

The Sociological Approaches to Interpreting Local Development and Strategic Communication

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Abstract

This article focuses on exploring sociological approaches to local development and strategic communication, and demonstrates the importance of a deep understanding of social, economic and political transformations affecting communities. Through a sociological perspective, our understanding of social dynamics and the role of strategic communication in local development is strengthened.

It also provides a framework for analysing and promoting effective communication strategies that contribute to the growth and well-being of local communities, including social participation, social networks, strategic analysis, sustainable local development, symbolic interaction, phenomenology, ethnomitodology, and communication action

Through the use of sociological approaches, we can analyze factors that affect the development of local communities, such as communication between local institutions and communities, sharing knowledge and information, and social capital intensity. focuses on the importance of democratic communication, constructive dialogue, social justice and community participation in building integrated and sustainable societies.

Keywords : Sociological approach ; Interpreted ; Local development Strategic communication

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I- Introduction :

Sociological Approaches to Local Development and Strategic Communication are powerful tools for understanding and analyzing local development processes and the role of communication in achieving them. These approaches focus on the social and cultural interactions and relationships that occur within local communities and how strategic communication can be employed to achieve sustainable development and enhance social justice.

Sociological approaches are analytical and interpretive tools for understanding local development and strategic communication, based on an understanding of the social, cultural, and political relationships that impact the development process at the local level. They indicate that development is not merely an economic process but also includes improving the quality of life, increasing social justice, and fostering sustainable development for local communities.

Furthermore, sociological approaches emphasize that strategic communication plays a crucial role in enhancing local development. This is achieved by promoting communication and interaction between local institutions and communities, fostering community participation in decision-making processes related to local development, and raising awareness and education about local issues, problems, and available opportunities.

Strategic communication, on the other hand, plays a pivotal role in facilitating effective interactions, collaborations, and information exchange among various stakeholders involved in local development initiatives. It involves the deliberate and planned use of communication tools and strategies to convey messages, influence attitudes and behaviors, and foster engagement and participation. Sociological perspectives provide a critical lens through which to examine the social processes and structures that shape strategic communication, including power relations, social networks, cultural contexts, and media dynamics.

From a sociological perspective, local development and strategic communication are not merely technical processes, but deeply embedded in social relations and power dynamics. Sociologists analyze the roles and interactions of different social actors, such as community members, government agencies, NGOs, businesses, and other stakeholders involved in local development efforts. They explore how power dynamics, social inequalities, and cultural values influence the formulation and implementation of development strategies, as well as the communication approaches used to engage and mobilize various stakeholders.

Moreover, sociological perspectives shed light on issues of social justice, inclusion, and community empowerment within the context of local development. Sociologists examine the ways in which power asymmetries, marginalization, and exclusionary practices can hinder equitable and sustainable development outcomes. They also explore how strategic communication can be employed as a tool for challenging social inequalities, amplifying marginalized voices, and fostering participatory decision-making processes.

In conclusion, adopting sociological perspectives enriches our understanding of the complex relationship between local development and strategic communication. By examining the social structures, power dynamics, cultural contexts, and communication processes involved, sociologists contribute to the development of more socially just, inclusive, and sustainable practices. Their insights help to bridge the gap between theoretical understandings and practical actions, ultimately leading to more effective and transformative local development initiatives.

I.1. About the concept of sociological approach

The sociological approach holds great significance in the field of sociology. It provides a framework for understanding and analyzing social phenomena, relationships, and structures within society. Sociologists use this approach to study and interpret various aspects of social life, including social institutions, group behavior, social interactions, and societal patterns.

One of the key reasons for the importance of the sociological approach is its emphasis on examining the social context and the influence of social factors on individuals and communities. By studying the social interactions and relationships within a given society, sociologists can gain insights into the impact of social structures and norms on human behavior and attitudes.

In this context, Approach refers to the theoretical framework and method through which a specific phenomenon or problem is explored and understood. The approach serves as a type of intellectual and theoretical tool used by researchers to comprehend and analyze the social reality (Bryman, 2012, pp 20- 21)

With the use of the approach, researchers can gain a deeper understanding of social phenomena and uncover the connections and interactions that occur among various factors. This enables them to comprehend the causes, consequences, and relationships that exist within the social context, as well as interpret the changes and developments that take place in society. Additionally, the approach allows researchers to focus their attention on a specific set of ideas, concepts, and theories that support their understanding of the studied phenomenon. As a result, they can produce reliable and applicable results that contribute to the development of knowledge and practices in the social field.

