

Public Sphere and Public Opinion Observed from an Archeology of Communication Media

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Abstract:

The influence of Jürgen Habermas on the public sphere and public opinion historiography has been great, even though, historical sciences have nowadays abandoned his theoretical statements and successfully substituted them for their own theories and research programs, achieving a huge enlargement of the research field. This new research field, though, can hardly be represented unitarily as a history of public sphere and public opinion, which have led some historians to define it as a history of communication. In this scenario, I ask myself what could communication theory (as an archeology of communication media) avail to a history of communication. Departing from the assumption that a reentry of the forms of communication into communication itself, renders higher levels of social complexity, steering sociocultural evolution, I examine the relationship between diffusion media and success media, theoretically and historically as well. From there, I suggest some research lines in order to understand the emergence of the semantic of publicity and its relationship with a determined socioestructural setting as a contingent result of sociocultural evolution.

Keywords: *Public Sphere, Public Opinion, Success Media, Diffusion Media, History of Communication.*

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