

There have been several specialized theoretical paths in sociology that are mainly concerned with the study of human communication in general and mass communication in particular. Where the interpretation of these paths was associated with the prevailing ideological orientations. Proponents of the theory of functional constructivism deem that social formation is governed by inherited beliefs, customs, and values, while proponents of the critical theory of social reality differ from them in that what is controlled is the means the individual actually produces his living needs and how he distributes the productive returns and forms of relationships resulting from that.

According to these trends, the constructivist theory perceives the media and its affairs as a pattern of related sections. Its basic work is to bring together the sections of society and ensure the internal integration among its members and the ability to build a response among its members, as well as its responsibility and ability to steer and control opinions and behaviors. As for the critical theory, it emphasizes a package of values through which it works to change conditions in society. It is concerned with studying the large inconsistencies premised on society and all its systems. It delegates the importance of the elite's use of the media, identifying the effects resulting from the rulers' domination of cultural knowledge and the media organizations, and striving to learn from them.

Objectives

It seems that there is a close connection and interdependence between the existing sociological theories and the existing study in mass communication through two main considerations, as the first focuses its interest on studying the role of the media system and its means in creating knowledge and science and re-disseminating it through a variety of important symbols that provide us with full knowledge about social environment. This knowledge cultivates in us a sense of experience, builds a perception of our realizations, and allows us preserve past knowledge, understand and comprehend prevailing trends and ideas. In general, the media and its means differ from other knowledge bodies in many subjects, the most important of which are: The relationship between the sending and receiving parties is considered a relationship based on balance and equality. The media system reaches most people faster when compared to other bodies, as well as the ease of working and shaping public opinion through the media and its various means, and that it is affected in an optional, low-cost and unspecified manner.

As for the second subject, it includes that the media and its means mediate between personal experiences and the societal reality. This is clear in several meanings, and there are several examples that engage media staff between receiving individuals and other parties that deal with them from industrial and legal bodies and institutions and government agencies, as those working in the media give most of their concern in linking between the different parties and between the various facts and events.

Therefore, the research objectives are as follows:

1. Identifying contemporary sociology theories.
2. Identifying the contributions made by the specialized theories of contemporary sociology in research and studies that highlighted mass communication
3. Identifying the extent of contemporary sociology's contributions in particular to the study of mass communication?
4. Identifying the extent to which these theories are capable of dealing with the fields of mass communication in light of the advanced media technology and the rapid response by the public to it?

Problem

This study, which is based on approaching and identifying the extent of the contributions made by the specialized theories of contemporary sociology in its research and study of mass communication, due to the lack of interest in this subject by scholars in media studies, as well as these theories have received attention, since their inception, in media studies. For this, there are many important questions through which themes of interest in this study are formed. The question raised here is whether it is preferable for mass communication to have its own independent field as a specialization that relies and focuses on specialized theories and methods that aid it in studying and analyzing its issues? Or is it a specialization taught within the other social curricula, and be beneficiary of other disciplines in order to avoid falling victim to a mono-perspective theory? If the answer is the necessity of linking the other multiple disciplines with mass communication, particularly between these different disciplines is sociology, then what are the contributions of social theories, specifically contemporary ones, in existing research in the scientific perspective of mass communication? What is the extent of its capabilities in dealing with the different disciplines of mass communication under the umbrella of modern media technologies, and the speed of response of the masses with it?

In order to fully answer these questions, this study will present two main themes with complete elements and a conclusion. The first theme is related to the existing relationship between mass communication and social theories, while the others focus on the contributions of those theories and their studies related to mass communication. As for the conclusion, it focuses on the important findings and conclusions.

The main question is represented in the following:

What is the role of contemporary sociological theories in the study of mass communication?

Methodology

In making this paper, I used the analytical descriptive approach since it assists me as a researcher to develop, understand and analyze the theme and reach logical results and explanations.