Like the sociological approach, which refers to the theoretical framework and methodology used by researchers to explore and analyze a specific phenomenon. The approach can be theoretical or practical in nature, guiding the research process (Neuman, 2014, pp 56- 57).

In other words, this definition reflects the significance of the sociological approach in enhancing our understanding of social phenomena through the following:

First and foremost, this statement highlights the significance of sociological approach in studying social phenomena. The sociological approach enables researchers to utilize a theoretical framework and methodology to understand and analyze specific social phenomena. This approach serves as a powerful tool that guides researchers in formulating questions and selecting appropriate tools and methods to study the given phenomenon.

Secondly, the sociological approach can encompass both theoretical and methodological orientations. The theoretical orientation implies that researchers employ various sociological theories to comprehend and interpret the phenomenon. Diverse theories such as social functions, social exchange, symbolic interactionism, empowerment, social differentiation, among others, are used to explore the relationships and factors influencing the studied phenomenon. Conversely, the methodological orientation entails the use of specific tools and techniques such as surveys, interviews, data analysis, observations, and content analysis to collect and analyze data

In the same context, the sociological approach relies on understanding the meanings and interpretations individuals attribute to their experiences and behaviors. Additionally, the sociological approach focuses on understanding culture, social interactions, and the meaning individuals give to the social reality (Denzin & Yvonna S. Lincoln, 2018, p12).

In another context, the sociological approach refers to the social perspective of analysis and understanding, focusing on studying social relationships and interactions within a society. The sociological approach utilizes various theories and concepts to interpret social phenomena, such as symbolic interactionism, structural functionalism, and other approaches (Giddens & et al, 2017, p3).

This definition reaffirms The sociological approach is a multifaceted lens through which researchers examine and interpret social phenomena. It emphasizes the social dimension of analysis, aiming to understand the intricate relationships and interactions that shape society. By employing various theoretical frameworks and concepts, such as symbolic interactionism, structural functionalism, and other approaches, sociologists delve into the complexities of social life. This analytical perspective allows them to explore the dynamic interplay between individuals, groups, institutions, and cultural systems, unraveling the meaning individuals attribute to social realities. Through this sociological lens, researchers gain insights into the intricate web of social processes and construct a deeper understanding of social phenomena and their broader societal implications.

At the same time, the American sociologist C. Wright Mills defines the sociological approach defines the sociological imagination as 'the vivid awareness of the relationship between personal experience and the wider society' (Mills, 1959, p. 6). It involves the ability to see the connections between individual biographies and the larger social, historical, and cultural contexts in which they are embedded. Mills argues

that the sociological imagination enables individuals to understand the social forces that shape their lives and to critically examine the structures and institutions of society

The sociological explanation of this definition by C. Wright Mills emphasizes the importance of understanding the interplay between personal experiences and the broader social context. The concept of the sociological imagination suggests that individuals are not solely responsible for their life outcomes, but rather their experiences are shaped by larger societal forces such as culture, social structures, and historical processes.

By developing a sociological imagination, individuals can move beyond personal troubles and recognize the social issues and structural factors that contribute to their experiences. It encourages individuals to view their personal circumstances as part of a larger social system and to critically analyze the social institutions, power dynamics, and historical influences that impact their lives.

The sociological imagination enables individuals to question common assumptions and societal norms, and to understand how personal troubles are often connected to broader social issues. It helps individuals recognize the links between their own lives and the social, economic, and political forces that shape society as a whole.

Based on the previous knowledge provided, we can define the sociological approach operationally as follows :

The sociological approach is a systematic and empirical method of studying society and social phenomena. It involves the application of various theoretical frameworks, research methodologies, and data analysis techniques to understand the social patterns, interactions, and structures that shape human behavior and social dynamics. The sociological approach aims to uncover the underlying social processes, inequalities, and cultural influences that contribute to the functioning and transformation of societies. It emphasizes the use of rigorous and systematic research methods, such as surveys, interviews, observations, and statistical analysis, to gather data and generate evidence-based insights about social phenomena

II The sociological approaches that explain local development :

Sociological interpretive approaches to local development are an important field in sociology that focuses on understanding the social, cultural, and political interactions that impact development at the local level. These approaches seek to comprehend how communication, relationship-building, and the formation of local communities contribute to achieving sustainable development

The sociological interpretive approaches are of significant importance in understanding local development. These approaches shed light on the social dynamics, power structures, and cultural contexts that influence and shape local development processes. By employing sociological perspectives, researchers and practitioners can analyze the social, economic, and political factors that contribute to or hinder local development initiatives.

