

النسق الاتصالي في البيئة الصحية بالجزائر

Communication System In The Healthy Environment In Algeria

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Abstract:

The birth of the systemic approach resulted in an epistemological revolution that changed the foundations and concepts of several disciplines, and had the greatest impact on the first linear communicative models, which were considered by the pioneers of the Palo Alto School of Systematic Communication as models that were not worthy of intellectual attention and did not rise to the explanation of the communicative phenomenon. The emergence of the second suggestive (cybernetics) in the middle of the twentieth century clearly contributed to the science of programming as the foundations for controlling living organisms and machines and studying the communicative methods between them, relying on linearly controlled mathematical rules and physiochemical systems. Such as physics, biochemistry and mathematics, until the development of this systemic thought in the beginning of the seventies and the development of a new perspective for the study of social

systems of institutions and organizations, surpassing in that solid celestial mechanics and coalesced within the flexible human sciences.

The systemic approach took a different direction in the analysis and interpretation of social systems as a unified, interactive format, and focused on the dismantling and fragmentation of the communication process according to its positioning and interaction, and adopted it as an open system in which all the actors participate within a specific context and an appropriate environment that allows the circular coordination interaction to reach all participants in the communication process. The system of communication imposed itself on the therapeutic healthy environment from the beginning, and communication was the basis of a healthy social construction at that time. In this cognitive study, we address the "communication system in the healthy environment in Algeria" through the intellectual and epistemological projection of the systemic approach and its birth, and the Palo Alto School of Communication adopts this approach through the efforts of anthropological researchers such as GREGORY BATESON and Watzlawik in the birth of a healthy therapeutic systemic communication approach.

Key words: Systematic Thought, Systematic Approach, System of Communication, Healthy Environment, Palo Alto School of Communication, Cybernetics.

- Abstract in French :

La naissance de l'approche systémique a abouti à une révolution épistémologique qui a changé les fondements et les concepts de plusieurs disciplines, et a eu le plus grand impact sur les premiers modèles de communication linéaire, qui ont été considérés par les pionniers de l'école de Palo Alto de la communication systématique comme des modèles qui n'étaient pas dignes d'attention intellectuelle et n'ont pas suscité l'interprétation du phénomène communicatif. L'émergence du second suggestif (cybernétique) au milieu du XXe siècle a clairement contribué à la science de la programmation comme base pour contrôler les organismes vivants et les machines et étudier les méthodes de communication entre eux, en

s'appuyant sur des règles mathématiques contrôlées linéairement et des systèmes physicochimiques. Tels que la physique, la biochimie et les mathématiques, jusqu'au développement de cette pensée systémique au début des années soixante-dix et le développement d'une nouvelle perspective pour l'étude des systèmes sociaux des institutions et des organisations, dépassant dans cette solide mécanique céleste et fusionnée dans les flexibles sciences humaines.

L'approche systémique a pris une direction différente dans l'analyse et l'interprétation des systèmes sociaux en tant que format unifié et interactif, et s'est concentrée sur le démantèlement et la fragmentation du processus de communication en fonction de son positionnement et de son interaction, et l'a adoptée comme un système ouvert dans lequel tous les acteurs participent dans un contexte spécifique et un environnement approprié qui permet à l'interaction de coordination circulaire d'atteindre tous les participants au processus de communication. Le système de communication s'est imposé dès le début à l'environnement thérapeutique sanitaire et la communication était à l'époque la base d'une construction sociale saine. Dans cette étude cognitive, nous abordons le «système de communication dans un environnement sain en Algérie» à travers la projection intellectuelle et épistémologique de l'approche systémique et sa naissance, et l'École de communication Palo Alto adopte cette approche grâce aux efforts de chercheurs anthropologues tels que GREGORY BATESON et WATZLAWIK dans la naissance d'une approche de communication systémique thérapeutique sanitaire.

Mots clés: Pensée systématique, approche systématique, système de la communication, environnement sanitaire, école de communication de Palo Alto, cybernétique.

