Hermeneutics and Communications

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Professor

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Assignment #1 – Core Essential Elements

1. Write a three-paragraph essay responding to the following question: When have you noticed your pre-judgments influencing your interpretations? How have you experienced a "fusion of horizons" in your learning experiences?

At the heart of hermeneutics, there is the complex process of interpretation, which implies understanding verbal or visual communication as well as following certain rules for this process. Humans view the world differently and form meanings on the basis of their culture, traditions and personal history. Thus, in the process of interpreting texts, symbols, events or actions and culture, everyone looks at those from their own perspective or has their own "horizon of understanding", which is affected by their interests, background and theoretical concepts, and this "horizon of understanding" becomes a kind of a lens that we see things and phenomena through. As a result of differences in interpretations, we may arrive at different conclusions that cause controversy and disagreements (Schmidt, 2023).

I have had an experience of controversy and disagreement within my professional context. At the start of my career as a university lecturer, I was assigned a task of conducting an academic research, as it was part of my role and responsibilities at the university, and it was essential for further professional growth. The aim of the study was to explore and analyze the peculiarities of English and Russian advertising texts in order to identify the characteristic features and stereotypes of the language used in English and Russian advertising. The research topic and the aim of the study were officially approved, and I was sent on trips to England and the USA to collect the necessary data. I worked hard on the research and completed the assigned task the way I believed was expected of me. However, my views and findings of the study turned out to be in conflict with my colleagues' views.

In the course of the study, while analyzing the data, I found and pointed out that the language stereotypes of the Western society advertising tended to refer to and remind the reader of Christian values and the theme of overcoming evil by goodness and love, whereas in Russian advertisements, those were propaganda cliches and slogans that prevailed. I presented the findings and my views at the university department, but my colleagues expressed their negative attitude to my research and stated that I should not have been guided by my opinion or my beliefs in conducting the research, and I should heed collective opinion and only support the ideas and views that would be in line with those approved by the political leadership.

I disagreed with my colleagues and refused to accept their point of view, as I believe that in a situation when political and collective judgements and opinion are contrary to my values and beliefs based on Christianity or in any other situation, disagreement or conflict we face, it is more important to keep and live our faith, and we should always remember about our primary calling. 1 Corinthians 10:13:…And God is faithful; he will not let you be tempted beyond what you can bear. But when you are tempted, he will also provide a way out so that you can endure it.

While working on the research in universities and libraries in England and the USA, I noticed that, even though English and American advertising certainly also had its drawbacks, it more often appealed to Christian values and principles, and my worldviews aligned with those of Anglo-American academic community, which was very encouraging; it was then, that I experienced a "fusion of horizons".

Thus, i***n my life path, I unexpectedly encountered an experience, when my moral values and views turned out to be contrary to the local politics of the government, and my colleagues, who had previously supported my ideas and approved my research, immediately expressed their negative attitude to it, and, thus, so easily traded the truth for money and lies.***

***Living out my faith and my primary calling, following the guidance that God gives me, and, thus, being able to move forward and go along my own path and faith journey with peace in my heart and happiness in my family - all of these are of primary importance for me. At times there are challenges, but I shall never trade my values and beliefs for money. I cannot just change the state of things, therefore, I pray that the current situation and circumstances will improve significantly and change for common good.***

WORKS CITED

Schmidt, K. (2023) Hermeneutics and communications COM 803, OMEGA Graduate School.