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**GEOCOMMUNICATION.
THE NEW COMMUNICATION.
THEORETIC PERSPECTIVE (PART ONE)²²**

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Abstract: *International communication is a public communication of survival and predominance. It is a communication of pros and cons, of Self vs. Other. So, its image is of a systematic relation process between status quo and change, dialectically interconnected.*

The notion of geocommunication was not born of geopolitics and geoeconomics, though associated to them. It comes from the perception of communication as the fourth fundamental human activity. It is worked on three basic pillars: sociotechnological, intercultural and image-making communication.

Model of Geocommunication opens into radical dynamic changes of human communication algorithm in the 21st c. It introduces some terms, new for the Bulgarian Media Studies, such as geocommunication, mass Self-communication, holistic communication, etc.

It aims to provoke a debate on the transformation of Marshall McLuhan's powerful notion Media is the Message into Message is the Media in a time when mass Self-communication occurs to be a serious communicative opposition to the mass Media-communication.

Keywords: *geocommunication, message, image-perception, image-reception, nationalism, cosmopolitanism.*

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