Theme:

First: Theory Concept

It is a scientific, philosophical, or literary rules and foundations that are used to describe certain matters, as they can establish certain facts and contribute to the creation of new ideas. Among the second terms and definitions by which the theory is known: It is a study of specific topics in a rational and logical manner, in order to reach numerous and summarized conclusions from the results through which it contributes to strengthening the basic statement on which the theory is built.

Second: Sociology Concept

It is a study of human social life in the form of groups or societies, as it is sometimes defined as a study of societal interactions. Sociology is defined as a science that studies societies, and the way they are formed through both individual and collective actions, where the social imagination contributes to identifying the interrelationship between issues and special topics, the experience of individuals, and general issues, so that experiments apply on them collectively. In sociology, researchers are considered as a multi-specialist, by enabling them to teach several disciplines in parallel on the campus, for example: teaching criminal justice subjects, law and society, religion, and gender.

Sociology plays a number of important functions, including

- Studying societal relationships and interdependence, identifying the extent of social interaction between individuals and groups, and studying phenomena in relation to each other.
- Carrying out a study of social phenomena and facts.
- Examination and testing of societal events and phenomena and the changes that led to their development and assistance.
- Studying the functions on which these phenomena are based and their change due to the change of time and place.
- Identifying the reciprocal influences between individuals and groups in the variables and conditions in terms of nature, the surrounding environment, or geographical ones.
- Revealing theories and laws pertaining to society and which are subject to and comply with societal phenomena and events, in terms of origin, variables and development.
- Sociology studies contribute to identifying the values and customs of society and compare them with the customs and principles of other societies, while clarifying and explaining the reasons that formed those values, customs and traditions.
- Sociology is researching the resources available in society, including natural, financial, vital and industrial resources, through which the plans necessary for the development and progress of the welfare of society are developed and laid.
- Identifying the social problems of officials and identifying their causes, which contributes to facilitating the drawing and development of community reform policies and plans based on scientific bases and supported by true facts and proven statistics.

Third: Mass Communication Concept

It is a concept related to the media and its various means, as it seeks to communicate information, news, events, and knowledge to the largest number of people, through audio, visual, and print media, as well as via the Internet through various social media websites, and it is a powerful method in delivering various messages to a large segment of the masses at once. The mass communication is one of the means by which the public is informed at the same time. Most of the means in the media are methods used for mass communication, as they are a double-edged weapon that may be used and employed positively or negatively under the extent of credibility in delivery of media from the radio, the press, the television, and the continuous progress and revolutions that humanity is witnessing in the world of the Internet and social networking sites, whose advantages, tools, and capabilities to deliver messages and contents have multiplied and varied in several ways that are different from other similar ones nowadays.

Fourth: Significance of Mass Communication

The role and significance of mass communication are represented in performing its functions properly, by communicating information and truthful facts to the recipients and educating them in the changing and different circumstances, for what is displayed through the media directly and promptly affects the opinions and positions of the masses. Meanwhile, it works to entertain people and raise their education and orientations. So, this is what makes the contribution of mass communication has great significance in societies, as it is clear as crystal to find the tasks of communication and its focus on educating, entertaining, and follow-up, as it is a link between the decision-maker and the public, and the recipient and the sender, as social media aids in its great diversity in providing unlimited opportunities, to the development and progress of mass communication.

Fifth: Types of Mass Communication

Broadcast media

It is considered one of the various forms of media that include several media, including: radio, television, audio recordings of music, and visual films, as it is noted that the first media that started recording music and others was at the beginning of the seventies of the last century, to become the first type of non-printed communication.

Digital media

Digital media has changed and transformed the course of the entire industry and content of mass communication, and it is the advanced and modern means and tool nowadays, as it is considered the most powerful type of mass communication during the past two decades, as it is one of the most systematic and cost-effective types of methods, as it provided companies with publicity and advertising for their content and work on Internet networks.

Print media

Print media is one of the most renowned traditional forms in the field of mass communication. Examples include daily newspapers, magazines, educational publications, stories, and others. The journalism is one of the main bases for print media, as it produces, compiles, and publishes daily reports of events that take place around the world, whether the purpose is to publish and communicate knowledge and information, promote it, entertain it, or for other purposes.

