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Audiovisual sociology is considered a branch of sociology among many branches that deal with social phenomena at different research levels. What distinguishes this field of research is its connection to research into the use of audiovisual means. In addition to various forms of media such as film recording, photography and video to capture and analyze social interactions, behaviors and cultural practices. The importance of society's audiovisual sociology lies in its ability to provide a more comprehensive understanding of social life by combining visual and auditory elements. It allows sociologists to observe and analyze social phenomena in real time and capture the nuances of human behaviour and interaction that may be missed in traditional text-based research using audiovisual methods, Sociologists can also get a more detailed and in-depth view of the social field approach ", whereby research pathways are systematically defined and structured in line with the complexity that characterizes the communication phenomenon in a constructive and formative manner. This in turn can help in political decision-making, improving social programmes and promoting social justice. In general, audiovisual sociology plays a crucial role in promoting our understanding of society and human behavior. Among the levels that frame the media and communication phenomenon within the field of sociology is what has been addressed by the knowledge that has dealt with audiovisual as a career with a functional dimension, such as the limited impact entrance and what has been addressed on the critical side of Frankfurt's school.