The sociological interpretive approaches emphasize the role of social actors, community participation, and social networks in driving local development. They recognize that development is not solely an economic process but also a social process that involves multiple stakeholders and social interactions. These approaches help uncover the underlying social inequalities, power dynamics, and cultural norms that impact development outcomes at the local level.

In this context, we can distinguish several sociological interpretive approaches to local Development as follows :

II-1 Community Participation Approach :

This approach emphasizes the importance of the participation of individuals and local communities in the decision-making process and implementation of development projects within their local environment. Community participation is considered a crucial element in promoting transparency, accountability, and enhancing social justice. This approach recognizes that local residents are the ones who have the best knowledge of what their community needs and can actively contribute to achieving local development.

Community participation is achieved through the establishment of mechanisms and platforms for exchanging ideas, opinions, and knowledge between institutions and local communities. These mechanisms include dialogue sessions, workshops, and joint meetings. Effective and inclusive participation of all segments of society is encouraged, including women, youth, minorities, and the poor, aiming to ensure greater representation and social justice (Pretty, 1995, p 1250).

Through community participation, the sense of belonging and shared responsibility is fostered, promoting interaction and collaboration between institutions and the local community. This contributes to achieving sustainable development and responding to the needs and aspirations of local communities (Cornwall & John Gaventa, 2001, p 7).

The community participation approach is based on the principles and guidelines of democracy and social justice. It aims to ensure the active involvement of the local community in decision-making processes related to development projects and to achieve fairness and equality in their benefits and impacts. Tools of community participation include dialogue, consultation, and active engagement at all stages of the development process.

In this context, community participation is considered a comprehensive process that includes all stages of planning, implementation, and monitoring of development projects. Active participation of individuals and local communities in decision-making processes related to development projects is encouraged, and necessary spaces for dialogue, communication, knowledge sharing, and skill exchange are provided.

The community participation approach also encompasses various tools and practices such as public consultations, workshops, community meetings, and the formation of participatory teams. These tools aim to enhance individuals' involvement and mobilize their participation in local development processes, as well as achieve consensus among diverse voices and local interests (Cornwal, 2008, p 273).

Sherry Arnstein is regarded as one of the foremost pioneers in the field of community participation. In 1969, she presented an article titled "A Ladder of Citizen Participation," in which she introduced a ladder that describes different levels of participation and the role of citizens in decision-making

In this context, she presented a ladder consisting of eight different levels of community participation, ranging from tokenism to full citizen power. She used this ladder to illustrate how power and influence are distributed among participants and the impact of influential decisions (Arnstein, 1969, p 216)

Peter Berger and Thomas Luckmann are also considered prominent representatives of this approach. In 1967, they published a renowned book titled "The Social Construction of Reality," which explores the role of participation and social interaction in shaping social reality and constructing meanings. They emphasize that community participation influences the formation of perceptions, beliefs, and values within society (Berger & Thomas Luckmann , 1967, p p 41- 56)

II 2- Social Networks Approach :

The social networks refer to the collection of relationships and links among individuals and institutions in the local community. Social networks are considered a powerful source for the exchange of knowledge, resources, and support towards achieving sustainable local development (Granovetter, 1973, p 1360).

This approach focuses on social relationships and networks that form within the local community. Social networks are considered interactive structures that connect individuals, institutions, and groups in the local community. This approach emphasizes that social networks play a crucial role in knowledge transfer, resource distribution, and promoting community cooperation and solidarity towards local development (WOOLCOCK, 1998, p 153).

The social network approach refers to the social structures that consist of relationships and links among individuals and groups. These relationships can be visualized as visible networks that illustrate the connections and communication between participants. The social network approach revolves around understanding how knowledge, resources, and support are transferred within these networks. Advocates of this approach believe that social networks play a crucial role in achieving local development, as information, expertise, opportunities, and support are exchanged through these networks.

The Spanish sociologist Manuel Castells is considered one of the foremost pioneers in the study of social networks and their impact on local development. Castells regards social networks as fundamental structures for communication and the exchange of knowledge and resources in local communities. He emphasizes the importance of forming strong and interconnected networks in promoting innovation and achieving sustainable local development (Castells, 2009, pp 500- 509).