Contemporary Sociological Theories

First: Structural theory or functional theory

It is one of the theories that is premised on discussing the mechanism of relationships that affect the structure of society, and targets to restrict and define the nature and ways of life of individuals and monitor the formation and change of their personalities, as well as searching for structural rules that affect drawing of the shape of society, and a study of the living reality in society that aids in avoiding the formation of freedom for the individual.

Second: Conflict theory

As it was attributed to Karl Marx, and it is one of the theories that focus on the formation of society from several different classes, including the dominant class, which is called the bourgeoisie, and the weak, which is called the proletariat, and that the proletarian society members seek to secure their daily sustenance with hardship. This theory perceives that class differences and conflicts are positive and welcomed, as it means that society has the ability in this case to perform its vital functions through class struggles and self-interest.

Third: Role theory

The role theory perceives the behavior of the individual as stemming from the roles he performs, so that those roles prompt him to gain status, value and appreciation in society, especially his role that he practices and performs in his society. As for his rights, the method of defining and limiting them is through the tasks, duties and actions that he performs, and that what the individual performs in terms of his roles and actions are the one that mediates between him and his society, as well as he can exercise and perform several roles within institutions or other bodies, where those roles are different as there are the leadership role, the base, and the middle.

Fourth: Social exchange theory

It is a process based on exchange between individuals and groups or even between organizations and societies. This theory perceives the nature of social life as an exchange and interaction based on give and take between two parties, making the relationship persist and continue, as these points are considered parts of the symbolic interaction theory, which examines and studies the process of interaction in interpreting and analyzing all social

phenomena. Through it, we can explain the dynamic aspect and the transformational aspect of the phenomena, as it depends on earning, benefiting, and obtaining large financial revenues and profits.

Fifth: Explanatory theories

These theories perceive sociology as opposite, distinct, and analogous to natural science.

Sixth: Sociological theory

It is one of the theories inspired by the natural sciences and its reference effects, through the introduction of far-reaching and non-sociological insights that contributed to the interpretation of social reality.

Seventh: Relationship of Mass Communication with Contemporary Sociology Theories

Originally, we need to make it clear that mass communication is a modern field in comparison with the other social sciences, in terms of its contributions, advancement and presentation of many disciplines, including: political science, psychology, law, and other social departments, as well as contributions from other natural sciences. At the end of the last century, the mass communication witnessed tremendous development and progress in all aspects beginning from its specialization, methodology, and divisions, or as a science taught and became a major in universities.

The restriction in advancement and progress did not stop in the West, but its roots extended to the Arab countries, where there are special fields and departments for media that are taught within universities, concerned in conducting studies and research and monitoring media phenomena within society. There were also opinions demanding for the need for complete separation and independence of mass communication from the subject of the other social sciences.

While the previous opinions demanded for independence, in the meanwhile, other opinions emerged opposing the aforementioned idea. Many written dissertations confirm that mass communication has not yet advanced to the required level in order to be considered a scientific department with complete independence and uniqueness, for it remains one of the distinguished scientific themes or a meeting point in the scientific fields that intersect and differ at the social and human sciences segment.

Eighth: Manifestations of the Relationship between Mass Communication and Sociology

The first group of scientists, in their research, perceive the contributions of functional theory through the American research as certain without any doubt. Proponents of this trend consider that the greatest credit is attributed to the pioneers of the theory in the progress of media research and its theories. Among the studies on which books were written is "Media Theories" by researchers Paul Rokic and his colleague Melvin Devler. In their study, they indicated the importance of community theory and mass communication and its integration with media studies, as they proposed the optional effect represented in the theory of individual differences with social relations.

While the first team tended to emphasize the contributions of functionalism to mass communication, this trend was contrary to the other team, as they emphasized the importance of both critical and constructive theories, including, but not limited to what the researcher "Dennis Macwell" argued in most of his literature and studies of the theory of sociology in the mass communication themes, and he is the author of the very important book in sociology "Mass Communication". In his book, he mentioned the importance of studies in the field of mass communication, through many theories. Also, he addressed some several theories, including Marxism, constructivism, mass society, criticism, and other theories and trends.

