African Journal of Applied Research
Vol. 11, No. 7 (2025), pp.228-239
http://www.ajaronline.com
https://doi.org/10.26437/ajar.v11
Received January 10, 2025
Peer reviewed: April 23, 2025
Revised: August 27, 2025
Published: December 2025

THE IMPACT OF MEDIA RESOURCE DEVELOPMENT AND DIGITALISATION ON COMMUNICATION PROCESSES

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ABSTRACT

Purpose: The purpose of the article is to analyse the effectiveness of modern communication and media development strategies under the influence of active digital transformation.

Design/Methodology/Approach: The study first conducted a systematic and comprehensive analysis of scientific publications, research papers, and significant global security trends based on industry statistics. Twenty-three scientific journals from the Scopus and Web of Science databases were used. The data were analysed through synthesis, comparison, systematisation, generalisation, and abstraction.

Data analysis was performed using mixed-methods: quantitative and qualitative methods.

Research Limitation: The study did not focus on developing tools to measure the ethical impact of digital media on public opinion.

Findings: The study confirmed that digital technologies are an essential tool for improving the effectiveness of communication tactics and the functioning of the media environment. The modern concept includes specific components, including identifying potential threats and bottlenecks in the communication process.

Social Implication: The significant role of social context in shaping information security strategies is noted, including combating information overload and digital stress, cyber addiction, and information manipulation.

Practical Implication: Recommendations are made to optimise media strategies to enhance communication processes across political initiatives, business, and social projects.

Originality/Value: The novelty of the research lies in combining digitalisation, ethics, and communication culture in the context of human interaction and media space, thereby contributing to the effective and safe realisation of an individual's creative and innovative potential within the context of innovation theories.

Keywords: *Information. literacy. manipulation. media. security*

ISSN: 2408-7920
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INTRODUCTION

Currently, communication and media resources are of strategic importance in shaping social trends. The rapid digitalisation of the media environment has led to changes in communication approaches and caused many inconsistencies, challenges, and risks (Churk, 2022). The situation requires developing and implementing new communication strategies to engage the audience, new approaches to media literacy, and critical thinking to prevent manipulative actions.

The development of social networks and online communication has transformed how information is disseminated. This requires an in-depth analysis of the process of media content formation. The media environment currently serves as a means of disinformation and manipulative influence on specific social groups.

Many publications by contemporary scholars are devoted to this problem. Landoll (2021), Meier and Reinecke (2021), and Martin and MacDonald (2020) examined society's resilience to new threats in the digital information and communication environment. Vraga and Tully (2021) focus on innovative methods of communication interaction, highlighting the combination of old and new media strategies to expand the audience. The authors pay particular attention to crowdsourcing and visualisation strategies.

Several contemporary studies of media and communication strategies are considered relevant. At the same time, the optimisation of dialogue with the audience and its filling with concepts of security and sustainability remain open questions. The purpose of the article is to analyse the effectiveness of modern communication and media development strategies under the influence of active digital transformation. The main goals of the study include identifying key factors that influence the success of communication campaigns, exploring how crowdsourcing can boost audience engagement, and offering recommendations for improving media strategies.

LITERATURE REVIEW

The subject matter of this study is closely related to the ethical underpinnings of communication processes. This is confirmed in publications by Lipshultz (2023), Mialkovskaya et al. (2023a). Enke and Borchers (2021) examined contemporary trends in the development of the media sphere, taking into account the digitalisation of communication systems and the growing influence of social networks. Trusova et al. (2022) analyse various ethical aspects of the communicative and cultural development of contemporary society.

ISSN: 2408-7920
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Ivanets and Pirogova (2023) offer their own vision of the fundamentals of the digital communication process as the communication culture of the future. The authors pay particular attention to the significance of social networks and digital information channels in contemporary society and predict the dynamics of emerging social trends. At the same time, Figueira et al. (2020) analyse the potential for synergy between cultural aspects, priority ideas, and social values with communication ethics in the media space.

Deacon et al. (2021) presented results from experimental studies confirming the effectiveness of targeted educational projects aimed at developing critical thinking and media literacy. The authors pay special attention to the influence of social networks on trends in the development of the modern digital communication environment.

Cho et al. (2024) studied the impact of interactive media on the development of critical thinking skills. Chmyr et al. (2023) analyse the stimulating effect of social networks on the communication process and on countering disinformation. Neher (2020) and Kellner (2020) investigate the formation of critical thinking and media literacy and identify them as factors in overcoming social conflicts.

According to Sofilkanych (2022) and Tokunova et al. (2023), modern media technologies influence the effectiveness of communication strategies. At the same time, Travassos and Diaz (2023) examine the relationship between communication strategies and media technologies. The authors emphasise the importance of new media in shaping public opinion and influencing international political discourse.

Researchers analyse the sociological aspects of digitalisation's impact on the media space, focusing on communication strategies in social networks, trends in interactivity, and audience orientation.

Geiger (2020) studies ethical issues in the media space and analyses the development of communication media from correspondence to social networks. At the same time, Mialkovska et al. (2023b) rethink the importance of media literacy as an effective educational tool. However, several aspects of the issue under study remain unexplored.