The American sociologist and urban planner, Walter W. Powell, is considered one of the prominent theorists of this approach. Powell focuses on studying social networks and their impact on local development and innovation. He highlights the role of social networks in exchanging knowledge and resources, as well as enhancing innovation and local economic development. He emphasizes the importance of diverse and integrated networks of individuals and institutions in achieving sustainable local development (Powell, 1989 pp 323- 324).

II 3- Strategic analysis approach:

The approach of strategic analysis for local development is a theoretical approach aimed at understanding and analyzing the factors and relationships influencing local development and developing effective strategies to enhance it. This approach relies on understanding the local community as a complex system influenced by various economic, social, political, and cultural factors. It involves analyzing these factors and understanding their intricate interactions to guide local development efforts.

The strategic analysis approach emphasizes the role of social actors, community participation, and social networks in driving local development. It recognizes that development is not just an economic process but a social process involving multiple stakeholders and social interactions. These approaches help uncover underlying social inequalities, power dynamics, and cultural values that influence development outcomes at the local level.

Based on this approach, the "interactive" path reveals the actors and how they exert their dominance or control over available institutional procedures. This approach also enables a second possibility, which is the ability to uncover the "stakes" and the "power play" that result from this interactive process (stakes + play) undertaken by local elected officials, state officials, private contractors, and traditional leaders. These actors interact within the power game to negotiate and impose control and dominance over real estate resources. The process is carried out through the game of influence, followed by dominance and management of alliance conflicts in order to gain the outcome of the game. The other facet of the "interactive conflict game" may involve building relationships with interested parties seeking to maximize real estate profits when they achieve the game's outcome, and reducing them when the outcome is negative (Semmouk, 2023, p 104).

Based on this statement, a sociological analysis can be conducted to understand the dynamics of power and control within the context of resource management, particularly in relation to real estate. The "interactive" approach mentioned highlights the involvement of various actors, such as local elected officials, state officials, private contractors, and traditional leaders, in exerting their dominance and control over institutional procedures.

In this interactive process, the concept of "stakes" and "power play" emerges. Stakes refer to the interests, benefits, or resources that are at stake in this power game. Actors engage in negotiations and utilize various strategies to assert their control and dominance over real estate resources. The game of influence

becomes central, as actors seek to manipulate and manage conflicts within alliances to achieve their desired outcomes.

Furthermore, the analysis suggests that there is a reciprocal relationship between the actors involved. This interactive conflict game not only involves competition and power struggles but also includes building relationships with other interested parties. These relationships are formed with the aim of maximizing real estate profits when the outcome of the game is favorable and minimizing them when the outcome is unfavorable.

Overall, this sociological analysis highlights the complex interactions, power dynamics, and strategic maneuvers employed by different actors within the realm of resource management. It sheds light on how these actors engage in a game of influence and negotiation, ultimately shaping the allocation and control of real estate resources.

James E. Moore, a professor of public policy at Harvard University, is considered one of the leading pioneers in this approach, which views local development as a strategic process requiring effective organization and planning. Moore focuses on the role of local government and social institutions in developing strategies for local development and enhancing community participation. He emphasizes the importance of organizing and directing local efforts, as well as fostering collaboration between institutions and individuals, to achieve local development goals. By analyzing the local context and understanding the interactions between social, economic, political, and cultural components, the strategic analysis approach to local development can guide development efforts towards better outcomes and promote sustainable development in local communities (Symes, 1999, pp 159- 166).

II 4- sustainable local development approach:

This approach focuses on achieving social, economic, and environmental development at the local level in a sustainable manner that meets current needs without compromising the ability of future generations to meet their own needs. Sustainable local development approach is a multidimensional concept that combines economic, environmental, and social aspects of development.

The sustainable local development approach relies on the efficient and sustainable use of local resources, as well as encouraging cooperation and partnerships among individuals, local communities, and institutions. The approach aims to enhance the operational capacity and economic sustainability of local communities while achieving a balance between economic and social needs and environmental protection. The principles of sustainable local development include participation, where individuals and local communities participate in decision-making and the planning of developmental activities. The approach also aims to promote social justice and provide equal opportunities for everyone to participate in and benefit from the development process (Filho & et al, 2018, pp 86- 88).