Ninth: Role of Contemporary Sociological Theories in the Study of Mass Communication

Despite the several and varied divisions of sociological theories, we can define them in two basic directions: functional and critical constructivism. The first theory adopted the belief that the media is a social system whose main work is based on contributing to the integration of all aspects of society and working to ensure its stability, while the second theory tended to analyze the multiple functions of the media and the influence of the controlling class of it. Through the study of the two previous theories, other branches and directions of sub-theories emerged: the first theory emerged from phenomenology, interactionism, and cultural analysis, while the other theory emerged from Marxism, Frankfurt, and Smith criticism.

First: Functional constructivist theories and the study of communicative pattern:

The constructivist theory is concerned with the study of the media field, for it is considered in itself a special and important department, and seeks to correct its paths in light of specific policies and institutional foundations. Its special functions, when presented, reveal its general topics and application. As for its formulation of policy, it is tailored to the freedom of choice and the concepts of pluralism, as well as commensurate with the social systems of the conservative trend. As for constructivism, it considers the media as the basis for preserving prevailing values and principles, in addition to employing it as a basis for social change. From the perspective of functional constructivism, the media is the one that interprets and studies trends and the activity of institutions to meet the needs of society. The needs are deemed one of the organized and permanent processes, as they require continuous guidance and permanent adaptation. It also considers the society as a set of interrelated aspects and patterns. The beginning of the researchers' contributions to functional constructivism in the year 1960 AD was an article entitled "*Media and Building of American Society*." The article was also published in the content of the book "*Politics and Social Structure*" written by Parsons in 1969 AD. After that, the article was added to the Department of Sociology and Media, and the article gained great attention and interest, as they set three sections for society: the media, politics, and economics sections, and they intended from their analyzes and studies to refute the ideas of cultural decay and its increase in American society, as a result of control and domination by the large companies that have a long history in shaping the media in the minds of public opinion and conversely their fight against critical thought, as their studies were based on several ideas and all of them are in support of freedom for American society, and that it is better than the suppression of freedoms adopted by the people of mass society.

The constructivist theory encountered some forms of difficulties represented in the possibility of its inability in the long term to prove its long-term effect, and there is a possibility that its effects may be beneficial or harmful, as we cannot prove or demonstrate this through empirical results. Through the challenges and difficulties faced by functional constructivism in their assumptions, several social psychology researchers such as Charles Cooley and Herbert Plumer, as well as those with phenomenological and ethno-methodological orientations, argued that it was necessary to build an intellectual formation that could complete the continuity of the tasks of the classical orientations, as their directions were defined by the alternative theory, which is concerned with studying and criticizing the statistical and quantitative approach, as well as studies that focus on the daily living patterns of individuals and their interactive relationships with each other.

Symbolic interaction and communicative behavior

The importance of symbolic interaction theory is reflected in communication studies, through its interest in the idea and means of social interaction, and work on the use of common and close concepts as a main basis for personal definition of the objective world. Charles reached

the conviction that humans cannot harmonize with each other on the principle of their objective and factual qualities, but those impressions and perceptions are created by the two parties through the interactive processes between them. Cooley explained those impressions with the personal idea, as we form personal ideas about the individuals we know. More clearly, we form subjective impressions about people in other areas, if we separate each of them as a group by itself.

Basic premises underlying the research of symbolic interactionism and communication:

1. Depending on people's understanding of the environment around them and identifying that the communication in it or what we perceive about the world are previous communication experiences.
2. Communication performs the role of a mentor by guiding definitions about oneself and attitudes, as these concepts are the result of previous experiences from the environment.

