

Management, Strategies, Tactics and Communication Technologies in Media

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ABSTRACT

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Introduction: The relevance of the research topic is due to the rapid development of digital technologies, which significantly change the media and communication space, requiring a revision of traditional approaches to interaction with the audience. Given the changing information load and consumer preferences, there is a need to adapt communication strategies to modern challenges.

Objectives: The aims: to determine the effectiveness of modern media and communication strategies and offer recommendations for their optimisation in digital transformation.

Methods: The methodology includes content analysis and comparative analysis, which allowed us to systematise information and identify critical factors for the success of communication campaigns.

Results: Results showed that integrating traditional and new media, personalised content, targeting and visual communication significantly increases the effectiveness of interaction with the audience. Particular attention is paid to crowdsourcing and the audience's active involvement in the content creation, which helps build trust and loyalty to the brand.

Conclusions: The practical significance of the findings lies in developing recommendations for optimising media strategies that can be used in business, politics and social projects to improve the effectiveness of communications and achieve goals.

Keywords: media, communication, digital technologies, communication strategies, content personalisation, new media, ethical aspects, social networks.

INTRODUCTION

In the modern era, media and communication tools are strategically crucial in shaping public opinion and providing access to information. Digital technologies have led to the evolution of the media environment, which has led to a change in communication approaches and requires the development of new ones. This requires the development of new strategies for engaging with the audience. Research, for instance, Ghofrani [1] shows how new media technologies influence the persuasion process in global crises and why communication should be adjusted to such conditions. In the same vein, Cevizci and Aktaş's [2] study of the international communication strategies based on the examples of Trump and Erdogan also provides information on how new media are become instrumental in the conduct of inter-state relations. To the background of digitalization of the media industry, special emphasis is given to the synergy of traditional and new media, the individualization of content, the visual approach, and crowdsourcing. Such aspects and ethical questions as trust and transparency are becoming a part of efficient communication practices in the contemporary information environment.

Today's media environment is in the process of a profound transformation caused by the evolution of digital technologies, which means that the existing communication tactics need to be rethought and updated. In the view of the increasing information flow and the shift in the user's behavior, it is becoming necessary for the communication strategies to become more adaptive and targeted. According to Ghofrani [1], new media influence persuasion greatly especially during global crises hence the need to adopt current communication strategies that suit the current events.

A critical area that has been overlooked is the combination of old and new media, visualization and crowd sourcing for the purpose of audience engagement. A study by Cevizci and Aktaş [2] explain that new media are crucial in the management of international relations and thus their strategic use in contemporary communication campaigns is important.

Therefore, the challenge is to create and apply the contemporary media and communication strategies that would enable the dialogue with the audience while taking into account the conditions of the digital environment and continuous technological advancements.

To determine the efficiency of media and communication strategies, tactics and technologies in the conditions of the modern information environment, to determine the factors having a positive impact on the results of communication activities, and to provide recommendations on how and with what to build an effective communication process.

Objectives:

1. To identify and discuss the key ideas and methods of media and communication planning in the contemporary society.
2. To identify the strategic approaches and tools employed in media and communication campaign.
3. To examine the extent of the effect of digital technologies on the communication strategies.
4. To evaluate successful examples of the use of media resources in various sectors, such as business, politics and social projects.
5. To develop recommendations for improving communication strategies, considering current trends and technological innovations.

RECENT RESEARCH AND PUBLICATION ANALYSIS

Communication strategies in modern media. Modern media must understand communication strategies to communicate information and influence their audiences effectively. The article by Kutpanbayeva et al. [3] examines the relationship between communication strategies and technology in the media. In their research, Castillo Esparcia et al. [4] study political communication in Spain and the role of the media in facilitating think tanks. Velivchenko's study [5] focuses on manipulative technologies in political media discourse. In her study, Trajkoska [6] analyses the process of transforming perception into reality and points out the influence of politics on the formation of media systems in Macedonia. Cevizci and Aktaş [2] analyse the communication strategies on Twitter used by famous personalities such as Trump and Erdogan, particularly highlighting the importance of new media in international relations. In shaping public opinion and influencing political discourse, communication strategies are of immeasurable importance in modern media [7].

