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THE MODELS OF COMMUNICATION PHILOSOPHY

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Abstract

This research aims to develop a communication philosophy model relevant to ontology, epistemology, and axiology. Using a qualitative approach with a library study method, primary sources include On the Philosophy of Communication by Garry Rafford and Aristotle's Physics Book VIII. Findings reveal a three-part model: the ontology model addresses the formal and material aspects of communication science, the epistemology model explores how knowledge is acquired within communication studies, and the axiology model examines the values embedded in messages exchanged between communicator and communicant. Together, these sub-models offer a comprehensive framework for understanding communication philosophy through the lenses of existence, knowledge, and values.

Keywords: Communication Philosophy; Ontology; Communication Epistemology; Communication Axiology; Communication Philosophy Model

Abstrak

Penelitian ini bertujuan untuk mengembangkan model filsafat komunikasi yang relevan dengan ontologi, epistemologi, dan aksiologi. Menggunakan pendekatan kualitatif dengan metode studi perpustakaan, sumber primer termasuk On the Philosophy of Communication oleh Garry Rafford dan Buku Fisika Aristoteles VIII. Temuan mengungkapkan model tiga bagian: model ontologi membahas aspek formal dan material ilmu komunikasi, model epistemologi mengeksplorasi bagaimana pengetahuan diperoleh dalam studi komunikasi, dan model aksiologi meneliti nilai-nilai yang tertanam dalam pesan yang dipertukarkan antara komunikator dan komunikan. Bersama-sama, sub-model ini menawarkan kerangka kerja yang komprehensif untuk memahami filosofi komunikasi melalui lensa keberadaan, pengetahuan, dan nilai-nilai.

Keywords: Filsafat Komunikasi; Ontologi Komunikasi; Epistemologi Komunikasi; Aksiologi Komunikasi; Model Filsafat Komunikasi.



A. Introduction

Philosophy is the mother of all sciences. The nickname 'The Mother of Science' is rightly used to represent the existence of science, social and humanities knowledge that has been born from the womb of philosophy. Communication Science is a field of social science that stands on the foundation of developed philosophical thoughts. At first, we knew the most basic communication model, namely the Stimulus Response model which developed from behavioristic thinking, one of the schools that developed from the philosophy of Positivism put forward by the philosopher Auguste Comte ¹



Figure 1. S-R Communication Model

Long before positivism developed, Aristotle proved this fundamental principle by starting his scientific reflection as one of the forerunners to the birth of communication science. Aristotle's Communication Model is the most classic communication model which is often also called the rhetorical model. Greek philosophy Aristotle was the earliest figure to study communication, the essence of which is persuasion. He was instrumental in formulating the first model of verbal communication. Communication occurs when a speaker conveys his speech to an audience in an effort to change their attitudes. To be precise, he put forward three elements in the communication process, namely the speaker, message, and listener ².

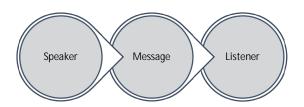


Figure 2. Aristotle Communication Model

The focus of communication studied by Aristotle was rhetorical communication, which is now better known as public communication (public speaking) or speeches. During Aristotle's time, the art of oratory was an important skill used in courts, legislative assemblies and public meetings. Until now, communication models have developed far in accordance with the thoughts of the founders of communication science. At the next communication model level, we know Lasswell's communication model. Harold Lasswell's communication model is linear or one-way. The model developed by Lasswell is one of the oldest communication models that

¹ Katherine M Sheu, Aditya A Guru, and Alexander Hoffmann, "Quantifying Stimulus-Response Specificity to Probe the Functional State of Macrophages," *Cell Systems* 14, no. 3 (2023): 180–195.

² Bobojonova Nargiza Jumaniyozovna, "Aristotelian Model of Categorization in Linguistics," *Best Journal of Innovation in Science, Research and Development* 2, no. 6 (2023): 358–360.

is still used today. Initially, Lasswell's communication model was developed to analyze mass communication, especially propaganda media. The Lasswell communication model has linear or one-way characteristics. This communication model consists of the components who, says what, in which channel, to whom, and with what effect ³. This component processes as in the following image:

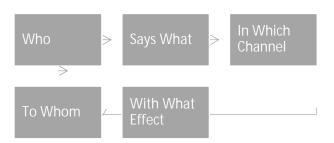


Figure 3. Lasswell Communication Model

'Who' acts as a communicator or source of information, tasked with initiating communication, whether individually, in groups or institutions. 'Says what' refers to what the communicator will convey to the communicant. 'In Which Channel' means what channel or media will be used to convey messages or information from the communicator to the communicant, either directly (face to face) or not (via electronic media or print media) ⁴. 'To whom' refers to the party receiving the message; When sending a message, the communicator must determine the recipient (communicant) of the message or information. The recipient can be an individual, group or institution. And 'with what effect refers to the impact caused; After the message is received, it is necessary to see whether there are any changes in the communicant, such as increased knowledge, changes in opinion, changes in attitude, and so on. In subsequent developments, the reflections of communicators began to give rise to communication models that are used today such as the Claude Shannon and Warren Weaver model put forward in 1949 ⁵, the Wilbur Schramm communication model ⁶, the Newcomb model ⁷, the Westley and Mac Lean model ⁸, the Gerbner model (1956) is extension of the

³ Sevara Botirova, "MODELS OF MODERN COMMUNICATION," *Mental Enlightenment Scientific-Methodological Journal* (2023): 74–84.

⁴ Aulia Kartika Putri, Akhmad Habibullah, and Arif Zainudin, "Communication Model of Three Indonesian Presidential Candidates Ahead of the 2024-2029 Election on Social Media Twitter," *KOMUNIKA: Jurnal Dakwah dan Komunikasi* 17, no. 2 (2023): 253–264.

⁵ Hasan Cem Çelik et al., "Higher Education In Turkey During Covid-19 Pandemic: A Study On Communication Problems Experienced During Online Distance Education: Higher Education In Turkey During Covid-19 Pandemic," *Vivat Academia. Revista de Comunicación* (2023): 50–71.

⁶ Anastasiia Skichko, "The Communicative Models in the Framework of Public Discourse," *Scientific Collection «InterConf»*, no. 156 (2023): 250–252.

⁷ Ann L Webber et al., "The Paediatric Optometry Alignment Program—a Model of Interprofessional Collaborative Eyecare," *Clinical and Experimental Optometry* 106, no. 2 (2023): 178–186.

⁸ Motunrayo Onafowokan, "The 2022 French Presidential Elections: Fostering Fraternité (Social Cohesion)" (The American University of Paris (France), 2023).

Laswell model, Berlo's SMCR model⁹, Defleur's model ¹⁰, Tubbs' model ¹¹, William B. Gudykunst and Young Yun Kim's intercultural communication model ¹², and the interactional model ¹³.

The development of the communication science tradition until now, in the field of science, has given birth to what is known as communication philosophy. Communication philosophy is a scientific discipline that examines the fundamental, methodological, systematic, analytical, critical and holistic understanding of the theory of the communication process which includes various dimensions and is based on the field, nature, order, purpose, function, technique and method of communication. The explanation of this definition of communication philosophy originates from the great principles of Aristotle's philosophy known as Metaphysics ¹⁴. This metaphysics gave birth to thoughts about ontology, epistemology and axiology. Learning about communication philosophy is urgent to find the right model of communication philosophy as a more comprehensive understanding medium in learning communication philosophy. Based on the focus and urgency of this research, the aim of this research is to find a model of communication philosophy as a form of relevance to the discourse of ontology, epistemology and axiology.

There are several previous studies that discuss the communication philosophy model, namely, first, a research article entitled Communication Models in Philosophy: Review and Commentary by Richard L. Lanigan from Southern Illinois University at Carbondale ¹⁵. In this research article there is a review of philosophy that has offered various communication models that are used as a theoretical basis for various types of empirical research. According to him, the main divisions of philosophy such as Metaphysics, epistemology, logic and axiology are depicted in the models currently used in communication philosophy: Existential Phenomenology, Semiology, Conceptual Analysis, and Critical Theory. Each model represents a unique formulation of the construction of communication theory: intention, punctuation, convention, and legitimacy. This theory-based construction can be viewed as a set of theorems in the process of constructing theory in relation to communication research, both qualitative and quantitative. The second previous study, entitled Models, validation, and applied geochemistry: Issues in science, communication, and philosophy by D. Kirk Nordstrom from the U.S. Geological Survey, 3215 Marine St., Boulder, CO 80303, USA¹⁶. This study finds that Consensus on an acceptable definition for 'model validation' is lacking and that there are major

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⁹ Selfie Setiawan and Nurul Hidayah, "The Analysis of Financial Report Effectiveness through Berlo Communication Model: A Case Study of PT Megah Sembada Industry, Indonesia," *Asian Journal of Economics, Business and Accounting* 23, no. 21 (2023): 232–240.