In light of the above, we find that symbolic interaction is concerned with and focuses on the themes of the main points, which are represented by the fact that communication is the main condition for the occurrence and formation of social interaction, so the communication emanating from the same person with the other parties is what determines the form of his interaction with them. Furthermore, communication is one of the primary sources to gain experiences indirectly, and its clear performance and role is to guide individuals and introduce them to their environmental surroundings and their awareness of the life of their society, as the importance of theory and its necessity appeared in our current time for scholars in the media field, notably after the massive and unprecedented spread of the several and advanced means and media and the media field overlapping each other to perform its tasks and functions.

Phenomenological theory and construction of meanings

There is a close relationship between the structures of language and the way people use language to translate the meanings and concepts within them that are intended to be expressed before others. In the nineties of the last century, scientists began to make studies and research related to the languages that are used in the world in their various types, so that they can understand and identify the mechanism and transmission of meanings and purposes through stimulating sounds and expressing words and similarities of vocabulary, as these experiments led to attempts to interpret and translate the structures of ancient languages, and researchers in languages conducted their studies to past times.

Languages and their basic science consist of organized themes that contain three branches of the language. This contributes to understanding and identifying the way and manner used by peoples and groups in the process of communication between individuals and methods of conveying meanings. The study of voices is considered the first field of research, as it is a method of constructing and linking words to each other. The second field is the study of the structure of sentences, and this form of use is for conveying and communicating meanings in a manner greater and broader than using the meanings of a word by word alone. There is a special field for studying meanings and their purposes in language and the change of its meanings over time, whose interest is focused on studying the interdependence of meanings, whether they are between symbols or words with each other and their meanings, i.e. in the various positions in which those words are placed.

Mass communication and its prevailing considerations are theories perceiving the medium as the basic foundation for the formation of common beliefs, as well as considering it merely a method and means for disseminating information, as it contradicts the transformational school that believes that the medium is a tool that transfers information, and most often it is needed

for control. While voices are raised and enrage the media and its various means, as it is represented by specific models of influences that appeared in the early seventies of the last century, this is clear and concentrated in the perspective of communication. With the social tendency, concern and follow-up of this kind of perspective emerged. The social structure of real life necessitates that people respond and understand meanings when they use signs and symbols, as they are the main source in shaping the repository of knowledge in society, and through which social interactions occur and emerge between people and their surrounding environment. Likewise, what Goffman argued in his perspective as a path for both the interactive perspective and the social structure perspective, and he proved that a person's ability to permanently choose the types that suit him to direct his perception may make him feel the previous experiences he has gained.

We can reach a conclusion from the previous proposition that the theory sought to make media a means to interpret the daily living reality, such that its concern was in searching for shared experiences and meanings among people within society by depicting it as a basis for social life. This perspective is crucial for media scholars with the hypothesis of integrating the media function into social life, and that the basis of the media function is in presenting and logically expressing the reality of society, as well as searching for and expressing people's needs, issues, and interests. This is because the media is part of the social reality, but we note the vast difference in what is presented in the media compared to the daily life on the ground of reality for society.

Theory of culture analysis and pattern of using the medium:

Given the importance and increasing need for mass communication in the meantime, it has become one of the main means in shaping the lives of individuals. The researcher James Carey was the first to introduce the perspective of using the media and its means as a cultural system in his book. He addressed the importance and necessity of cultural transfer, and also stressed that the social sciences overlap. After that, it became a classic source for students in the field of communication, as it was an obstacle in the transformation and transition of communication research to the explanatory section.

The media and its various means have become the first source in communicating knowledge and experiences and teaching many manifestations and behaviors of daily life. With the progress and continuous development of the media, numerous types of popular culture began to fade, and the storytelling, quizzes, popular games and many others disappeared, due to the disappearance and extinction of conservative families whose popular culture was inherited, and they were replaced by the single nucleus families that linked themselves to modern media. In addition, the insight of the mass society of the changes created by the media in people's daily lives has undesirable consequences and is harmful to the innate nature of the people, because the media seeks through its culture to impose the subordination of society to the culture of the elite, at that time the periphery of mass culture expands.

