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**PSYCHOLOGICAL PERCEPTION and THE IMPACT of
COMMUNICATION on THE FORMATION of WATER SOCIOLOGY:
DETERMINING POLICIES of WATER SOCIOLOGY**

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ABSTRACT

Water is life. Water is living. Water is health. Water is the soil and the motherland. Water is the very embodiment of human being. Water is to see, to look, to read, to know and to learn. Water means to be human and to live like a human. Because, lack of water means the destruction of human and humanity.

What makes us astonished is the question: Has the water sociology never come to mind? Why has it not been written in the literature? or has not been seen so far.

We found it necessary to approach to this failure, coinciding with communication psychology, because we can explain the importance of water, assert a sociological theory and develop it altogether via communication.

Currently what we are living is an environmental disaster. Water sociology should be resolved in relation with time and communication psychology and interaction should constitute its most crucial bases.

Sleeping, 8 h+Cleaning, 1h+Eating, 3h+Travelling, 2h+Working, 8h = Total 22h

What happens in the remaining two hours?

Here you are... if every individual spares half an hour of his/her time to environment and thinks about water! Solution comes about to be the water sociology. However, what's right is to be more effective at work and is to be able to contribute to humanity. This is the sociological dimension of psychological perception. Here comes across us the psychology of water as the sociology of water in the social dimension. Here is the psychology of water. Whereas time flows like water.

Keywords: *Water sociology, communication, psychological perception psychology, communication interaction.*

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