¹⁰ Wen-Qi Ruan et al., "Spread the Word: Secondary Crisis Communication of Unethical Destination Incidents via Social Media," *Journal of Travel Research* (2023): 00472875231195731.

¹¹ Umut Tan Sevgi et al., "The Role of an Open Artificial Intelligence Platform in Modern Neurosurgical Education: A Preliminary Study," *Neurosurgical review* 46, no. 1 (2023): 86.

¹² John R Baldwin et al., *Intercultural Communication for Everyday Life* (John Wiley & Sons, 2023).

¹³ Shauna Concannon, Ian Roberts, and Marcus Tomalin, "An Interactional Account of Empathy in Human-Machine Communication," *Human-Machine Communication* 6 (2023).

¹⁴ May Sim, "Self-Determination and the Metaphysics of Human Nature in Aristotle and Mencius," in *Dao Companion to the Philosophy of Mencius* (Springer, 2023), 635–649.

¹⁵ Richard L Lanigan, "Communication Models in Philosophy: Review and Commentary," *Annals of the International Communication Association* 3, no. 1 (December 1, 1979): 29–49, https://doi.org/10.1080/23808985.1979.11923752.

¹⁶ D Kirk Nordstrom, "Models, Validation, and Applied Geochemistry: Issues in Science, Communication, and Philosophy," *Applied Geochemistry* 27, no. 10 (2012): 1899–1919, https://www.sciencedirect.com/science/article/pii/S0883292712001722.

weaknesses in the definitions that have been proposed. Scientists have opposed the use of the phrase, and philosophers have opposed it. By examining examples where validation is the primary goal, the goal is not achieved; validation can always be achieved or never be achieved depending on one's perspective. Therefore, the phrase is meaningless. The emphasis on validation is a carryover.

The third previous study is entitled Model-Building in Philosophy by Timothy Williamson ¹⁷. This study confirms that model-building methodologies as they are prevalent in contemporary natural and social sciences have played a significant role in philosophy. One neglected form of philosophical progress over the past fifty years has been the development of increasingly better formal models of important phenomena. Examples are given from the philosophy of language and epistemology. Philosophy can make better progress in the future by applying model-building methods more systematically and self-consciously, with the consequence of readjusting its methodology. Although model-building is unlikely or undesirable to be the only or even the main philosophical method, its use increases the strength and reliability of philosophical thinking. From the three previous studies, the researcher argues that the article The Model of communication philosophy has a novel value in terms of the flow of communication models from the main foundations of the communication model, namely ontology, epistemology and axiology, which will arrive at how these three models relate to each other and work in the success of a communication process, so that it can confirm the position of philosophy as the basis of all sciences, including communication science.

B. Method

This research uses a qualitative method using a library research approach which uses books or literature as the main source as explained in ¹⁸. The library references in the form of books which are the primary sources in this research are first, a book entitled On the Philosophy of Communication 1st Edition by Garry Rafford ¹⁹, second, a book entitled Aristotle Physics Book VIII ²⁰. This book is used as a primary source because the thoughts of the philosopher Aristotle, as described in the book, regarding metaphysics are the fundamental basis for important components in the philosophy of science (ontology, epistemology and axiology), as discussed in this research. Apart from that, Aristotle's metaphysics is an important reference for understanding the components of the philosophy of science. The process of this literature study can be explained in the following picture:

¹⁷ Timothy Williamson, "Model-Building in Philosophy," *Philosophy's future: The problem of philosophical Progress* (2017): 159–171.

¹⁸ JW Creswell, "Qualitative, Quantitative, and Mixed Methods Approaches," in *Research Design*, 2013.

¹⁹ Gary P Radford, "On the Philosophy of Communication" (2005).

²⁰ Aristotle Aristotle and Aristotle, *Metaphysics*, vol. 1 (Harvard University Press Cambridge, MA, 1933).

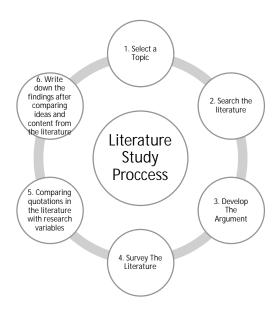


Figure 4. Literature Study Proccess

C. Result and Discussion

The Nature of Communication Philosophy

Communication philosophy is a discipline that examines the understanding (*vestehen*, Germany) in a more in-depth, fundamental, methodological, systematic, analytical, critical and comprehensive manner of communication theories and processes which includes all dimensions according to field, nature, order, purpose, function, technique, and its methods. The field of communication includes social, organizational, business, political, international communication, intercultural communication, development, traditional, etc. The nature of communication, including verbal and nonverbal communication. Communication orders, including intrapersonal, interpersonal, group, mass, and media. Communication goals can consist of changing attitudes, opinions, behavior, society, and others. Meanwhile, the function of communication is to inform, educate and influence. Communication techniques consist of informative, persuasive, pervasive, coercive, instructive and human relations communication. Communication methods, including journalism, public relations, advertising, propaganda, psychological warfare, and libraries ²¹.

