight scientific (theoretical) ways (approaches) to the study by researchers of the problems of the history of social communications;
- 2) all eight scientific paths mentioned in point 1) are studied from the key positions of diachronic and synchrony;

3) the history of social communications in Argentina is closely related to social actions, social interactions and social relations on various horizontal and vertical parameters of social mobility;

4) the study of the history of social communications in Argentina is directly carried out within the semantics of the term «social communications»: 1) in the direct sense, social communications are studied as the exchange of information that regulates social actions, interactions and social relations; 2) in an indirect sense, social communications are studied at the level of analysis of economic, social, ethnic, psychological, political and historical factors of the development of society.

In the future, the study of the problems related to the study of the history of the development of social communication processes in Argentina should be based on taking into account the trends we have indicated. It is also important, in our opinion, to take into account that the range of researched trends can be expanded due to the expansion of the topics of analyzed scientific publications.

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There is no conflict of interest.

#### Ethics

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### **Основні напрямки вивчення історії розвитку соціальнокомунікаційних процесів у Аргентині**

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*Метою дослідження автор обрав з'ясування основних напрямків у вивченні історії розвитку процесів соціальної комунікації в Аргентині.*

*Методологія дослідження передбачала виявлення ключових проблем в історії розвитку соціальнокомунікаційних процесів у Аргентині, після чого в інтернеті було здійснено пошук трьох-чотирьох наукових праць, у яких викладено результати дослідження вищезазначених проблем, описаних іншими авторами. Далі автор визначив ключові проблеми історії розвитку соціальних комунікацій за ознаками, описаними авторами попередніх досліджень. За результатами такої ідентифікації автор найменував виявлені проблеми термінами, що функціонують у науковій галузі «Соціальні комунікації». Ступінь близькості між термінами, які використовували дослідники, і тими, що функціонують у науковій галузі, автор визначив за показниками близькості семантики назв теоретичних способів вивчення історії соціальних комунікацій до терміна-стимулу «історія соціальних комунікацій». Такий ступінь близькості автор назвав у робочому порядку «соціальні комунікації», сформулював висновки та визначив основні напрямки вивчення історії розвитку соціальнокомунікаційних процесів у Аргентині.*

*У висновках автор констатував ступінь досягнення поставленої мети та стверджував, що встановлено чотири основні напрями у вивченні історії розвитку процесів соціальних комунікацій в Аргентині: наявність восьми наукових шляхів вивчення дослідниками проблеми історії соціальних комунікацій; усі перераховані вище наукові шляхи передбачають аналіз із ключових позицій діахронії та синхронії. Автор установив, що історія соціальних комунікацій в Аргентині тісно пов'язана із соціальними діями, соціальними взаємодіями та соціальними відносинами за різними горизонтальними та вертикальними параметрами соціальної мобільності.*

**Ключові слова:** тенденції, проблеми дослідження, історія соціальних комунікацій, Аргентина.

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