The sustainable local development approach relies on providing effective participation of the local community and fostering partnerships among individuals, local institutions, non-governmental organizations, and the private sector. It aims to enhance local capacity development and empower local residents to become active participants in the development process. The approach of sustainable local development also includes environmental preservation and ecological sustainability. It emphasizes the promotion of local economic development, the provision of sustainable employment opportunities, and the preservation of natural resources and biodiversity in the region (Oosterhof, 2018, pp 3- 5).

American economist Jeffrey Sachs is considered one of the leading theorists of this approach, as he is renowned for his ideas and work in the field of achieving sustainable local development and global economic issues. He believes that sustainable development should be comprehensive and encompass economic, social, and environmental dimensions. He emphasizes the need to strike a balance between these dimensions to ensure the sustainability of development. Sachs has presented numerous ideas and proposals to alleviate poverty, address environmental challenges, and achieve sustainable development in developing countries. He asserts that innovation and technology can play a crucial role in achieving sustainable development and improving people's quality of life (SACHS, 2005, p 211).

Canadian environmental scientist Robert B. Gibson is considered a pioneer in the field of sustainable development and environmental sciences. His significant contributions in the areas of sustainable development and natural resource management have earned him recognition. He is particularly known for his

work on sustainability assessment methods and their application to projects and policies. Gibson's research focuses on understanding the relationship between the environment and sustainable development, especially regarding the environmental, social, and economic challenges faced by local communities. He aims to develop practical strategies and tools to address these challenges and promote sustainable development at the local level. Through his vital contributions, Gibson has enhanced our understanding of the complex interactions between the environment, economy, and society. He provides practical tools and strategies to achieve sustainable development at both the local and global levels (Gibson, 2006, pp 171- 172).

III-The Sociological Approaches that explain Strategic Communication

Sociological approaches that explain strategic communication explore the intersection of sociology and communication studies to understand the social dynamics and structures that shape strategic communication processes. These approaches emphasize the broader social, cultural, and organizational contexts in which strategic communication occur.

One key perspective within sociological approaches to strategic communication is the understanding of communication as a social and symbolic process. This perspective emphasizes how communication practices and strategies are shaped by social structures, power dynamics, and cultural norms. It considers the role of language, symbols, and discourse in constructing meaning and shaping relationships within organizational and societal contexts.

Another important aspect of sociological approaches to strategic communication is the examination of the role of institutions and social systems in shaping communication strategies. This includes analyzing how organizational structures, hierarchies, and power relations influence strategic communication decisions and outcomes. It also considers the influence of broader social, economic, and political systems on strategic communication practices.

In this context, we can distinguish between several sociological interpretive approaches to strategic communication as follows:

III 1-The symbolic interactionist approach

The symbolic interactionist approach is a sociological perspective that focuses on the role of symbols and interactions in shaping human behavior and social reality. When applied to strategic communication, this approach emphasizes the importance of symbols, meanings, and social interactions in the construction of strategic messages and their interpretation by individuals and groups.

According to this perspective, strategic communication is seen as a process of symbolic interaction, where messages are encoded with meanings by senders and decoded by receivers through social interactions. The emphasis is placed on how symbols, language, and communication practices shape individuals' understanding and influence their behaviors.

Mead's theory of symbolic interactionism emphasizes the role of symbols and social interactions in shaping individual and collective behavior. According to Mead, individuals develop their sense of self and their understanding of the world through social interactions and the interpretation of symbols. In the context of strategic communication, this perspective suggests that communication is not just about the transmission of information but also about the construction of meaning through shared symbols and interactions (MEAD, 1934, pp 68- 69).

Mead's ideas highlight the importance of understanding how individuals and groups interpret and give meaning to communication messages. This includes considering the role of language, gestures, and other symbolic forms in shaping the way people communicate and interpret messages in strategic contexts. Mead's work also emphasizes the dynamic nature of communication, highlighting the ongoing process of interpretation, negotiation, and adjustment that takes place between communicators.

On the other hand, American sociologist Erving Goffman emphasizes the importance of dynamic interaction between individuals. He explains that when an individual is in contact with others, they seek to understand various aspects of the communicative situation and work to discover different facts and information that form the overall picture of the communicative situation. When individuals perceive these facts and information, they are able to predict interactive events. This means that cognitive understanding is necessary in the process of social interaction. In the absence of knowledge about the interactive communicative situation, individuals lose their ability to maneuver and initiate, and the communicative process thereafter loses its interactive nature (Watfa, 2023, p 42).

