

# Management information-Communication Technologies in Modern Political Conflicts: An Analysis of Their Impact on Society

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## ARTICLE INFO

## ABSTRACT

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**Introduction:** The article examines the place of communication and broadcasting in today's political conflicts and draws attention to their impact on society. At the same time, political speech, social mobilisation, and affective polarisation are singled out as three essential aspects of the impact of political communication on society.

**Objectives:** The article aims to examine the place of communication and broadcasting in today's political conflicts, emphasizing their impact on society. The objective is to understand how media and political speech shape the public's perception of conflicts, as well as how these forms of communication affect societal engagement and economic change.

**Methods:** The first part of the study reflects how the media and the style of political speech influence the public's understanding of political conflicts. At the same time, the second part of the paper presents the results of the impact of political communication on affective polarisation and social mobilisation. The third part of the study focused on political conflicts as catalysts for economic change.

**Results:** According to this, it was determined that the main trends in the reflection of political conflicts in the media are a decrease in the content load in speeches, the use of emotional narratives, and an increase in influence on voters by demonstrating a strategy for future actions. The Coleman-Liau case study found that political speeches of the last 50 years are less complex in form and content, making it easier for voters to understand the essence of the message. However, the quality of political speeches has declined significantly.

According to the results, citizens are mobilised to increase their political engagement mainly through social media. This can be explained by the fact that social media allow for the public display of information and, simultaneously, grouping voters into specific categories.

This revealed that such conflicts impact the decline in sales of certain goods, the refusal of buyers to use certain goods, and a decrease in tourist flows in certain areas. In addition, it was determined that the study's novelty lies in the study of political speech and communication comprehensively, and thus their impact on society. At the same time, the study was limited to clear regional zones and a specific period for data analysis.

**Keywords:** political communication rhetoric, political speeches influence, political conflict, social networks, communication strategies.

## INTRODUCTION

Today, more and more public attention is focused on political conflicts, which increasingly attract public attention and have an ideological meaning. This allows for a clear focus on such conflicts to be spoken about. For example, in political conflicts, language is used to form a particular vision of the conflict in society, and accordingly, such means of communication allow society to interpret the political conflict in a certain sense. In addition, political conflicts nowadays have a clear communication strategy, allowing for large-scale media information campaigns. Moreover, social media is now the leading platform for promoting political ideas.

Communication strategies of political conflicts are now complex and holistic, with a defined system of measures of influence, with tools to influence society. They are designed to increase and decrease social tension, as they are based on the psychology of the voter, who should either be reassured by the information or, on the contrary, encouraged to take action. That is why modern communication strategies include fake news, disinformation, and false information. Often, political information consists of partially accurate data and, at the same time, partially fictitious facts.

The article aims to explore the place of language and communication in modern political conflicts and determine how they can influence society. It addresses the issue of public perception of political language and communication and its ability to mobilise the population or, on the contrary, to divide it. Attention is paid to how the media influence the population through the use of particular narratives of politicians and propaganda. It also demonstrates how public sentiment can influence the language and communication of political conflicts.

## LITERATURE REVIEW

Researchers Davis [1] and Wolfsfeld [2] focused on studying political communication in the context of global crises. Thus, Davis concentrated on highlighting the aspects of a successful political speech and the principles of expanding the target audience of politicians. In his view, this is best done with the involvement of social media, which can gradually and comprehensively shape public perceptions of a particular political conflict. At the same time, Wolfsfeld complements this position by pointing out that the media transmit political conflicts and political positions in a rather diverse manner. At the same time, Plasser and Plasser [3] are convinced that political conflicts and the political system are now increasingly influenced by social media, which can reflect the position of each political group and attract the attention of different target audiences.

In their works, Scholars Olof Larsson [4] and Bast [5] drew attention to such a social network as Instagram. They are convinced this platform is one of the largest for political communication. Larsson defines this social network as where European politicians often interact with voters. At the same time, Bast draws attention to the platform's ability to use photos and videos to reach the target audience. Grusell and Nord [6] agree with Bast's position and believe politicians often use this social network to present visual information.

