Explanation of the basics of communication planning concept in urban planning

Tarlan Sadeghipour* Master student of Urban Planning, Faculty of Art and Architecture, Shiraz University, Shiraz, Iran

Introduction

Jürgen Habermas entered the German intellectual arena by writing The Structural Transformation of the Public Sphere. The publication of this work in the 1960s caused controversy. Habermas entered the famous Adorno Popper debate in 1963 and argued with Hans Albert and Popper (Anderson, 2000).

Habermas brings together researchers who have applied critical social theory. Research in Starnberg, with the help of Habermas (ibid.).

In "Theory of Discourse" and in his numerous writings, Habermas discusses the importance of the role of "dialogue" in social structuring, change, crisis management, legitimacy, and so on. He converses with other thinkers such as Popper, Gadamer, followers of systems theory and postmodernists, and uses every opportunity to travel to different countries of the world. Habermas came to know other cultures around the world and highlighted the importance of communication (Bahrami: 2002).

Today, the management of societies emphasizes new concepts that were previously out of sight. One of these concepts is the issue of participation of the main pillars of societies with each other. In fact, since the late 1950s, following the failure of development programs based on the modernization perspective, the concept of participation and participatory development has been introduced in the development literature. The failure of these programs to achieve their goals reinforced the belief that the lack of public participation in the design, implementation and evaluation of the programs had led to their failure. Therefore, in response to this issue, the concept of participation as the involvement of citizens in public decision-making and planning in related areas was the focus of planners and processes that strengthen public participation as the main field of development (Hosseinzadeh et al., 2012: 61-60).

The importance of issues such as participation in urban planning, especially in developed countries, led to the introduction of this concept in the development literature of developing countries, and these countries summarized the main factor of success in planning and managing their cities in the concept of participation. They concluded that the main problem of urban management is not the lack of financial resources with modern technology with skilled manpower, but first and foremost, the main problem in the management of these factors (Taqvaee and Tajdareh, 2009: 46).

The above raised the issue of participation in developing countries, including Iran, and all urban affairs experts in these countries took action on its importance in organizing urban problems and projects. The management structure of Iranian cities also underwent these changes. One of these important developments in the socio-political arena of the

country was the formation of city councils in 1998. The ultimate goal of the establishment of councils was to create the ground for people's participation in political, social, economic and cultural affairs of society. In other words, the concentration of power in the hands of certain members of society should be prevented and power should be distributed among members of society (Rasouli et al., 2010: 29). With the developments, the concept of participation in Iranian cities has not yet been realized. So that in the process of planning, decision-making and implementation of a plan, people either have no role at all, or have a small and marginal role (Ismailzadeh and Sarafi, 2006: 3).

Most urban planning authorities keep the role of citizens in the minimum legal requirements (Modernization department, 2014). Citizen participation is seen by some officials as an additional burden, something that must be done to continue the work, not an opportunity for valuable assistance. Research has shown that developers in particular believe this, while planners and politicians consider participation more important to ensure democratic processes and to listen to the views and demands of all parties in society (Hansen, 2011).

What planners do most of the time is dialogue and interaction. Researchers in the field of planning have shown that this "interaction" is a relative state of communication. That is, conversation and other forms of communication alone change people and situations. Researchers show us that not only is this relationship an important part of the science and planning process, but also that as researchers and implementers we need to pay more attention to this fundamental dimension of action more clearly and systematically. Planners are deeply involved in a network of communication and interactive activities that influence public and private actions in direct and indirect ways and contexts, and have recently been recognized in the planning literature (ibid.).

Theoretical Foundations

Planning Theory: As can be deduced from the introduction, the communication planning approach, also known as (communication planning theory), and falls into the group of "planning theories".

It is formed from the theory of various definitions:

A theory is a set of definitions and propositions about a number of interconnected variables. (Naderi, 1371, 22).

From the 1960s onwards, theorizing gradually shifted from the universal to the applied segregation, with theorists and planners distinguishing between three interrelated planning theories (Mc Connell, 1980).).