Abstract in Arabic :

أحدث ولادة المقاربة النسقية ثورة إبستمولوجية غيرت أسس ومفاهيم تخصصات عدة، وكان لها الأثر الأكبر على النماذج الاتصالية الخطية الأولى، والتي حسب رواد المدرسة الاتصالية النسقية **Palo Alto** بأنها نماذج غير جديرة بالاهتمام الفكري ولا ترقى لتفسير الظاهرة الاتصالية، هذه المرجعية النقدية المعرفية جاءت نظير جهود وتراكمات عديدة ساهمت فيها بشكل جلي ظهور الإيحائية الثانية (السيبرنطيقا) في منتصف القرن العشرين، فعلم الفرمة أسس للتحكم في الكائنات الحية والآلات ودراسة الأساليب التواصلية بينها، معتمدة في ذلك على القواعد الرياضية الضابطة خطيا والأنظمة الفيزيوكيميائية، فالمقاربة النسقية آن ذاك كانت تبني معرفيا بالعلوم الصلبة كالفيزياء والبيوكيمياء والرياضيات، إلى أن تطور هذا الفكر النسقي بداية السبعينات ووضع له منظورا جديدا لدراسة الأنظمة الاجتماعية للمؤسسات والمنظمات، متجاوزة في ذلك الميكانيكا السماوية الصلبة وتلاحمت ضمن العلوم الإنسانية المرنّة.

إن المقاربة النسقية أخذت اتجاهها مغايرا في تحليل وتفسير الأنظمة الاجتماعية كنسق موحد تفاعلي، وركزت على تفكيك وتفكيك العملية الاتصالية حسب تموضعها وتفاعلها، وتبنتها على أنها نسق مفتوح تشارك فيه جميع العناصر الفاعلة ضمن سياق محدد وبيئة مناسبة تسمح للتفاعل الدائري النسقي الوصول لجميع المشاركين في العملية الاتصالية، فنسقية الاتصال فرضت نفسها على البيئة الصحية العلاجية منذ البداية، وكان التواصل أساس البناء الاجتماعي الصحي آن ذاك.

نعالج في هذه الدراسة المعرفية "النسق الاتصالي في البيئة الصحية بالجزائر" من خلال الإسقاط الفكري والإبستمولوجي للمقاربة النسقية وولادتها، وتبني مدرسة الاتصال **Palo Alto** لهذه المقاربة من خلال جهود الباحثين الأنثربولوجيين أمثال **GREGORY BATESON** و **Watzlawik** في ولادة مقاربة اتصالية نسقية علاجية صحية.

الكلمات المفتاحية: الفكر النسقي المقاربة النسقية، نسق الاتصال، البيئة الصحية، مدرسة الاتصال **Palo Alto**، السيبرنطيقا.

- Introduction:

There is no doubt that the concept of communication is one of the concepts that several schools of thought and philosophy tried to explain. These cognitive bids contributed to crystallizing a new field of communication and became the scholar's quote, Watzlawik when he said, "We can only communicate", paving the way for a new research approach that is concerned with all messages targeting our consciousness And our feelings or without them, such as speech, gesture, dress, or silence, according to this modern systemic approach, that communication includes interactions and symbols and the meanings they carry, which they express in an open communication format.

The Palo Alto school of communication and its scientific and cognitive contributions to systemic psychological treatments have given the social and human sciences a new perspective on the concept of communication, as it criticized the linear communication and its lack of validity in the ethnic and bilateral relations between the doctor and the patient, and that this type of communication does not amount to being an explanation of behaviors nor a decoder of symbols Except by opening the so-called communication format and making some kind of participation in communicative situations and analyzing the resulting symbols and non-verbal signals to reach a diagnosis of this patient's condition. And the study that is in our hands seeks to find a systemic approach to communication in the healthy environment in Algeria, and it is a theoretical study through which we try to project the systemic approach to the healthy environment, by linking the problematic elements of the pattern of communication after diving epistemologically into systemic thought and its generations.

1- The Systematic Thinking :(An Epistemological And Theoretical Reading).

1-1 The Definition Of System:

A system has a lot of related definitions which complete one another to build a dynamic notion.

1-1.1 The Idiomatic Definition:

According to « **Mark and Picard** » ; it is a set of active items. Any adjustment in one of these items leads to the modification of all the others. (**Gravel ,Chantal ,2005 ,P.140**).