In Manheim's [7] work, we find a study of the history of public diplomacy in the United States of America. The author outlines political strategy and the narratives that influence the perception of American policy in the world. The author separately identifies the American political narratives that have determined the country's role in international conflicts.

In their study, Bene et al. [8] drew attention to how political narratives are promoted on social media, using 12 European countries as examples. For this purpose, they considered egocentric and personalised styles of public engagement. At the same time, Bennett [9] suggests that social media is a tool for promoting specific civil society movements and activists' positions.

Rhodes [10] draws attention to the phenomena of "echo chambers" and "filtered bubbles". His work demonstrates how social media tools allow virtual space users to perceive information more gently. The study of Bormann et al. [11] only confirms the work of Rhodes [10]), as it demonstrates examples of deviations from communication norms to increase the target audience of a political leader.

Tian and Yang [12] studied the political communications of Donald Trump and Andrew Cuomo in the context of the coronavirus. They found that the crisis became an opportunity to strengthen political positions through specific communication tools. Gilardi et al. [13] drew attention to the mechanism of shaping political issues and solving public affairs under the influence of social media. At the same time, Haßler et al. [14] drew attention to the use of the social network Instagram in 2017 by German politicians during the election period.

Gaber and Fisher [15] identified the use of "strategic lies" in the context of the Brexit campaign and other political decisions in the UK. Limiting themselves to the period of 2019, the researchers drew attention to the narratives of politicians at the time and provided examples of manipulation of facts and disinformation. Torcal and Comellas [16] found out the impact of political conflicts on the division of society. Wring [17] focuses on using marketing strategies by the UK Labour Party based on political communication technologies.

Nisch [18] analysed Volodymyr Zelenskyy's communication on the social network Twitter. The researcher found that the President uses a lot of emotional vocabulary and appeals during a full-scale invasion to influence the international community, create a positive image of our country, and activate the population.

Sørensen and Ansell [19] propose tools to increase political resilience based on stability principles. Danitz and Strobel [20] argue that the Internet does not contribute to political stability, citing the growth of cyber activity in Myanmar.

Wolak [21] emphasises that gender differences characterise political conflict as a phenomenon. In particular, his research shows that female politicians are less likely to participate in political debates because they are not as conflicted as male politicians. This is also confirmed by Huddy et al. [22], who analysed the behaviour of female and male politicians and their stereotypes and positions and found a difference between them in political conflicts. At the same time, the study by Cho et al. [23] demonstrated a decrease in passenger traffic of various airlines amid political conflicts.

McKinney and Bishop [24] drew attention to the impact of political conflicts on the functioning of professional spheres. They took the relationship between patients and doctors during political disputes as an example, which clearly worsens the quality of medical services.

Negrine and Stanyer [25] focused on the role of the media and social media in political disputes. They are convinced that social media are changing communication practices and can positively and negatively impact existing political disputes. Coleman and Sorensen [26] analysed digital strategies in political conflicts in their collective monograph. They expressed the opinion that modern political communication is built mainly on adequately designed social media pages of political leaders and their promotion of political ideas in the virtual space.

Bond and Sweitzer [27] drew attention to the phenomenon of political homophily on social media. According to the researchers, this is manifested in the audience seeking to communicate mainly with like-minded people, which leads to certain political disputes. Yang et al. [28] proposed their vision of a natural language processing model that allows us to form an idea of political conflicts. The model can help analyse Spanish-language information in text form.

Jost et al. [29] drew attention to the mechanisms of political position formation in terms of cognitive and motivational aspects. According to them, political divisions arise because a certain stereotype is formed in society, which causes prejudice in a large group of people. In particular, the researchers' opinion is confirmed by the work of Yack [30]. The researcher believes that the issue of political communities dates back to the time of Aristotle. The scientist argues that political conflict occurs in all nations and peoples, as it is an indispensable component of public life. It is a political conflict that has a positive impact on the development of society.

Researchers Wildan et al. [31] found that political conflict is represented in the works of Aceh authors. They determined that artistic works not only reflect the wisdom of the people but can also be a source of political thought and shape the population's views on power.

