

Leveraging Media and Public Relations Strategies to Advance Sustainable Development: Approaches, Frameworks, and Tactics in Modern Conditions

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Abstract

The use of media and PR materials in the modern context of gamification and interactive communication actively engages audiences in complex sustainable development issues. The research aims to analyze the strategies, models, and methods of media and PR technologies for promoting the principles of sustainable development in society. A combined approach was used, incorporating thematic case studies and secondary data analysis, to examine the impact of media and PR technologies on sustainable development. The study focused on recent media and PR technologies and data from twenty-four countries on public trust in media and its dynamics in Ukraine from 2020 to 2024. The article highlights the potential of PR and media campaigns to influence individual and corporate actions, offering strategies to optimize their impact in promoting sustainable development. We discussed the strategies and formats for successfully applying media and public relations technologies to advance the principles of sustainable development. The study examines practical examples of implementing media and public relations projects that utilize innovative communication tools for achieving the Sustainable Development Goals. It analyses the level of trust in media resources worldwide and the dynamics of trust in media in Ukrainian society. The research emphasizes the importance of media in raising environmental awareness, promoting sustainable business practices, and supporting the United Nations' Sustainable Development Goals (SDGs).

Keywords

Media; Sustainable development; PR technologies; Environmental awareness

Introduction

The principles of sustainable development, recognized by the United Nations, aim to address urgent issues that require significant changes in societal processes on a global scale (Lu *et al.*, 2021; Ye *et al.*, 2020). The current stage of global societal development is characterized by the substantial influence of media and Public Relations (PR) on stakeholders at various levels, which is intensified by the rapid development of social networks. Depending on their direction and goals, media and PR resources can be positive and negative factors in developing societal trends (Petrovavlovska *et al.*, 2018).

Today, there are several ways to effectively use media and PR technologies to promote global principles of sustainable development. The subject of this study is positioned as relevant in the context of both developed countries with successful advancements in the concept of sustainability and developing countries (Jie and Jiahui, 2023). Strategies in these cases will differ, based on the achieved level of sustainable progress and national priorities: in highly developed countries, society itself actively seeks opportunities to engage in activities aimed at preserving environmental sustainability. In contrast, in less developed countries, society requires active educational outreach efforts (Troise and Camilleri, 2021). In both cases, media and public relations play an important, albeit somewhat different, functional role. In particular, they can raise audience awareness of priority environmental issues, promote sustainable business practices, encourage responsible consumption, and educate about sustainable development (Pimonenko *et al.*, 2020). Examples include gamified campaigns and challenges (e.g., "The Recycle Rally", "The Clean Seas Challenge"), interactive exhibitions and installations (e.g., "The Ocean Clean Up"), interactive websites (e.g., "The Sustainable Development Goals Hub"), as well as virtual conferences and events (e.g., "The Virtual Island Summit") (Smith, 2020; Gregory, 2020). The role of media and PR in achieving the Sustainable Development Goals has not yet been fully assessed, as in addition to highlighting global issues, these resources have the potential to directly impact sustainable development through the active integration of communication tools, media projects, and targeted media campaigns with significant social influence (Hrebeniuk and Okseniuk, 2024).

Given that the engagement of communication mechanisms, such as PR and media, holds the potential for practical impact on social development, the need arises to study the specifics of modern media campaigns and media projects that steer social progress towards sustainability. The integration of these tools into sustainable development campaigns is hindered by issues of financial support and stakeholder investment (Ozcan *et al.*, 2021). The role of media in sustainable development remains undervalued, as investors in developing countries often expect quick returns and are unwilling to allocate significant resources to the "common" cause (Smith, 2020; Lim, 2022). Attracting social media traffic and drawing public attention to a sustainable development brand through media and PR platforms involves a set of measures aimed at engaging social media as channels for promoting the company and optimizing business objectives (Savvtska, 2017). As a result of the informatisation of society, consumers are influenced by information about companies and their products from a wide range of sources. Advertising, personal selling, sales promotion, and public relations are classic marketing tools that influence end consumers and collectively create an overall impression of the company (Čábelková *et al.*, 2022). All of this can be actively integrated into strategies

for implementing the principles of sustainable development in various aspects of societal progress.

The study aims to analyze media and PR technologies' strategies, models, and methods for promoting the principles of sustainable development in society. The research focuses on the strategies and formats for the successful application of media and PR, identifying related challenges and highlighting the most effective tools. The results may have a potentially positive impact on the formation of regional, local, or national programmes for the implementation of sustainable development principles in public life.

Methodology

The role of media and PR in achieving sustainable development goals, raising environmental awareness and promoting responsible consumption was determined using several general scientific research methods.