Moreover, « **Le Gallon** » has defined « The system » as « The whole organized in a group to form a coherent and in dependant unit of real items (Concrete things, persons, procedures...) following a goal or a set of goals, objectives and projects through a set of relations (correlations and dynamic interaction). All the stated should be included in one organized environment (**Ferrand And Others ,2009,p.29**).

1-1-2 The Definition of a system according to the Systematic Thinking

The researcher, philosopher and the founder of the general theory of systems « **Talcott Parsons**», has defined it as « a system is composed of active items » (**Von Bertalanffy, 1993,p.53**).

In addition to that, « **Joeil Rosny** » defined the system as a lot of group of elements in a dynamic interaction, and which are organized according to the goal (**J,Rosnay, 1975,p.93**)

On the lights of the previous definitions, the researchers Hall and Forge agreed that a system means a set oh active items which are related to each other. (**Watzlawik Paul and others, 1972,p.120**).

To sum up, a system was defined as a set of active related elements which have a specific goal. The stated definitions focused on tow variables : (relations and interaction), which cannot be separated because they are related to a social and specific context.

1-2- The systematic Approach:

There was a lot of mix between the system's definition and the systematic Approach. These new terms, which emerged in the modern era, are vague and unclear/ ambiguous. Therefore, we will try to state a clear definition of the systematic approach. The systematic approach's name goes back to the Greek language « **Systema** » which means all is organized

As a result of the combination of Biology and Electronics, a new science « **Cybernetics** » was born. This latter means « The Art of command and control over organism, creatures and machines.) The systematic approach allows researchers to face the complicated situations that cannot be solved by the Analytical and the Cartesian Approach. (Saadi and Oualhi, 439.p.2018.).

1-2-1 The Epistemological Revolution of the systematic Thinking:

It was an obligation that we change the way we used to think and visualize phenomena. Albert Einstein claims that « If we do not change we think, we will not be able to solve problems that we create through our thinking. (G.Donnadieu and M.Kaksy,2002)

Throughout the last three centuries, Mechanical Determinism and Cartesian logic dominated the way of thinking. Whereas, the systematic logic connects and combines the links between the interacting elements. (Saadi And Oualhi,439.P.2018.).

As a result, the systematic approach and the systematic logic tried to combine two directions: The Analytical Thinking and the global thinking.

1-2-2 The Systematic Approach and the Analytical Approach:

The systematic thinking is a science which connects the global thinking and the Analytical Thinking

Moreover, there is an integral relations hip between the systematic approach and Analytical one. The latter consolidates the first. « **Joel Rosney** » describes this integration as paralyzed and blind. He thinks that the Analytical Approach cannot control the details because it is paralyzed. Whereas, the Systematic approach has the need analytical tools for details, however it is unable to see them. (Chol And Pierre,2006,p:256).

1-3- The Birth/Origins of the systematic Approach(A chronological Reading):

Gregory Batson has defined the systematic Epistemology as « a set of beliefs, knowledge and Experiments directed to a level of reality ». They are those relations between things, and between the notice and the thing being noticed. (amiguet and Julier ,n d, p20)

The stages of the system's development can be divided into three generation which resulted from the combination of several sciences and knowledge's. Such sciences have been cognitively enhanced by Electronics and Biology, i.e. from machines to the living beings.

1-3-1 The first Generation of the Systematic Approach (systems of devices and machines):

The first generation of the systematic Approach raised during the Eighteenth century (18thc), when the Impeller was discovered and which nature is supposed to work according to it.

This metaphor, which is directly inspired by watch making, defined the term "Mechanic of Heaven». At that time, focus was also on the physicochemical systems. Nature has combined it's elements/ parts into complex systems without a soul or a will. Therefore, the beauty of the system was in the fixed laws that govern everything; for instance the engineer of a watch mechanical system is the watchmaker himself. whereas, the nature's engineer is ALLAH / God((Saadi And Oualhi,440.P.2018.).