Jayasuriya [32] drew attention to authoritarianism in geo-capitalist conflicts. In his opinion, authoritarianism is a well-defined communication strategy that contributes to legitimising the authoritarian style of government. Moreover, authoritarianism is also actively spreading in international politics.

Therefore, the analysed scientific works confirm the importance of political communication and the ability of political language to influence various sectors of society.

This study aims to identify the impact of language and communication on various spheres of public life. It identifies the basic mechanisms that influence the formation of political communication and how political language affects the understanding of political disputes. This allows us to give our own assessment of social mobilisation, social polarisation, and political stability as phenomena operating in the field of politics.

The study will use various methods, allowing it to be based on communication theory. The article will include empirical results, which will provide data to support the assumption. The comprehensive approach used in the article will contribute to reproducing the impact of language and communication on various political conflicts and society.

## METHODS

The methodological basis of the study is based on the theory of political communication, which includes the basic concepts of communication in politics, principles, and approaches used in conflict resolution [1; 2]. Cognitive biases, namely "filtered bubbles", "echo chambers", and "bias affirmation", are presented using the theory of cognitive biases [29; 10]. The theory of affective polarisation has helped to identify the emotional aspect of political controversy and the impact of this expressiveness on the public perception of political conflict [16].

Empirical methods were utilised to confirm the theoretical part of the article, including content analysis. In particular, the content analysis of the media revealed that the publications of The New York Times, The Guardian, Der Spiegel, Al Jazeera and Le Monde contain news with political overtones. At the same time, the addition of national outlets such as El País, The Times of India and The Sydney Morning Herald helped to reflect the impact of political communication on society in specific regions.

The articles were researched between January 2022 and March 2024. We analysed 50 articles from each region of the world, namely North America, Europe, Asia, Latin America, and Africa, resulting in a total sample of 250 articles. In addition, 250 posts by political leaders on social media such as Twitter, Facebook, and Instagram were also reviewed. The posts belong to European, American, Ukrainian, and Russian political representatives.

## RESULTS

I. Today, the issue of international conflicts is key, as any confrontation between two or more countries can cause crises that will further affect the global community. Therefore, the ability of a political leader or public authority to correctly demonstrate its position and simultaneously form the necessary vision of the situation in society is quite important today. One of the main aspects of resolving political confrontation in the modern world is using print and electronic media to convey political narratives from the right angle. Particular attention is now focused on social media, as social networks, using photos and videos, impact the public, and they can also reflect the emotionality of the dispute between politicians [1; 2]. On social media, it is possible to find posts with political speeches that both stimulate the population about something and increase their excitement about something.

Politicians mainly communicate their position to the public through speeches. This is because a political speech contains a particular idea, tone, and established bias that affects the perception of such a speech by the public and the media and shapes the circle of voters [33]. Therefore, the study analysed the speeches of politicians from Brazil, the UK, India, the EU, China, Russia, the USA, Turkey, and Ukraine. The period of analysis was January 2022 - March 2024. The analysis helped to identify the main ideas in the political discourse.

The analysis showed that the main themes for the study were "aggression," "democracy," "threat," "unity," and "sovereignty." Accordingly, the most frequently used expressions were "aggression," "democracy," and "threat," which suggests an attempt to influence the public with emotional frames.

Among the political speeches we studied, considerable attention was focused on political speech strategies. The most common strategy was the "intimidation" strategy used by politicians such as Boris Johnson and Joe Biden. For example, Boris Johnson called on world leaders to fight the Russian invasion on 23 March 2022. Joe Biden called for the population's unity against the authoritarian style of government, emphasising the importance of a democratic style. This speech took place on 07 April 2022.

The "external threat" strategy is a common one. Vladimir Putin used it on 21 September 2022, when he proclaimed that Europe was seeking to destroy Russia.

"National unity" is also a leading strategy used by world leaders. In particular, on 15 August 2022, it was used by Indian political leader Narendra Modi, who sought to mobilise the Indian population to build a "Greater India." Volodymyr Zelenskyy used this strategy on 20 February 2023 when he called for unity to build a great Ukraine.