3- Theory in planning

2- Theory for planning

3- Planning theory

The first group of theories is also known as (independent theory) which is used in various scientific disciplines. These theories are the basis for the work and production of development programs by planners in various fields, which, like other theories, are divided into two groups of explanation and grammar as follows:

A) Explanatory theories: includes theories that describe social, geographical and economic phenomena that planners of different disciplines deal with, such as; Theories

of city location, structure and economic system, threshold of urban economy, structure and social system, etc.

B) Grammatical or practical theories: In the language of preparation and presentation of strategies, suggestions and plans to solve short-term and long-term problems are used (Naderi, 1371: 33).

The theories of the second group are also referred to as (social theories) for planning, which discusses and predicts the current state of society and its future planning. These theories are closely related to moral and political theories in society.

The theories of the third group are also known as (planning method theories) whose purpose is to focus on how the planning process and describe its operations and has always provided principles for the development of such processes and actions in a grammatical and practical way. For example, it specifies what principles and attitudes it has followed in organizing and implementing planning at different levels and dimensions, and what features, variables, and implementation methods it can have.

There is a clear difference between (planning theory) and (planning theory). Planning theory examines and analyzes the nature and manner of the planning process and practice, while planning theory is devoted to the study and analysis of planning issues and variables. For example, how the planning process and its stages are related to planning theory, while development theory is a kind of theory in planning. The fact is that in Iran, relatively, theories in planning have been considered more than planning theories, and the root of some failures in different types of programs should be sought in this regard (Asgari: 1998).

Planning as a Communication Action: Planning, and in particular environmental planning, is a process of interaction and collective interaction, of addressing and working with a focus on how to address common concerns, and the question of how far we can go to solve problems and how we act in managing environmental change. Some scholars have argued that scientific rationalism is the main source of this action, but with the collapse of the dominant dominance of the one-dimensional view of scientific rationality, this possibility was naturally forgotten. Among those who were in the forefront in explaining and developing this view in planning, we can mention Carl Mannheim (Asgari, 1392: 12).

Any recourse to scientific knowledge or rational working processes must now include other practical democratic considerations in the world. Habermas offers an option that preserves an understanding of the liberating and democratic potential of reasoning but more broadly includes moral understanding, aesthetic experience, as well as forms of rational-technical reasoning (Healy, 1993: 455).

Methodology
The research method is perhaps the most fundamental and important part of any research in order to answer the research questions, which has been used in different ways in each branch of human knowledge. The method used in this research is descriptive-analytical. This research can be placed in the Practical category. Library method and search of related sources have been used to collect data and information. The purpose of this study is to identify the role of communication planning in decision making and policy development.

Conclusion

The situation in today's postmodern world is based on communication and groundwork in order to promote interactive platforms. It seems that the time has come to change the communication infrastructure and planning methods and processes in order to improve the living standards of human societies.

With the development of societies and the development of human needs and desires, we will face many criteria and questions that previous processes cannot appear to be well responsive and suppliers.

The gap between societies and how to answer the questions posed in developing societies will be deeper to the point that the science of planning and urban planning has lost its meaning in such societies.

Habermas set up communication planning with the aim of reducing the gap between decision-makers and stakeholders, and over time expanded his study and influence.

Communication planning, under the influence of the two elements of money and power, has not been able to attract the views of stakeholders as it should. Obviously, in urban projects today, the goal will be to attract capital and progress in physical and economic dimensions, and the needs and desires of stakeholders will never be a priority.

Communication planning seeks to take action at the city level with a broader perspective. In this approach, the individual is not examined alone and human societies and their needs are on the agenda.

In order to realize future plans, it is better to pay more attention to the concept of limitation in various dimensions, and this will require reforming the organizational model, especially in relevant organizations.

Keyword: Communication planning, Habermas, Rational planning, Participation

*Corresponding author: tarlans071@gmail.com

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