Theories of influence of media resources on communication processes cover various views on how the media space shapes public opinion, behaviour and attitudes. Key theories include the hypodermic effect theory, which attributes strong and direct influence to the media; the opinion leader theory, which argues that opinion leaders mediate the impact of the media; and the cultivation theory, which explores the long-term influence of television on the perception of reality (Sokil et al., 2022).

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In addition, there is the agenda-setting theory, which holds that the media do not tell people what to think but influence what they believe by selecting and prioritising specific topics. The theory of media manipulation allows the use of propaganda, disinformation, and other methods to manipulate public opinion.

MATERIALS AND METHODS

Design and scope of the study

The study focuses on the peculiarities of the formation of complex systems for the development of the communication and media environment in the context of the dynamics of the digital environment. Considerable attention is paid to the potential risks in media literacy and cybersecurity, as well as to effective strategies to mitigate them and improve media literacy and public awareness.

Data collection and sources

The study first conducted a systematic, comprehensive analysis of scientific publications, research papers, and significant global security trends based on industry statistics. Relevant primary sources from publications indexed in leading databases (Scopus, Web of Science) were used. The works considered mainly were published between 2020 and 2025. The criteria for inclusion and exclusion of publications were the spatial and temporal indicators and the level of reliability of the information. The keywords "security, information environment, communication process, media resource, media literacy, manipulation, information" were used for the search. The Google Scholar electronic search strategy involved combining keywords in quotation marks for an exact phrase search, using the operators AND, OR, NOT (or a space), author: define, and limiting results by year or publication type through settings or the date range search function. Twenty-three publications were selected.

Evaluation criteria. The limitations of the study stem from the complexity of experimental verification of theoretical conclusions.

Analytical basis and methods. The research methodology is based on a range of general scientific methods, including analysis and synthesis, comparison, systematisation, generalisation, and abstraction. These methods enabled tracing the causal relationships between individual factors and the effectiveness of media and communication development concepts, determining the main criteria and definitions, and identifying the most influential factors. In addition, through scientific abstraction, the conceptual basis of mechanisms and strategies for managing the development of interaction with the audience against the backdrop of innovative challenges in the media sphere and communication space was detailed.

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RESULTS AND DISCUSSION

Contemporary concepts of media and communication development assimilate several key areas: innovative media and integrated communications, targeting and personalisation, visual communication and digital content, audience engagement and crowdsourcing, crisis communication, and the promotion of trust and ethics.

The growing popularity of digital media is a determining factor in shaping public opinion. Modern media allow information to be disseminated quickly and successfully, creating the conditions for personalisation, interaction, and rapid response. At the same time, an integrated approach involves using multiple media channels to convey a single message.

Media players create the most relevant messages using targeting algorithms, enabling them to expand their audience and enhance the effectiveness of their communication strategies. Visual content, which allows effective communication, and digital content adapted to different platforms and devices, are also becoming increasingly important.

Expanding the audience for content creation through crowdsourcing enables media companies to incorporate audience ideas into their communication processes. At the same time, it is necessary to have an effective crisis communication plan to minimise the impact of adverse events.

Active participation in the development of the information society, interaction with information flows, and protection against disinformation and manipulation require the development of media literacy and critical thinking as components of information culture. The active development of digital media resources and social networks intensifies this process, significantly transforming society's thinking. At the same time, this requires greater attention to cybersecurity, personal data protection, and the ability to recognise fake news and disinformation. At the same time, among the fundamental theoretical directions of development, the cognitive direction is distinguished – the development of analytical skills – as well as the sociocultural direction, which serves as a means of socialisation and the prevention of manipulation and disinformation.

The use of digital technologies has a significant impact on the success of communication strategies. This is achieved through big data, artificial intelligence, and machine learning, which enable targeted outreach to specific audiences. Programmatic advertising automates real-time targeting, while online networks open new ways to interact with audiences.

Digital analytics tools allow tracking the effectiveness of communication tools in real time. In particular, Google Analytics provides for measuring specific parameters and selecting the most

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appropriate content to improve communication strategies. At the same time, visualisation and gamification help increase audience interest. Among other things, digital platforms enable crowdsourcing, ensuring the authenticity of the communication process.

The use of artificial intelligence and blockchain is seen as particularly useful for improving communication transparency, allowing relationships with audiences to be built on trust and ethical principles. This is particularly important in the context of advertising and cybersecurity. New elements help media companies effectively achieve their communication goals, providing them with adaptability and resilience.

To become active members of the information society, engage with information flows, and protect themselves against disinformation and manipulation, it is necessary to possess media literacy and critical thinking as components of information culture. The active development of digital media resources and social networks intensifies this process, significantly transforming society's thinking.

At the same time, this requires increased attention to cybersecurity, personal data protection, and the ability to recognise fake news and disinformation. Today, there is a significant decline in trust in media resources in the global public sphere. Statistics compiled by Edelman show a general decline in trust in the media due to the tendency to use media resources for manipulative purposes (Figure 1).