So it can be said that communication philosophy is a science that studies every aspect of communication using philosophical approaches and methods so that a basic, complete and systematic explanation of communication is obtained. Communication philosophy thinking is a thought that is integrated with communication theory thinking. Some figures who are thinkers in communication philosophy are Richard L. Lanigan and Stephen Littlejohn. Richard L. Lanigan specifically discusses philosophical analysis or communication processes. Communication science usually places several points of reflection on questions, namely 1) What do I know? (problems of ontology or metaphysics), 2) How do I know? (epistemological issues), 3) Am I sure? (axiology problem), 3) Am I right? (logic problem) ²².

²¹ Joakim Öhlén and Febe Friberg, "Person-centred Conversations in Nursing and Health: A Theoretical Analysis Based on Perspectives on Communication," *Nursing Philosophy* (2023): e12432.

²² Nurul Suhesti, Alo Liliweri, and Dewi Widowati, "THE DIALECTIC OF THE RELATIONSHIP BETWEEN PERTAKINA ADMINISTRATORS AND PERTAKINA MEMBERS IN ORGANIZATIONAL ACTIVITIES," *International Journal of Social Science* 3, no. 2 (2023): 241–248.

This reflection point on the philosophy of communication is the result of Aristotle's reflection on the history of the development of philosophy. His thoughts on metaphysics became the main source of the three points of reflection on the philosophy of communication. Metaphysics can be interpreted as a branch of science that discusses 'existence' or existence. The existence in question is the existence of form and materia. Forma means 'existence' which is essential, while materia means 'existence' which is existential. In every branch of science, the ontological object is always the form and materia object of that branch of science. The formal object of communication science itself is the meaning of the message symbols conveyed from the communicator to the communicant. Meanwhile, the material object is humans and the message conveyed from the communicator to the communicator to the communicant.

Apart from ontology from the branch of communication science, the term epistemology is also known. If ontology discusses form and material objects, then epistemology is related to the processes and procedures of a human being in obtaining and seeking knowledge itself. In communication science, theory and methodology act as tools to construct a knowledge phenomenon so that it can be perceived by humans. Communication theory is based on 7 traditions of communication science, namely, the rhetorical tradition or rhetoric, namely the art of practical speaking, the semiotic tradition or discourse about signs or trance, the phenomenological tradition which studies communication experiences, the cybernetic tradition which discusses information processes in communication, the sociopsychological tradition which discusses about the influence of social factors in communication, the sociocultural tradition which emphasizes the importance of social, cultural and historical context in understanding human communication, and finally the critical tradition, namely the approach that examines communication as a social and political phenomenon that is closely related to power, social structure, ideology, and conflicts of interest ²³. Epistemologically, there are two research methods used in communication science, namely qualitative research methods and quantitative research methods. Quantitative research methods focus more on numerical data with certain instruments or measuring tools, while qualitative methods aim to describe analytical data narratively.

If ontology discusses the form and material objects of communication science and epistemology discusses theory and methods, the third core of communication philosophy, namely axiology, discusses the values contained in communication science, namely morals, ethics, beauty in the context of communication. In other words, this axiology is at the level of questioning how communication science is manifested in the communication process and what the impact of a message communicated is from the communicator to the communicant.

Communication Philosophy Models

1. Ontology Communication Model

The word Ontology comes from the Greek, the word 'Ontos' which means being (that which exists) and the word 'Logos' which means a science ²⁴. So it can be concluded that ontology is a science or theory studying existing forms. Ontology is a science that studies the state of nature universally (theory of reality). The scope of an ontology is the extent of the subject matter to be covered or known. An ontology must have a clearly defined scope

²³ Neka Fitriyah et al., "Metode Penelitian Ilmu Komunikasi," *Metode Penelitian Ilmu Komunikasi* (WIDINA BHAKTI PERSADA BANDUNG (Grup CV. Widina Media Utama), 2023).