Modern media technologies and communication. Modern media technologies distinguish approaches to communication and affect their effectiveness, as evidenced by scientific research [8]. For example, Ghofrani [1] analyses the sociological aspects of the impact of modern information and communication technologies on the media space. Mialkowska et al. [9] examine the peculiarities of media in the context of the digital dimension and communication technologies. Wang et al. [10] analyse modern media in the context of communications, emphasising their importance. Losa-Jończyk [11] focuses on studying communication strategies in social media on the example of ICT campaigns. Thus, modern media technologies are fundamentally capable of changing the process of communication through interactivity and user orientation.

Moral and social implications of communication technologies. Moral issues related to the use of media and technology are becoming increasingly important in the modern world, as evidenced by the following publications.

Keciorytè and Rimkus [12] explore ethical issues in the media and technological environment, focusing on their impact on society. Gunn et al. [13] present the principles of successful interaction between scientific research and public communication, focusing on the latter. In their study, Cantor et al. [14] analyse communications strategically, paying attention to ethical standards. Geiger [15] focuses on the development of communication media in the context of the evolution from correspondence to social networks such as Twitter. Travassos and Dias [16] analyse social media marketing strategies in their study, paying attention to the ethics of communication with the audience. Thus, ethical issues require careful research for further implementation through communication technologies.

Communication technologies in education. In modern education, communication technologies play a crucial role as they contribute to the effectiveness of the learning process. The conditions of the digital media and communication environment were researched in 2021, particularly regarding technologies for developing students' competences [17], [18]. Uchitel et al. [19] analyse using learning technologies in the digital learning environment to improve learning. In her study, Pysarenko [20] revisits media literacy as an effective tool for using information and communication technologies in the education system. Kotliar and Diabelko [21] analyse the use of communication technologies in screen discourse and highlight their potential in the educational space. In the context of education, Rosaline et al. [22] examine communication strategies in synchronous and asynchronous media. Communication technologies are a necessary component of the educational process, as they improve learning efficiency.

Analysis of communication strategies in the context of international relations and conflict situations. The role of communication strategies in international relations and conflict resolution is significant. Cevizci and Aktaş [2] compare the communication strategies of leaders on the Twitter platform in the context of international relations. Gjerazi [23] analyses strategic communication methods to ensure effective conflict resolution in the media space. In their study, Ivanets and Pyrogoва [24] examine the impact of communication technologies on public speaking in the modern media, focusing on international aspects. In their study, Florentina Cantor et al. [14] analyse communication strategies in the central segment of public administration. Tokunova et al. [25] reveal the impact of artificial intelligence and labour automation on the economy, focusing on transforming the labour and social markets. Trusova et al. [26] consider essential aspects of the safe development of marketing communications of transnational corporations at both the global and local levels. Chmyr et al. [27] study the phenomenon of national security in the information and communication context, considering social factors. Mialkovska et al. [28] explore new media as modern communication technologies, particularly their impact on the international community. Effective dialogue between parties is essential in managing international relations, conflict resolution, and communication.

METHODS

The study used various methods to meet its goals and objectives. The primary method was content analysis, which allowed us to systematise and classify information from media resources and scientific publications related to communication strategies and technologies in the modern digital space.

The comparative analysis method was used to study the impact of digital technologies on communication processes in depth. It made it possible to compare different approaches to media technologies in different sectors (business, politics, social projects) and identify common trends and distinctive features of successful communication campaigns.

The study also used the case study method, which included a detailed analysis of successful media campaigns in various fields of activity. This made it possible to identify the key factors that contribute to the effectiveness of media and communication resources.

Using these methods together ensured a comprehensive approach to the study and allowed us to develop recommendations for optimising media strategies in line with current trends and technological innovations.

RESULTS

The analysis of the main concepts and approaches to media and communication strategies in the modern world covers several key aspects:

1. *Traditional and new media.* The growing popularity of digital media is decreasing the influence of traditional media (television, radio, press) on shaping public opinion. Modern media (social networks, web platforms, blogs) have become the primary means of communication responsible for rapidly and successfully disseminating information. They provide an opportunity for interaction, personalisation, and quick responses.
2. *Integrated communications.* An integrated approach involves using a variety of media channels to create a single, coherent message and strengthening it through interaction between them. 360-degree marketing reflects integrated communications, where all channels work together to ensure unity and completeness of messages.
3. *Personalisation and targeting.* Companies can create more relevant messages by using data and targeting algorithms, which helps increase the number of engaged users. Customising content enables the adaptation of messages to the specific requirements of individual audience members, thereby enhancing the efficacy of communication strategies.
4. *Digital content and visual communication.* In the modern era, visual content (photos, videos, graphics) is essential, significantly increasing audiences' attention. Graphic components develop the ability to communicate and express feelings more effectively. Digital content is becoming a crucial part of communications, with increasing attention being paid to adapting it to different platforms and devices.
5. *Crowdsourcing and audience participation.* Engaging the audience in content creation through crowdsourcing allows companies to incorporate the opinions and ideas of their customers into communications. Increased audience engagement in the creation and sharing of content make the consumers to engage with the brand more closely and create a community for the brand.
6. *Crisis communications.* That is why it is crucial to have a crisis communications plan in the modern information environment in order to promptly perform actions that can minimize the effects of the adverse events on the campaign's organization. Transparency and responsiveness are now more important than ever, especially in critical situations where silence or delay can cause harmful reputational damage.
7. *Ethics and trust.* As we live in the era of a vast amount of information, the ability to tell the truth from the lie, and the credibility of the sources is more important than ever. Businesses must adhere to high ethical standards to maintain their customers' trust.

An analysis of the key ideas and models on media and communication planning indicates that effective communication involves utilizing multiple channels and tailoring the message for the target audience as well as applying cutting-edge technology.

The media and communication campaigns have been identified to require the use of certain critical tactics and technologies as outlined in Table 1.

Table 1. Key tactics and technologies used in media and communication campaigns and their brief description

Tactics	Technology	Description
Targeting and audience segmentation	Geographic, demographic, behavioural targeting	Technology allows to target messages to specific groups of users based on their characteristics, which facilitates effective communications
Content marketing	SEO content optimisation, video and infographic creation	The creation of valuable content for the audience and its optimisation for search engines allows to increase visibility and attract attention.
Influencer marketing	Cooperation with macro and micro-influencers	Engaging influencers to position the brand among their followers helps increase trust and reach.
Programmer-advertiser	Real-Time Bidding (RTB), automated buying and selling of advertising	Use real-time auctions to automate advertising procurement, allowing for precise targeting and cost reduction.
Social media and engagement	Social media platforms (Facebook, Instagram, TikTok), Social Commerce	Active participation in social media is needed to communicate with the audience and create online sales opportunities through these platforms.
Crowdsourcing and UGC (User-Generated Content)	Crowdsourcing platforms, contests, polls	Involve participants in creating content that reinforces brand authenticity and promotes audience engagement.

Tactics	Technology	Description
Viral marketing	Viral videos, memes, challenges	Creating viral content that helps quickly and inexpensively increase user brand awareness.
Data analysis and monitoring	Web analytics, Social Listening, A/B testing	Use of analytical tools to evaluate campaign performance and monitor brand ambassadors to respond quickly to changes in consumer preferences

Source: compiled by the authors

This paper will seek to understand how the use of digital technologies impact the success of communication strategies.

This is made possible due to big data, machine learning and artificial intelligence algorithms that enable digital technologies to accurately define target audiences. This contributes to the development of messages that are more effective in grabbing the consumers' attention. Programmatic Advertising enables real time automated targeting which helps in the smooth execution of campaigns and reduced wastage on ineffective ads [29].

With the help of social media and other online networks, brands have got a new way to address the consumers. This means responding to the consumer feedback, engaging in conversations and using appropriate consumer targeting strategies. Besides, messengers and chatbots have become a valuable tool in business since they assist in enhancing how companies communicate [30].

Digital analytics tools allow one to track how communication campaigns are performing in real time and therefore make necessary adjustments. With the help of web analytics tools like Google Analytics, it is possible to analyze users' behavior on the website, measure certain parameters, and determine ROI. Here, A/B testing will help to choose the most appropriate content or ad amongst the variants to improve the communication strategies.

Employing visual content (including video, infographics, and animation) and interactive elements is currently the most popular way to engage audiences. It is now easier to produce information in a way that is visually rich which is far more engaging than the traditional mediums and enables one to explain ideas. Gamification, the practice of adopting game elements to non-gaming environments is a conventional technology. It is a common strategy that helps to enhance user's interest and, thus, develop long-term relationships with the brand.

Through the use of the digital platforms, brands can use crowdsourcing and user generated content which provides the brands with authenticity in their communication. They are willing to make posts that are related to a particular product or service hence enhancing the efficiency of a campaign. Using user-generated content in viral marketing leads to creating campaigns with a broad reach due to the mobilisation of the audience itself.