Media studies have paid attention to analyzing and interpreting the various types of cultures, as they focus on studying the way individuals use the media, make them feel about themselves and the whole world around them, and show the findings that result from the use of media and its means in daily life. Those theories overlook the effects of social policy. They focus their interests on non-critical aspects. The school of cultural analysis considers that it is less concerned with the results that have long-term effects of the media, but it is concerned with and focuses on its studies on the results of the media influences on the lives of individuals.

Based on them, it turns out to us that the analytical perspective of culture emphasized the role of the media in shaping social culture, as it has the capabilities that affect the formulation and

drawing of societal reality and work to change its regular pattern. Analytical theories, in conjunction with critical theories, worked on developing methods of detection and research on the effects of media on the culture of society and its development, and worked on developing an integrated theoretical structure and formation, as both parties emphasized the importance of media in formulating individuals' attitudes about their people and their social environment. Both of them perceive the media as the main way to educate individuals and make them integrate into a broad culture. They have proven the influence of the media and its effective practices in the contemporary social reality.

Second: Critical theories and the study of mass communication:

The critical perspective suggests that social studies must focus on a range of values such as guidance and noble purposes, where its purposes are guiding and changing the social reality. Mostly, the critical perspective is concerned with examining and scrutinizing social problems, identifying their type and source, and after that a recommendation is made, and then choosing the solutions for them. The researchers in these perspectives are divided to social movements, so that their primary objectives are hidden, attempting to bring out the theoretical hypotheses to the practical and executive reality.

The critical perspective is concerned with studying the relationship between social problems and media production, as the criticism adopted the comprehensive perspective in its research on the major aspects, and it is centered on studying the social environment as a whole and the elite that controls the media, as well as reveals the processes and their used influences. What distinguishes scholars who belong to critical research is that they have political activity, and that they make a great effort in shaping and formulating social policy.

This is owing to the social affiliation of their environments, as they are considered leaders in their social movements. Moreover, they interpret the existing values in an assessment of the status quo, and that the media critical perspective with the cultural critic focused on the issues of change, power, and conflict.

Despite the demands of the contemporary media perspectives to reform the social system, this credit goes to theorist Marx, as he was the first to call and present the idea of forming a new society in which class would be eliminated, and the workers would be preferred over the owners of money, and their demand to end the farce that occurred by them, and they would work in union together to build a new society based on justice and democracy. Marx's belief was premised on the fact that rulers and those with power are controlling the shaping of society through their domination and control of all means of production. The rulers continued to be in positions of power and control by controlling culture and class in society, and perceive culture as a force ruled by rulers to entertain the working class and carry out actions that harm their personal interests.

Neo-Marxism and theory of political economy in the media.

Neo-Marxism is generated and formed in its systematic form from the traditional Marxism. It came with its new perspective by re-reading the original Marxism, as it seeks to develop a practical line for the specific laws through which it contributes to social progress, through the variable social data and facts that are produced. Its attitudes are characterized by a critical and radical form, as the founders of the theory from Lucian, Gramsci, and the latter, Franz Fanon, presented data, theses, and scientific facts, and at the same time they were not contrary to the ideological perspective of the original classic.

Neo-Marxism was divided into several important schools, among the most important of these schools is the school of political economy and British culture. British cultural studies sought to connect Marxism with curricula and research theses from many sources containing history, language, criticism, literature and anthropology. This perspective sought to track the impact

of the rulers' control throughout history on the social culture and track their reality, and to criticize those social effects of that control, as well as focused on monitoring and studying the culture of the minority class in society.

The first theorist Gramsci began his contributions to the media study and presenting his vision, when he rejected and did not accept the idea of economic materialism of Marx, as he focused on humanity and human subjectivity. Gramsci attempted to attribute and define the nature of power in the industrial society, and seek to identify the level of awareness and cultural and political perception. He also confirmed that the main source of power in society is concentrated in public opinion and the group that follows the press.