²⁴ Felisianus Efrem Jelahut et al., "Menalar Skeptis Adopsi Artificial Intelegence (AI) Di Indonesia: 'Sebuah Tinjauan Filsafat Ilmu Komunikasi'" (2021).

and content appropriate to that scope. In general, the scope of ontology discusses the object of ontological study. The object of ontology study is everything that exists but is not tied to one particular embodiment. So ontology is present to try to find the core contained in the object of study. Based on its definition, ontology has a scope that is expected to answer questions regarding 1) What objects does science study?, 2) What is the essential form of these objects? And 3) How does this object relate to human thinking and understanding? In terms of models of use in communication philosophy, the communication ontology model can be seen in the picture below:

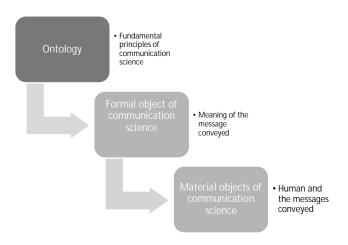


Figure 5. Ontology Communication Model

The communication ontology model focuses on the formal and material objects of communication science. The formal object of communication science is the meaning of each message communicated from the communicator to the communicant, while the material object of communication science is humans as agents of communication and the messages conveyed in the communication process.

2. Epistemology Communication Model

Epistemology (Greek: episteme) is a branch of philosophy that is concerned with the nature or theory of knowledge ²⁵. In the field of philosophy, epistemology includes discussions about the origin, source, scope, value of validity, and truth of knowledge. Epistemology studies the nature of knowledge, justification, and rationality of beliefs. Epistemology has become widely discussed in various fields, epistemology is focused into four areas, namely 1) Philosophical analysis related to the nature of knowledge and how this is related to conceptions such as truth, belief and justification, 2) Various problems of skepticism, 3) Sources and the scope of knowledge and justification for beliefs, and 4) Criteria for knowledge and justification. The epistemology model chart can be seen in the following picture:

²⁵ Jelahut et al., "Menalar Skeptis Adopsi Artificial Intelegence (AI) Di Indonesia: Sebuah Tinjauan Filsafat Ilmu Komunikasi."

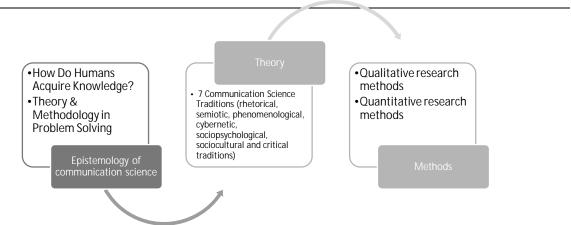


Figure 6. Epistemology Communication Model

The communication epistemology model is based on existing theories and methods used in communication science because epistemology always asks questions about how humans acquire knowledge, including what theories and methods are used in communication science to obtain truth in knowledge through research. Communication theory is based on seven traditions of communication science, namely rhetorical, semiotic, phenomenological, cybernetic, sociopsychological, sociocultural and critical. There is also a part of communication epistemology, namely two methods that are relevant in communication science, namely qualitative methods and quantitative methods.

3. Axiology Communication Model

Axiology (philosophy of values) is a science that investigates the nature of values, which is generally viewed from a philosophical point of view ²⁶. In this world there are many branches of knowledge that are concerned with specific value issues, such as economics, aesthetics, ethics, religious philosophy and epistemology. Epistemology is concerned with the problem of truth. Ethics is concerned with issues of goodness (in the sense of morality), and aesthetics is concerned with issues of beauty. The axiological model of communication can be seen in the picture below:



Figure 7. Axiology Communication Model

Communication axiology has big questions regarding what and how the values exist and are contained in a communication process and effects. Every message conveyed in the communication process is bound by certain values such as ethics, morality and the beauty of the message conveyed. The purpose of these values is so that the communication process can

²⁶ Jelahut et al., "Menalar Skeptis Adopsi Artificial Intelegence (AI) Di Indonesia: Sebuah Tinjauan Filsafat Ilmu Komunikasi."

be successful and minimize conflicts that could potentially arise from a less successful communication process.

D. Conclusion

Based on the research results and discussion, the conclusion of this research is that the communication philosophy model is divided into three sub-models, namely the communication ontology model which questions what the formal and material objects of communication science are, the communication epistemology model which discusses how humans acquire knowledge in communication studies and the communication model. communication axiology which focuses on the question of what and how the values contained in the messages exchanged in the communication process between the communicator and the communicant.

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