

"In the name of God, the creator of science and knowledge"

- **Your Excellency, Honorable Chairman of the International Association of Public Relations (IPRA)**
- **Your Excellency, Honorable Chairman of the International Association of Communication (WCFA)**
- **Your Excellency, Mr. Maxim Bahar, Chairman of the Board of Directors and CEO (M3) of the Communications Group**
- **Mrs. Linda Tomas Brox, CEO of USA Public Relations Association (PRSA)**

With greetings, I would like to congratulate you on May 17, 2023, the International Communication and Public Relations Day, and as a graduate in communication sciences who is active in the field of cognitive sciences I would like to take this opportunity to start a project in the field of convergent sciences and knowledge (NBIC). I am sure besides your great efforts, this project will be another service in creating a dialogue in the field of science and technology and bringing it to a conclusion.

Creation is a long story and an artistic masterpiece that includes billions of years of wonderful and original events, but as it is big, it also has a bigger cover of secrets on itself, and maybe it can be said that our understanding of it, despite being equipped with all kinds of science and technology tools, is only in its infancy phase. Perhaps this vast drama, which is still being written, can be summarized in three parts: the world emerges; Life is formed; and the consciousness and knowledge of human, as the best of God's creations, is manifested.

Human has been able to discover many secrets of creation in the course of his scientific evolution, and today the speed of discovering nature's secrets continues at a high pace. Human today has made extraordinary progress in physics, chemistry, medicine, space science and military tools, but still has not been able to discover many secrets of creation, including his own brain, and certainly has a long way to go in understanding the cognitive functions of the human brain.

Today's scientists have realized that the human mind and cognition and its biological basis, the brain, cannot be studied by only one branch of science or philosophy. This is why, since the beginning of the second half of the 20th century,

cooperation between different fields of science and philosophy has been formed. and the preliminaries for the emergence of an interdisciplinary field under the name of "cognitive science" has been created, which tries to discover the secrets of the brain and cognition using all scientific and philosophical tools.

From another angle, cognitive science is one of the sciences that, along with nanotechnology, biotechnology and information technology, forms a set of convergent knowledge called NBIC. Cognitive science, which is formed from the interaction of different fields of human knowledge such as neuroscience, psychology, linguistics, anthropology, artificial intelligence and philosophy of mind and is going to be presented as a unified science, has wide applications in other fields such as medicine, education, management, economics, sociology, information science, communication and mass media, medical engineering, command and control engineering.

Secondly, during the last three decades, tremendous events have taken place in the field of neuroscience, including researchers who have discovered that all our cognitive and mental functions such as movements, behavior, habits and emotions are originated from the brain, as far as the end of the 20th and early 21st century., two decades were called "decade of brain".

These developments led to the development of cognitive sciences and technologies, whose mission was "identification, evaluation, improvement and rehabilitation of human cognitive aspects" and opened the way for miraculous developments.

The news heard from all over the world indicate the governments have welcomed science and cognitive technologies. Because it is expected that cognitive sciences and technologies interact with other converging technologies, such as information technology, to improve the quality of life, relieve or treat brain injuries, and make optimal use of the human mind and intellectual powers.

Many audiences including managers, policy-makers, academics, business and industry activists, will be subject to convergent technologies. The dawn of this rapid growth can be seen in growth of the activities of international companies and universities in this field and creating job opportunities in cognitive science fields in top companies and final growth in postdoctoral and doctoral positions.

The important point is that cognitive sciences and technologies are completely interdisciplinary field, which makes activity in this field difficult but attractive in the world and in Iran. In fact, it can be said that this field is interwoven, multifaceted and complex. Therefore not only for being successful but also to have reasonable activity in this field, the interdisciplinary collaborations and presence of a team including experts of different fields of sciences are necessary.

During a seminar by inviting the world-renowned expert, Dr. Seyed Kamal Kharazi, head of Iran's cognitive science headquarters, in the presence of valuable professors and scholars of communication and public relations, I discussed the "discourse creation" in this field. Because I believe that communication science and interaction engineering play a significant role in the growth of humans by receiving and processing information in the brain. The human mind is not a storehouse of knowledge, but a creator of knowledge, and like a transmitter and receiver, it creates signals and creates "Phenomenon of Newness" and burnishes understanding in communication.

While thanking again, I suggest that during a conference, with relevant presentations addressed by Professors Dr. Kharazi and Dr. Hossein Baher, this subject can be discussed with the goal of adding the field of communication sciences to the group of interdisciplinary sciences that ultimately make up the innovative cognitive sciences.

With respect

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