

Review of: "Methodological principles of research of social communication processes"

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This article is quite impressive. Perhaps the most impressive of all is the author's ability to present impressive range of methods for the study of social communications. For someone who is committed to a different research area, it was a very interesting read. I have several recommendations regarding key sections:

1. Relating to the introduction: On P.2 the author declares that "there is a stable understanding of the instability and low level of effectiveness of the involved methodological tools". Following this compelling problematization we are provided with a lengthy introduction section of eleven pages long. On p. 11, the author concludes that "the list of methods mentioned... does not strengthen the methodology of the scientific field of Social Communications". I would suggest to tight this section by re-organizing the impressive scope of methods mentioned according to several main points of similarities and differences that can be identified or perhaps re-focusing on a specific methodological aspect that best emphasizes the described problem.
2. Relating to Hypotheses: I am a bit confused regarding the hypotheses, for example the author tries to prove the classification of common features in the methods of studying the processes of social communication (i.e., Hypothesis 2) and then tries to statistically disprove the above mentioned classification (i.e., Hypothesis 3). Is Hypothesis 3 essential? It seems to me that the first and the second hypotheses have a central and strong role.
3. Relating to Result and Discussion: I was curious regarding the dominance of practical methods over theoretical ones – How could the author explain this interesting conclusion? In what way could practical methods be explained by the element of the Whole?
4. Relating to Conclusion: The author reflected on three holistic criteria and I was wondering whether could be other key factors to be examined that affect the state of the Whole in future research?

Thank you for the opportunity to review your article!