Use of digital technologies such as blockchain are useful in enhancing the transparency of communications thus enabling brands to build trust. This is especially the case when it comes to advertising as people want to be sure their information is safe. The use of digital media in gathering feed backs and ratings enables the consumers to be actively involved in the communication process of the brand and this creates trust.

New elements are incorporated into the communication strategies through the use of digital technologies thus enhancing their efficiency in reaching the intended audiences. It helps brands effectively meet their communication objectives because they are flexible to the ever evolving information environment.

One has to establish the appropriate management of media resources in different fields. The following Table 2 is a summary of the critical analysis of the use of practical media resources across various sectors, business, politics, and social crusades.

Table 2. Summary of the critical analysis of the use of practical media resources across various sectors

Sector	Example	Description	Results
Business	Coca-Cola's "Share a Coke" campaign	Coca-Cola has put people's names on its bottles to encourage consumers to give them to family and friends.	Sales in the US grew by 2%, driven by successful social media engagement and segmentation of the younger audience.
Business	Apple – iPhone launch	Apple actively uses multimedia presentations, videos, and interactive components in its global PR	Each new product creates a global buzz and leads to significant sales growth.

		campaigns when launching new products.	
Politics	Barack Obama's "Yes We Can" campaign	Engaging young voters and improving the image through social media, videos, speeches and posts.	An election campaign that mobilised millions of young voters and helped Obama win the 2008 presidential election.
Politics	The Leave Brexit campaign	Intensive use of digital platforms and social media to spread messages in support of the UK's exit from the EU.	Achieving the goal with a minimal difference in votes showed digital media's impact on public opinion.
Social projects	Ice Bucket Challenge campaign to fight ALS	A viral initiative in which people poured ice water over themselves and challenged each other to raise funds for research	Millions of people worldwide, including celebrities, participated in raising more than \$115 million for ALS research.
Social projects	The UN's HeForShe campaign	Use video content and social media to promote gender equality and attract men's support for women's rights.	Raising awareness of gender equality globally and engaging the masses in supporting the idea.
Business	Nike – "Just Do It" campaign with Colin Kaepernick	Using sports and political contexts to spread a socially critical message favouring social justice.	Great impression in the media, 10% increase in sales, increased brand awareness among young people.
Social projects	#MeToo	A viral social media campaign that focuses on sexual harassment and violence through hashtags and personal stories.	Global support and societal changes have impacted several countries' political, cultural, and business environments.

Source: compiled by the authors

We offer several recommendations to improve communication strategies following current trends and technological innovations (Figure 1).

Figure 1. Recommendation for improving communication strategies in light of current trends and technological innovations



Source: compiled by the authors

Based on the identified recommendations, the communication strategy can be enhanced thus ensuring that the current innovations and technological advancements are used in the right manner to communicate with the target audience.

DISCUSSION

Today, media environment is constantly evolving with the help of digital technologies and this necessitates the need to reassess and update classical communication approaches. Given the increasing amount of information and the changing behaviour of the audience, it is necessary to create new more effective and adaptive models of communication. Ghofrani [1] establishes that new media have a great influence on persuasion especially during the global crises therefore there is need to change the communication strategies.

A major issue that should be discussed is the use of traditional and new media, the use of visuals and crowdsourcing to enhance the engagement of the audience. Cevizci and Aktaş [2] has done research that reveal how new media is very crucial in the management of international relation and this is to call for the strategic use of the media in the current communication crusade.

Hence, the problem of the study is how to create and apply new media and communication techniques in order to foster good relationship with the audience in the context of the digital environment and fast technology advancement.

CONCLUSION AND PROSPECTS FOR FURTHER RESEARCH

Thus, the carried-out study proved that digital technologies are essential for improving the efficiency of the current communication tactics. Using both the conventional and the modern platforms is helpful in reaching and engaging the audience thus creating perception. In different fields, there are examples that show that the use of personalised content and targeting increase the efficiency of communication campaigns. The application of visuals, and specifically crowdsourcing are critical when developing content that can grab the attention of the audience and appeal to them. Nevertheless, it is possible to list certain ethical and risk management issues arising from the use of digital platforms pertaining to issues of misinformation/disinformation and manipulation. It is therefore important to come up with more strategies for assessing the progress made in communication campaigns so as to make the necessary changes for the right outcomes. Therefore, it is possible to state that successful communication in the modern digital space presumes the usage of new strategies while tackling new challenges and following new trends.

Further research work may be directed towards identifying tools for measuring the ethical effects of digital media on the public opinions and their usefulness in the formulation of communication strategies.

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