1-3-2 The Second Generation of the systematic Approach (cybernetics and Biological systems):

The Second Generation emerged with the Biological founder of the conference's theory "**Von Ludwig Bertalanffy**". He was interested in Biology multi cellular organisms and Biological systems. These systems exchange Gas, water, food and information with its environment

Bertalanffy has criticized the basis of natural sciences. He claimed that organisms/ living beings do not follow the same physical rules. Bertalanffy suggested to focus on the inter relationship between the system and the surrounding environment. These are his most important principles:

- The system must be understood as a whole
- The "Whole" can only be understood through a detailed study of its parts.

- The Human systems are self reflexive, i.e., they can observe and analyze themselves (**Landry Balas Louise,1999,pp:18-19**).

The systematic Approach was not used only in fields such as chemistry, Biology and Administration but it also tried to improve cybernetics which studies orders and communication among animals and machines.

- In 1948, Norbert winner presented the term "cybernetics" as the equivalent of information.

1-3-3 The Third Generation of the systematic Approach:

This generation lead to the study of social laws/ regulations. A system is "**an organized mind map**".

The Third Generation was improved during the 19th century, mostly by the researchers, **Peter Checkland** and **Karl E. Weik**. Originally, it is a new approach which coop specifically with social systems such as: institution, organizations and groups.

I'm addition to the family and the political system, social system are multi polar ones, i.e. ,they have many decision centers.

To sum up, we can say that third generation of systematic approaches tools were designed specifically to facilitate the institutions management and the ability to show strategic visions since it targets teachers and project managers ((**Saadi and Oualhi, p 441p.2018.**)

2- The systematic vision of communication (a theoretical reading):

2-1 Epistemology (school of communication Palo Alto) :

2-1-1 The Theoretical back ground of the hidden community:

This school was famous for studying the communication among people, it was formed in 'Palo Alto ',south of san Francisco in USA .

In 1942, many researchers in sociology, anthropology and psychology gathered in a group known as the **hidden community** led by the anthropologists **Gregory Bateson**, the research bird whistle and **hall** and **gouffman**.

The school of communication criticized **Jacobson's** model through the telegraph. It also suggested an increase in interactive orchestra system in which people participate in the exchange process, that was confirmed by **Watzlawik** in his famous campaign « **we can only communication** ».

The previous researchers shed light on three main research fields which are :

- the theory of communication.
- change methodology.
- the therapeutic practice.

2-2 Systematic Approach And Media Studies:

The researcher « **Karl w Deutsch** » did his best to apply the communicative references on international relations at the beginning of the fifties 50th. Then, he presented an application of the systemic approach in a book entitled « the backbone of the government models of political communication and control » this wave dominated the communication students, many researchers discovered the advantages of the systemic model, moreover they applied it in their studies about how political laws were made during the cold war, Before applying this model a social integration had to be achieved due to the relevance of each individual's job to others, and these functions cannot be performed without contacting others.

2-3 Systematic Communication Of (Palo Alto School) :

Anthropologists claim that communication is not limited on conversations and messages; however it is more complicated, according to them, physical behavior plays an important role in communication, and Palo Alto had a great role in extending the study of communication from mass media (**Yves Winking, 1996, P. 86**).

In addition to that, **Paul Watzlawik** contributed to give more value to communication through feelings and moods, but in his opinion, it could be at the same time a source of physical change that could not produced intentionally. Palo alto school gave primary interest to movement and to the use space in interpersonal relationships because communication is portrayed as a moving process of many levels .

3- Systematic Model Of Communication In The Algerian Healthy Environment :

Palo alto school assumed a new model of communication, which is reflected in going beyond the written model represented by (**Claude Shannon**) and (**Jacobson**) and replacing it with the systematic model, in this model , the school considers communication therefore., feedback takes place .

3-1 Feedback :

feedback means to send back information to the sender so that he knows that the message has archived its goals.

as an instance, the process of communication between the doctors and the patient is circular so that the doctor know symptoms, there are for types of this echo :

the echo may be ***positive *** , as it encourages the source of communication to present similar messages and makes the communication highly valuable.

the echo may be **negative**, as is does not encourage the source to finish its message, therefore it requires some modification in the letters content.

the echo reference may be **internal** resulting from the sender's sense of a message's effectiveness as a description of sprain during a medical consultation.