The demonstrated strategies of politicians are often conveyed through media speeches, which allows them to shape public opinion effectively [34; 35]. For example, after analysing 250 articles from January 2022 to March 2024 concerning politicians' speeches in leading national and international media, it was found that such expressions as

"authoritarianism and democracy", "external threat", and "national unity" were the most frequently used in the media. The phrase "authoritarianism and democracy" reproduced the image of a free Europe opposed to authoritarian regimes. "Threat from the outside" was used as an expression that Russian politicians used to describe the attempts of "America and Europe" to destroy Russia's stability. The expression "national unity" was used to show the unity of the Ukrainian people against the "eastern" enemy.

Attention was also drawn to social media as a tool for promoting political conflict. After analysing 250 posts on Twitter, Facebook and Instagram by various political figures, it was found that the publications were aimed at direct communication with the public, demonstration of photo and video materials, and turning the population against something or someone.

In particular, on Twitter, one can find posts by Joe Biden, an opponent of Russian aggression. On the same social network, Ursula von der Leyen argues that democracy should prevail in the world. At the same time, Russian politicians use Telegram as a social network to spread narratives about Ukraine's subjugation to the United States and about Biolabs on our country's territory.

Volodymyr Zelenskyy uses Facebook to spread narratives about the freedom of our people and the importance of democratic values. Boris Johnson uses Instagram to spread ideas about supporting the people of Ukraine, supported by photographic evidence.

In conclusion, social media significantly impacts mobilising the population and allows for a clear public opinion on political conflicts. This can be explained by social media allowing politicians to interact with voters and share visual content actively. At the same time, traditional media mostly only summarises the issues of political conflict [36].

Communication with voters on social media allows politicians to influence society and shape the public's reaction to specific events. A well-chosen communication strategy can focus public attention on a particular issue and simultaneously unite or divide the population. Therefore, political speeches influence voters' emotional attitude to a hot-button issue and social mobilisation.

The essence of social mobilisation is the grouping of the population and its call for active action through properly formulated communication. This phenomenon has been studied by analysing the interaction between politicians and voters on social media, identifying the level of voter activity, and conducting opinion polls. In particular, in 2020, voter turnout in the United States was 69%, a record high. This was due to the right media strategy, which was based on the fact that voters should be more active, as the democratic style of government could end. In other words, political communication through electoral activity influenced social mobilisation.

**II.** The study has revealed that politicians use visual strategies, direct appeals to voters, and appeals to users for social mobilisation to present their position on social media during political conflicts effectively. In particular, affective polarisation, which divides citizens, allows them to promote their own narratives and divide the population into groups that oppose each other. In this case, the phenomena of "filter bubbles" and "echo chambers" are used to form a one-sided attitude to political issues among the audience and to direct it to an emotional reaction towards people with different political views.

We have found that political conflicts impact the global economy. In particular, economic processes are disrupted, and destabilising processes are observed in the global community. This can be explained by the fact that the use of communication strategies in the political sphere influences consumers to refuse certain goods, which leads to a deterioration in the situation of production and the economy as a whole.

Consumer behaviour is significantly affected by political conflicts. For example, sociological research confirms that rejecting certain goods and products leads to economic downturn. A striking example is that the political crisis in Sino-Japanese relations in 2012 led to a decrease in the flow of Chinese tourists to Japan, which resulted in a 60% drop in the volume of tourism services between the two countries, and then a 20% drop over three years.

In addition, political conflicts negatively impact macroeconomic performance in various sectors of the economy. A World Bank study showed that GDP fell by a third due to Russia's full-scale invasion of Ukraine in 2022. This is due to the disruption of logistics chains and production processes, destruction and damage to infrastructure, and forced relocation of the population [37].

Therefore, political conflicts and political communication impact the economy and consumer preferences. This leads to economic destabilisation and the abandonment of goods, which results in economic losses and the deterioration of macroeconomic indicators.