Sampling Method. The study employed a combined approach to examine the impact of media and PR on sustainable growth, taking into account various socio-economic conditions. This research falls into the descriptive category and incorporates thematic case studies and secondary data analysis. The research procedure consisted of two main stages: data collection and analysis. In the first stage, primary data sources were utilized, obtained through an analysis of industry-specific statistical information and publications. Publications indexed in leading academic databases such as Scopus and Web of Science were used. Keywords such as "Media," "Sustainable Development," "PR Technologies," "Marketing," and "Environmental Awareness" were applied in the search process. The inclusion and exclusion criteria for publications were based on spatial-temporal indicators and the level of information reliability. Among the methods used to assess the risk of bias in the included studies were brainstorming and cause-and-effect analysis. Initially, over fifty industry-specific publications were collected, and according to the specified criteria, thirty of them were selected for the study. This sample size was deemed appropriate in light of practical realities while ensuring adequate statistical power. The study focused on media and PR technologies from recent years, as well as indicators from twenty-four countries regarding public trust in media resources and the dynamics of this indicator in Ukraine for the period 2020-2024.

Study Design. The research employed a variety of general scientific methods, including analysis and synthesis (to explore contemporary theoretical concepts and scientific developments on the impact of media and PR technologies, refine terminology, and assess their impact on socio-economic development); comparison (to systematize conceptual approaches to defining basic concepts and criteria for selecting practical directions of media influence under conditions of instability, as well as identifying associated risks and obstacles); and structural-logical methods (to develop proposals for improving the organizational mechanism). These methods were adapted to the research focus in the educational field, and the unique characteristics of educational technologies in the context of globalization and digitalization. Media and PR technologies were analysed in the context of their potential to increase awareness, promote sustainable business practices, and achieve the UN SDGs. The study's main conclusions were formed through deduction. Abstraction was used in this, highlighting the potential

feasibility as a process of mental detachment from the standard properties of managerial technologies, concepts, and tools while simultaneously emphasising the essential properties being sought. The comparison revealed the qualitative and quantitative characteristics of the studied managerial practices, their similarities and differences. It also compared the specifics and essence of innovative managerial technologies in education, which meet the requirements of globalization.

Data Analysis. Data analysis was conducted using mixed methods, incorporating both quantitative and qualitative statistical analysis techniques. Quantitative research focuses on numerical data that can be assessed using statistical tools. Microsoft Excel was utilized for conducting the analysis. Qualitative research emphasizes rich, detailed data that can provide insights into the experiences and perspectives of contemporary researchers regarding strategies and methods for using media and PR technologies to promote the global principles of sustainable development.

Literature Review

The issue of leveraging media and PR technologies as tools for promoting specific socially significant strategies, including the principles of sustainable development, has been addressed in several contemporary scientific works. For instance, several studies have explored the potential of these technologies in the context of achieving global goals through the convergence of value orientations towards sustainable development (Hrebenuk and Okseniuk, 2024; Lelechenko, 2020; Mialkovska *et al.*, 2023a; Mialkovska *et al.*, 2023b; Mialkovska *et al.*, 2024; Sadchenko, 2023). Some studies also highlight the specific aspects of this issue (Voronkova, Nikitenko and Vasylychuk, 2022; Zelenenko, 2024). At the same time, Tomakh (2023) and Firich (2024) emphasize the necessity of monitoring and controlling the dynamics of public trust in media resources, highlighting the specific aspects of this issue. Moreover, Gregory (2020), Smith (2020), and Lim (2022) analyze the potential of PR technologies as modern models of practical influence in shaping societal trends within the context of sustainable development. However, many scholarly contributions highlight the research gaps in this context which leaves room for further in-depth scientific exploration in developing modern communication tools in media and PR aimed at achieving Sustainable Development Goals in the light of the current dynamics of societal processes.

Troise and Camilleri (2021) analyze the potential of social networks to promote ideas and aspirations through media and PR content. The authors explore the relevance of the process to marketing strategies and emphasize the necessity of carefully coordinating various digital tools to ensure effective audience engagement. Meanwhile, Wielki (2020) developed the concept of influencer marketing, which, when combined with PR technologies, is capable of effectively promoting the ideas of sustainable development. The study underscores the potential of digital influencers as sources of social ideas that are readily accepted and practically implemented across various social strata. Borah *et al* (2022) examine the relationship between the use of social media and innovative opportunities for enhancing the stable integration of sustainable development principles into public life. The scholars argue that, in addition to showing the impact of social media on the stable effectiveness of sustainable development, the results demonstrate the mediating role of innovative opportunities provided by media and PR in shaping digital

leadership. Balogun *et al.* (2020) argue that digitalization influences the socio-economic dynamics of communities, using innovative high-tech tools to transform traditional approaches to work, including media and PR. The authors anticipate that digitalization will further affect urban areas in the future, transforming workplaces and lifestyles, with far-reaching consequences on the resilience of cities and their ability to adapt. The researchers reveal the potential of digital PR and media technologies to support more effective systems of early warning and emergency response, improve food and water security, enhance energy infrastructure efficiency, engage citizens, and implement adaptation measures to minimize climate hazard impacts.