The construct of internal communication was that it was the idea of utilizing the knowledge, strengths, creativity and ingenuity of all employees towards creating continuous improvement in the organization (work place) and enhancing the quality of the company's products and services.(**Muhammad Arif and others,2009,p.128**)

as it may be **external** coming from the receiver .the echo may be immediate in personal communication.

it may be free arriving directly from the sender to the receiver without technical obstacles, According to Palo alto's point of view, feedback comes from gestures, movements and situations, because every human behavior has a communicative value, he also believes that the message expresses the relationship that connects the speakers.

3-2 The Context (Communication Environment):

Context is the situation in which callers/speakers are located , there is a physical context as there is a socio-cultural context, the first expresses things such as walls , white the second is defined through the ideas of different doers, for example Bateson doctors and nurses, family relationships formulate message from a socio-cultural thinking (**Saadi And Oualhi, P80**).

3-2-1 The context of interaction:

Palo Alto school was interested in the context of interaction between the actors, heath messages for example cannot be understood when isolated from their context, this school gave another concept of context by separating the context of a position and the nature of relationships, therefore the meaning is generated through a specific context by introducing other context that are complementary to the context of interaction, but that context and meaning are formed through exchange .

3-3 Circularity Of Communication (The Central Interaction And The Second Suggestive):

Most of the movements signals and gestures in the communication process are effective, this effectiveness les to failure of clause Shannon's model , the raw and the simple .

3-3-1 Central communication reaction:

Palo alto focused on the concept of 'shared perception ' between the communicative actors because theses perceptions build an interdependence which allows the central

interaction to pay attention through the suggestion and signals provided by the participants may carry significant information and this becomes a focus for both interaction and attention .

3-3-2 Circular communication and cybernetics':

The idea of communication's Circularity developed through family health treatments in the 1980, through the first cybernetic which was concerned with the rules of the system, through that there are communicative organize themselves through the mechanisms of feedback and focused on the way the system behaves, however the second cybernetic focused on position feedback and communicative exchange deviating from the first criterion of the system, this is what causes the differences and conflicts as the information arrives in an expected way because the system at the beginning may be a way of blockage .

4- Symbols in healthy system communication:

According to the systemic approach, the healthy communicative environment is characterized in its essence by many symbols in particular life through observation and interaction that generate several symbols, verbal symbols, for instance, like words, sentences, verbal and non verbal vocabulary, such as movements, signs and gestures have significance and meanings and culled the shared experience within the groups .

4-1 Symbols as interpretation tools:

Verbal and non verbal communication share their components on the symbol element, the process of deconstructing these symbols is through the shared experience of the participants in the communication process the interpretation components of these symbols, therefore the symbolic system has two principles:

- **Sensation:** is the process of reading the pattern of communicative symbols among the participants.
- **The Truth:** is the essence of interpreting and reading symbols .

Coding and interpretation, therefore are the basis of the process of understanding and perception, and it is considered as the first stage in the effect occurrence's process

In our opinion, such actions are conducted within a unique space — a symbolic content of a symbol (in this example — a burial site). By orienting in this space it is easier for a person to cope with their emotions and therefore adapt to the changed world (**Aleksander N. Veraksa, 2013 p.60**)

5- The messages in health communication:

Messages are considered to be one of the most important and prominent elements of written communication, personal communication plays an important role in the healthy environment., in this communication process words are used however we must distinguish between the verbal and the vocal, I'm 1993 , **Stewart and Logan** ' stated that the previous words are not synonyms, the term 'verbal ' requires the presence of words, such as writing movements and calls for the deaf mute person , As for the word 'vocal' it is used in verbal and non verbal communication, the tone of shouting and laughter are expressive example of voice messages for non verbal communication, for example, in the personal family communication, laughter, crying and surprise are universal symbols but the interpretations in situations differs.

CONCLUSION

We can summarize what the Palo Alto School came up with after trying to explain it to communication, especially in the health field, and its comprehensive view of the pattern-forming elements in several points:

- The necessity of interaction between the communicative elements in the health space in an open format.
- Context and communication play an important role in interpreting and reading social symbols and interactions.

- Feedback circularity as one of the key points in the success of the systemic communication process.
- The inclusiveness of the systemic communication process between the actors contributes to reaching interpretations within the healthy environment.
- The necessity to rely on systemic thinking, especially in hospitals and health centers.

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