James W. Carey is considered one of the leading figures in the field of symbolic interactionism in the realm of strategic communication. In his article titled "A Cultural Approach to Communication" published in the journal *Communication and Culture Critiques*, Carey provides a comprehensive analysis of the dimensions of culture, communication, and symbolic interaction. In this article, Carey discusses the significance of symbolic interaction and culture in understanding and interpreting communication. He emphasizes that meaning is not simply transmitted through messages, but is constructed through social interaction and shared interpretation of symbols and meanings. Furthermore, Carey highlights the importance of cultural, historical, and social context in shaping communication practices and understanding them (Carey, 1989, pp 9- 11).

III 2-The phenomenological approach

Phenomenological approach in strategic communication focuses on the subjective experiences and interpretations of individuals involved in the communication process. This approach, rooted in phenomenology philosophy, emphasizes the study of how individuals perceive and make sense of their communication experiences.

In phenomenological interpretation of strategic communication, the emphasis is placed on understanding the lived experiences and subjective meanings attributed to communication events. It seeks to explore the subjective perspectives, intentions, and motivations of communicators, as well as the impact of these subjective experiences on the communication outcomes.

This approach acknowledges that individuals bring their unique backgrounds, beliefs, and perceptions to the communication process, shaping their interpretation and understanding of messages. It recognizes the importance of context and the role it plays in shaping individual experiences and meanings in strategic communication.

By adopting a phenomenological perspective, researchers and practitioners in strategic communication seek to uncover the rich and diverse range of meanings attributed to communication events, exploring the subjective realities and experiences of communicators. This approach allows for a deeper understanding of the complexities and nuances in strategic communication processes and provides insights into how individuals' subjective experiences shape the effectiveness and outcomes of communication efforts.

Despite the association of this approach with the German philosopher Edmund Husserl, American sociologist Alfred Schutz is considered one of the key pioneers in the field of phenomenological sociology. He has applied the phenomenological approach to the study of strategic communication and social life.

Schutz's contributions to phenomenological sociology have focused on understanding the social construction of reality and the role of subjective experiences in shaping individuals' understanding of the world. He emphasizes the importance of studying the lived experiences and the meanings individuals attribute to their social interactions.

In the context of strategic communication, Schutz's work explores how individuals interpret and make sense of communication events, taking into account their subjective perspectives, intentions, and motivations. He highlights the role of social interactions and shared meanings in shaping communication outcomes. Schutz's application of the phenomenological approach to strategic communication emphasizes the

significance of understanding the subjective experiences and interpretations of individuals engaged in the communication process. This approach provides insights into the complexities of communication, recognizing the role of individuals' subjective experiences in shaping communication practices and outcomes (Vargas, 2020, pp 419- 422).

III 3-The ethnomethodological approach

The ethnomethodological approach communication is a theoretical framework used to study and analyze the social and cultural processes related to strategic communication. This approach revolves around understanding cultures and societies, how they are formed, and their impact on strategic communication.

The ethnomethodological approach is based on ethnomethodology, a sociological approach that focuses on studying social interactions and the construction of meaning in everyday life contexts. This approach emphasizes understanding how knowledge and meaning are produced in individual and collective social interactions.

In the context of strategic communication, the ethnomethodological approach aims to understand the cultural and social factors that influence the processes of strategic communication. It seeks to understand the cultural values, beliefs, and practices that shape the communication context and impact the participants' orientations.

The ethnomethodological approach is essential for studying strategic communication in diverse cultural contexts. Understanding cultural orientations, shared values, and common beliefs is fundamental to interpreting and analyzing strategic communication.

By employing the ethnomethodological approach, researchers can understand how cultural and social factors impact communication strategies and interactions. The focus is on analyzing detailed social processes and human interactions within the context of strategic communication in order to gain a better understanding of communication practices and patterns.

Renowned American sociologist Harold Garfinkel is considered one of the pioneers of this approach, as he made significant contributions to understanding and analyzing strategic communication. In his seminal work "Studies in Ethnomethodology," Garfinkel explored studies that shed light on how meaning is constructed and social reality is shaped through everyday interactions. He also provided an innovative understanding of how meaning is shaped and interactions are directed in the context of strategic communication, focusing on the tools and practices individuals employ to achieve their communicative goals and influence others (GARFINKEL, 1967, p 22).