The British cultural perspective produced studies of various forms on the content of popular media, and even reached the level of its influence on American studies, especially on the women and on researchers in popular culture. The research that was presented by the researcher Janice Radwi is one of the best forms of expression of the concepts of cultural studies. She presented her analysis of the popular content in romantic novels, that the way of portraying her characters stems from myths that suggest the control and domination of men in society is considered fair and natural, and that men are always presented as strong and aggressors, while the opposite side presents women as weak and passive, and does not have autonomy. Women must gain their personal identity through their partnership with men.

Political economy in media theory:

This theory is one of the early concepts that still stand, in order to prove the proposition that is concerned with the constructive aspect of the economy, as well as the perceived content of the media. This dependent perspective of beliefs emphasized the economic basis. Where the experimental perspective directs its interest and research to build and shape the ownership and the qualitative forces of the media.

The main strength of this perspective lies in its ability to create empirical assumptions that have the capability to test market determinants. Despite this choice exists, it is not easy to determine empirically. While this perspective is concerned and focused on the means, since it is the one that presides over the economic process and turns it into a commodity, there is a great presence and interest in the theory of political economy, as the media is considered one of the real products of the masses. That is, they are the ones who draw the attention of the masses to the advertisements through which the behavior of the masses is formed and formulated in a specific and distinct manner. The great concern of the adopters of this perspective is the control and domination of the ruling class over economic entities such as banks, markets, etc.

The researchers seek to reveal the effect of rulers' control on other social entities, including the media department. Likewise, political economists are interested in studying the work of the economy in shaping the culture produced by the media, as they do not always focus on searching for the way culture influences certain or different groups, but they make most of their attention and focus on understanding the methods of control that take place on the production process. They trace the reasons for the dominance of some cultural genres in television time and not others.

Perhaps the Arab television channels were among the clear examples that highlighted the effects of the economy on the production process of cultural and media content. When some of the satellite channels were separated from the government administration and worked independently, owners of money and large companies dominated the content of advertising and propaganda, and many programs appeared broadcasting content that contradicts human instinct and religious teachings, all under the auspices of those advertising companies.

Conclusion and Findings

After presenting the attitudes and views of critical theories and studying them for mass communication, we can say that these theories sought to analyze and interpret the work of media in societies with a realistic vision. This was evident in their endeavors and analyses, as the theories focused on massively on specific types of values and principles in changing social conditions, as well as those of the elite who control the media, and revealed the effects resulting from their control over the culture of society. Moreover, those theories focused on the relationship between the media products and social problems, and it seems that the analysis of intellectual trends emanating from critical theories that they meet and share one point, which is the criticism of the media.

The proponents of the Frankfurt theory sought to focus on the roles played by the media in changing facts, falsifying and distorting public awareness, according to Marcuse, and Adorno also sought to indicate the work of the means of self-culture in forming a false and incorrect personal vision of cultural products. Eventually, the importance of the media in formulating and building trends in societies from the authoritarian regime to the free democratic regime must be emphasized as argued by Habermas.

As for the proponents of the NEO-Marxist perspective, they branched into two directions, one of which is the theory of British cultural studies, and the second is political economy in the media, as the first perspective was associated with ideas and research methods that resulted from different sources, and it included linguistics, anthropology, literary criticism, and history. This perspective sought to monitor the effects of the rulers' control on the formation of culture and worked to trace their impact.

Gramsci also contributed to this perspective by developing the term control, as he perceives that control does not entail simply imposing a specific thing only, but rather means a specific segment persuading marginalized groups to accept the form of the dominant culture, adopt and absorb it at once. This was the concern of Asturt Hall and the analysis of the functions and roles of the media that he was doing.

Finally, for the theorists, each of the scientist Smith, McCloman, and Ennis, they centered most of their attention on focusing on the effects of communication technology on social reality. Inies sought to link between the societal development and the development of communication. McLuman argued that the content of the media should not be separated from the technology itself. As for what Smith argued, he focused on the power of the media in restricting and confining free and independent thinking, consumer selection and the form of democracy.