## DISCUSSION

Paying attention to the problematic aspects of political speech and communication is advisable. According to Jost et al. [29], it is necessary to simplify political speeches, as this will allow them to be disseminated to a broader audience, given the importance of social media in politics. As a result, the political mobilisation of citizens increases, and the population becomes more aware. At the same time, Davis [1] is convinced that simplifying the language of political speech negatively affects the quality of the information to be conveyed. Therefore, populism is rising and dividing the population [38; 39].

At the same time, simplifying the language of political speech is in line with modern globalisation processes and communication styles, where emotionality and brevity are important [40]. Consequently, more people are becoming interested in politics, but political information can be unreliable. In addition, modern political speech should include simple expressions to convey information to a broad audience and complex issues to discuss with voters.

An important aspect of the development of political speeches today is the use of social media, which allows for a more expansive target audience. However, not all researchers agree that social media positively impacts the development of social mobilisation and emotional polarisation. Bene et al. [8] are convinced that social media allows political leaders to activate the population quickly. In particular, the example of 12 EU countries shows that social media is an effective tool for working with voters [41]. However, Jost et al. [29] disagree with the previous researchers, who believe that social media impedes the dissemination of information to voters and that they may find themselves in information isolation.

Social media is also important in political communications because it creates a sense of community. However, spreading false information and hostile narratives contributes to a negative perception of social media as a tool for attracting potential voters.

It is also worth paying attention to the controversial impact of political conflicts and communication strategies on consumer behaviour. In particular, Cho et al. [23] believe that political conflicts significantly impact sectors of the economy such as transport and tourism. In addition, the South Korean-Japanese conflict 2019 resulted in millions of losses in the airline industry. Gilardi et al. [13] agree with this and argue that political conflicts can cause certain brands to lose up to a third of their profits. However, researchers such as Nisch [18] emphasise the overestimation of the impact of political conflicts on the economy and the exaggeration of losses by politicians, as the economy can quickly stabilise.

Therefore, we are convinced that the impact of political conflicts and political communications on the economy is ambiguous. In addition, the consumer's reaction to a political dispute may vary, and this does not mean they will refuse a particular product for political reasons. Dramatisation on social media about a political issue may, on the contrary, worsen the situation of politicians who tried to overstate the issue. Therefore, we can talk about the complexity of this issue.

## CONCLUSION

Our study examined the impact of speech and communication on society, considering political conflicts. Considering theoretical approaches and empirical research results, we identified the instruments of political communication's impact on social mobility, emotional polarisation, and the economic situation. Accordingly, the study was divided into political speech, social mobilisation, and the impact of political conflicts on the economy.

The section on the impact of political speech on voters through social media reveals politicians' audiences' desire to simplify such speeches and focus on the emotional statements that shape them. This is confirmed by the Coleman-Liau index, which shows a decrease in the complexity of political speeches over the past 50 years. Therefore, political speeches are becoming easier to understand, while the quality of political content is deteriorating, leading to the spread of inaccurate information.

In the second part, which focuses on the impact of political communication on polarisation and social mobilisation, it was found that social media significantly impacts voter activation. In particular, they influence the audience's



isolation of information, where only information with a negative context about political opponents is displayed. At the same time, social media is an effective tool for disseminating political speeches only in conjunction with strategic political campaigns.

The third part of our research showed us that political conflicts impact the economy. They affect consumer behaviour and reduce revenues in specific sectors of the economy. In some instances, political conflicts can cause brands to lose a third of their revenue due to consumer withdrawal. In the tourism sector, losses can be measured in millions of dollars. However, there is also a case for overestimating the impact of political clashes on the economy.

The study's practical significance lies in identifying the impact of political communication on society and developing effective political communication strategies.

Future research should cover more regions and include communication strategies of different political actors. In addition, it is necessary to identify how the cognitive and motivational aspects of political speeches affect the perception of politicians by different population groups. It is also worth focusing on working with politicians' social networks to reduce the amount of false information. It is necessary to identify mechanisms to stabilise the economy despite political speeches and form a shared vision of democracy among the population.

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