There is no doubt that Garfinkel's analyses enhance our understanding of the ways in which meaning is constructed and determined in the context of strategic communication. This is because he sheds light on the underlying, unspoken rules and norms that individuals rely on in making decisions and employing appropriate communication strategies. Furthermore, Garfinkel's contributions enhance our understanding of the social and cultural dynamics that impact strategic communication. As a result, his work helps us analyze and interpret individuals' behaviors in the context of communication and how they impact the construction of meaning and the achievement of desired goals.

III 4-Communicative Action

The communicative action approach is closely related to strategic communication by examining how communication is used as a means to achieve goals and influence others. Strategic communication is considered a part of communicative action, as it requires planning and strategy in the use of language and interaction to achieve specific aims.

In strategic communication, the sender seeks to achieve their strategic objectives, whether it is persuading others, influencing them, or achieving communication and understanding. Key elements of

strategic communication include the use of symbol manipulation, language, strong reasoning, negotiation, and other strategies to accomplish desired goals.

By employing the communicative action approach in understanding strategic communication, emphasis is placed on the social, cultural, and political aspects of interaction and how they impact the construction of shared meaning and the attainment of desired objectives in the context of communication.

The German sociologist Jürgen Habermas is considered one of the foremost thinkers in the fields of social philosophy and critical theory, and he has made significant contributions to the development of the communicative action approach.

In his book "The Theory of Communicative Action," Habermas delves into the critical understanding and analysis of strategic communication. He presents the idea that strategic communication should be based on communication that allows individuals to exchange opinions, knowledge, and interact freely and on an equal footing. Habermas considers that strategic communication, where language and communication are used to achieve specific goals or influence others, should be grounded in principles of transparency, honesty, and mutual participation. He views dialogue and open, reciprocal discussion as essential for genuine understanding (Habermas, 1984, pp 79- 203).

In this context, Habermas focuses on the concept of critical dialogue, emphasizing the importance of establishing equal and enlightened dialogues among individuals in society. Habermas argues that these dialogues should be free from constraints and domination, allowing individuals to express their opinions, direct their criticisms, and share their ideas freely. Through this critical dialogue, it is possible to build shared understanding and make decisions that serve the public interest and enhance social justice.

Habermas's approach emphasizes the importance of communicative dialogue characterized by mutual participation, ethical discourse, and democratic interaction. Habermas believes that strategic communication should be built upon equal participation, transparency, and mutual respect among participants, thereby enhancing dialogue and fostering social relationships based on trust and justice.

Habermas's approach is based on the sociological dimension of communication and emphasizes the analysis of dialogue and democratic interaction within society. Habermas criticizes functionalist approaches that view communication merely as a means of transmitting information or achieving strategic goals. Instead, he emphasizes the importance of public dialogue and free communication in building society and achieving justice.

Conclusion:

The sociological approaches interpreting local development and strategic communication provide powerful and essential tools for understanding and analyzing the social, economic, and political transformations that impact local communities. Through this sociological perspective, our understanding of the intricate relationship between local development and strategic communication is enhanced, providing us with a strong theoretical framework for analysis and interpretation.

The sociological approach deals comprehensively with social relationships and interactions and how they influence communication, decision-making, and the achievement of common goals. This approach is fundamental in understanding the relationship between society, local development, and the role of strategic communication in enhancing this relationship.

By employing sociological approaches, we can analyze the factors that influence local community development, such as communication between local institutions and communities, knowledge and information exchange, and the establishment of community partnerships. These sociological approaches are specifically directed towards understanding the factors that impact strategic communication and how to improve and enhance it within the context of local development.

Based on this sociological perspective, we recognize the importance of building integrated and sustainable local communities that rely on effective strategic communication, transparency, and active

participation of individuals and institutions. This includes fostering democratic communication, constructive dialogue, promoting social justice, and community engagement.

Within this understanding, bridges of communication are built between local actors and citizens, enabling the achievement of common goals for local development and promoting positive social change. Therefore, we should embrace the sociological approach in understanding and promoting strategic communication and local development, aiming to build thriving and just communities.

In general, by focusing on the social dimension of the development process and strategic communication, we can examine the social factors that shape communication and its development, as well as sustainable local development. These factors include community participation, social networks, social justice, social capital, and cultural and political dynamics.

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