From the very beginning, this study aimed to identify the extent of the contributions made by specialized theories in contemporary sociology in the study and monitoring of mass communication, due to the lack of adequate attention by researchers to this type of approach, as the answer to this type of question necessitated answering a set of side-questions related to the same topic. If the topic of mass communication and its independence is discussed as a science and a self-contained perspective, as well as schools affiliated with it branch out from the rest of the other social sciences, and after those theses, ideas appeared to support this trend and others that oppose it. We also paid attention to the contributions made by the theories of contemporary sociology, and their role in studying and analyzing mass communication, whether through the structural-functional perspective or the critical perspective. We can present a summary of the studies, discussions and ideas that were presented and reached by views on these issues in the following set of points:

First:

1. Various studies have demonstrated a great divergence in the views presented regarding the call and the argument for the independence of mass communication, as the supporting studies indicated that there are great results on its development in the specialization of its study on several levels, whether theory, methodology, or even the teaching disciplines in universities, and at the level of practical application and its clear effects on society. According to the opposing studies, the study of mass communication and its content has not yet reached and developed in a way that can become an independent and autonomous scientific school, as they perceive research and studies related to mass communication and its processes, to be based on a group of specialists who follow the field of social and natural sciences together.

The scholars infer the veracity of their views regarding the lack of a comprehensive, well-articulated insight of mass communication now makes it in itself an independent field. Furthermore, the mass communication has no established approach of advanced hypothetical concepts and structures, as its pillars were not clearly intertwined, and it did not have a comprehensive analytical form. The researcher is somewhat tending to the latter opinion, because he sees the role that mass communication plays, and that it works to demonstrate the values and social reality, and in the meantime, it works to perform its role in the process of social change. Besides, the natural form of the material produced by the media organizations must be interpreted and analyzed by several different sciences, and it is assumed that several fields should be integrated into its study.

Second:

The studies displayed results for the existence of close and solid relationships linking the social sciences with mass communication, as the mass society perspective was the first perspective on which media studies were established. In spite of the much criticism to the theory, it still has the effective influence in creating the viewpoints of the students of this discipline about the social purpose of the study of mass communication.

The form of the relationships between the two former fields is shown by going back to the beginning of research related to mass communication in the USA, where it was linked to the work of senior scholars, including George Herbert, Charles Cooley, and Robert Park. As for the special research in this field, it was related to the contributions of Harold, Lazar Sville, Levin, and Hoagland.

The scientist Cooley was the first to present in his book, which was published in the year 1909 AD, the social necessity of social communication. The scientist Mead argued to formulate and arrange his theory twenty years after Cooley, when he focused on the importance and necessity of using the medium as a mechanism for interaction. Laswell argued to do content analysis research on the media presented products. Lazer Sfeld focused on researching the effects of mass communication, as these results emerged from his analyzes and interpretation of the American elections and his study of the individual and media influence on intellectual and political trends. According to Hofland, he researched the effect of propaganda and advertising content published by the media and studied its role and ability to change and form theoretical views.

Third:

The results of the studies revealed that despite the several contributions of the contemporary sociology perspective in mass communication studies, it has received some criticism. There were some shortcomings in the theoretical views on which functional constructivism clung, where the explicit discrepancy appeared between those views and the actual process of the role of the media in society, in addition to the methodological problems, which were represented in the difficulty of measuring the effects through empirical studies. It also showed

the existence of several criticisms in which critical theories were criticized when studying mass communication.

With respect to the views of the researchers in the functionalist sociology that these theories cannot be tested nor be proved or refuted according to an independent measurement. The Marxists argued that it is unable to provide any epistemological analysis or interpretation of the actual social reality. In the end, we can say that mass communication is inadequate and it is in dire need of many disciplines and sections in order to show its effectiveness, complete the role of its function, benefit from the various disciplines, and then be prepared to keep pace with developments, so as not to become a victim of one of the unilateral scientific trends, although our opinion tends to raise the rates of connection with all social sciences, especially focusing on linking it to sociology, as social science theories were the first and main supporter of mass communication, despite multiple criticisms.

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