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Figure 1: Dynamics of public trust in the media space of Great Britain, Ireland, Spain, Brazil, Mexico, Malaysia, India in 2021 and 2024, %
Source: Edelman (2024)

At the same time, traditionally high levels of trust in the media remain in countries with authoritarian politics and a pro-government stance. Low levels of trust are characteristic primarily of developed democratic countries. This confirms the need to improve the media landscape and increase audience engagement.

It seems appropriate to offer basic recommendations for optimising communication strategies that account for current trends in digitalisation and technological innovation (Table 1).

ISSN: 2408-7920
Copyright © African Journal of Applied Research

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Table 1: Main directions for improving the media environment and communication

Vector	Specific nature of the impact
Implementation of omnichannel strategies	Synchronisation of communication across all platforms (social networks, applications, email, etc.), consistency of visuals and messages, as well as online and offline projects (e.g., exhibitions and digital presentations). Allows for a seamless user experience.
Content adaptation and personalisation	Big data and machine learning tools help create messages tailored to a specific audience, increasing engagement. Content can be personalised based on user behaviour, spatial and temporal factors, and more.
Artificial intelligence	Integration of chatbots and other technologies for quick responses to customer requests, feedback, cost reduction, and better service. AI-based analytics uncover customer behaviour to inform future marketing strategies.
Visualization	Video and interactive content help engage the audience. Surveys, augmented reality (AR), and storytelling strengthen engagement and trust.
Ethical standards	Openness and transparency in data use, responsibility for content, and active support for social and environmental initiatives contribute to a positive company image and increased consumer confidence.
Social networks	Being active on social media and updating content allows staying relevant. Collaborating with influencers helps increase brand awareness.
New approaches to assessment	Integrated analytics allow tracking the effectiveness of communication campaigns and making changes in real time. Social media monitoring allows the audience to be studied.

Source: developed by the authors

The tools and approaches the authors have examined for improving media literacy and communication strategies in society demonstrate how closely digitalisation, ethics, and communication culture are intertwined. The development of modern society, in the context of human interaction and the media space, positions people as the basis of contemporary communication, thereby contributing to the practical realisation of the individual's creative and innovative potential within innovation theories.

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Discussion

There are various conceptual visions of management strategies in the field of communication and media technologies. In particular, Meier and Reinecke (2021) highlight the need for an integrated approach to digital upgrading that includes the potential of blockchain and artificial intelligence, as well as the development of relevant digital skills among employees. As Lipschultz (2023) and Kharkhalis et al. (2025) continued, such a strategy should align with the main trends in social development.

The media environment is constantly evolving with the help of digital technologies, requiring the development of more effective and adaptive communication models. Mialkovska et al. (2023c) determine the influence of new media on the formation of public opinion, especially during global crises. Researchers consider the use of visual materials and crowdsourcing to be significant issues. Cartwright et al. (2023) demonstrated the importance of innovative media in the management of international relations, as well as the use of communication methods to develop relationships with the audience.

Kilincer et al. (2021) analysed the potential of artificial intelligence and blockchain to enhance audience engagement, focusing on security, reliability, maximum personalisation of the user experience, and the prevention of intrusions into confidential information systems. Scientists are improving the model of media communication development, emphasising the need for critical thinking and media literacy skills in society.

The impact of digital innovations on social communication is the subject of active debate in modern scientific discourse. Landoll (2021) analysed the possibilities of improving the security of companies' internal information fields through algorithmization and automation to guarantee data confidentiality.

Kraucher (2020) emphasised the need to transform approaches to managing the privacy of personal information, contacts, and social connections. Martin and MacDonald (2020) highlighted the need to implement unified approaches to forming a basis for managing the risks of manipulation in the media, maintaining balance, and ensuring resilience to digital threats.

The results of the current study and analysis of previous scientific developments confirm the relevance of comprehensive, person-oriented strategies for the development of the communication and media sphere. The modern concept includes specific components, including identifying potential threats and bottlenecks in the communication process; implementing an effective security policy; improving society's digital competencies; ensuring the security of confidential resources; and implementing an effective system of analytics and assessment.

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CONCLUSION

The study confirmed that digital technologies are an essential tool for improving the effectiveness of communication tactics and the functioning of the media environment. The combination of traditional and innovative platforms allows expanding and engaging the audience and improving the relationship with it.

The use of personalised content and targeting makes communication campaigns more effective, while visualisation and crowdsourcing are super important for creating content that catches people's attention. At the same time, specific ethical issues and cybersecurity threats arise from the use of digital platforms, as well as increased risks of manipulative influence and disinformation in the media environment. This necessitates improvements to monitoring and evaluation strategies.

Thus, it can be argued that the development of the media environment requires integrating effective strategies to build resilience and psychological concepts of digital security. The importance of effective media education in developing the competencies necessary for social progress towards a culture of communication and in strengthening concepts of cultural and ethical development for social progress is undeniable. The novelty of the research lies in combining digitalisation, ethics, and communication culture in the context of human interaction and media space, thereby contributing to the practical and safe realisation of an individual's creative and innovative potential within the context of innovation theories. Further research should focus on developing tools to measure the ethical impact of digital media on public opinion.

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Vol. 11, No. 7 (2025), pp.228-239
http://www.ajaronline.com
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