Ulucak, Danish and Khan (2020), while analyzing the connections between the development of information and communication technologies and carbon emissions through globalization channels, specifically focus on media resources that serve as a means of targeted influence on the public. The authors emphasize the need to maximize the potential of media technologies in the digital space to promote sustainability, particularly in engaging the younger, digital-native generation. Kulkov *et al.* (2024) further develop this issue in the context of sustainability driven by artificial intelligence. The authors explore the contribution of artificial intelligence to sustainability, focusing on three key areas: organizational, technical, and technological aspects. The researchers recommend incorporating artificial intelligence into media and PR efforts related to sustainable development in terms of strategic alignment, infrastructural development, change management, and continuous improvement. By addressing these key areas, organizations can harness the potential of artificial intelligence to achieve positive social, environmental, and economic outcomes, thereby contributing to Sustainable Development Goals. Theoretical and methodological principles for using media and PR technologies are presented in works such as Bilovodska (2021), who studied the formation and implementation of a media company's marketing strategy in the digital environment by stages and evaluation indicators; Oklander, Oklander and Yashkina (2017), who identified the stages of development, features, and characteristics of digital marketing; Petropavlovska, Lysak and Malakhovska (2018), who researched social media as a tool for managing consumer loyalty; Savytska (2017), who outlined the stages of planning a brand's social media presence strategy; and Semenenko (2021), who revealed the specifics of using online promotion tools.

Results and Discussion

The effect of media and PR technologies in promoting the principles of sustainable development

Social processes of societal progress fuel the active development of media and PR resources, which are currently positioned as socially essential formations. The study of these resources is generally relevant from the perspective of social influence, as it allows us to understand how media and PR technologies' methods and strategies impact the consumer, where pragmatics are implemented through virtually all available linguistic means and all possible public relations. The realities of irreversible and progressive climate change, increasing anthropogenic pressure on the environment, and the depletion of natural resources require prioritizing an environmental approach in innovative solutions.

These technologies' effectiveness in promoting sustainable development principles is achieved through the appropriate and practical synergy of several patterns and phenomena (Vasylchuk, 2022; Zelenenko, 2024). Within the framework of current societal development concepts, media and PR resources are powerful tools for influencing various social groups. However, relying solely on strategic efforts focused on these resources does not guarantee success in promoting the Sustainable Development Goals (Sadchenko, 2023). Without a close connection with other elements of the management paradigm, media and PR initiatives risk ineffectiveness and could potentially lead to adverse outcomes. Modern PR can become a hub of scientific and technical information on environmentally friendly and sustainable technologies, incorporating elements of industrial greening, industrial design, climate change mitigation, and resource efficiency practices.

As an integrated communication environment, the global network provides a unique array of ways to promote sustainable development to the target audience through media and public relations. Public relations result from a reputation for understanding, engaging, supporting, and influencing societal behavioural responses and cognitive development trends (Bielousov *et al.*, 2023; Firich, 2024; Tomakh, 2023). These definitions reframe PR as a management art, involving systematic activities in disseminating information spread by stakeholders in a positive context. The primary goal is to generate interest in modern innovative opportunities that prevent ecological destruction, aimed at a harmonious synergy of energy efficiency, environmental friendliness, natural resource management, and climate culminating in the integration of sustainable development principles into the built environment.

Overall, the Internet is characterized by a mechanism similar to the actions of a crowd. Therefore, correctly directed and rapidly disseminated information can be effectively implemented in media and PR campaigns, leveraging psycho-technologies to create favourable conditions for the independent distribution of well-crafted messages. In this case, communication effectiveness is seen in finding a way to engage the most suitable target audience (Gregory, 2020; Lim, 2022; Smith, 2020). Sustainable development strategies, such as circular metabolism, climate and natural disaster resilience, clean air, clean water, clean transport, clean energy, and preservation of the cultural and natural environment.

Today, social networks engage over one-third of the world's population (Vasylchuk, 2022; Zelenenko, 2024). At the current level of societal development, the network allows for focusing influence on a particular target audience, identifying subgroups within it to create more personalised media and PR messages, and recording and noting the individual specifics of each recipient. In this context, identifying the target audience is particularly significant, as it allows for building communication in the necessary format and achieving the set goal as efficiently and quickly as possible, promoting the idea that carbon-neutral buildings, energy and transport can make modern human environment energy efficient and significantly reduce environmental impact; energy, for instance, can be extracted from liquid and solid waste; and the urban space of the future preserves and regenerates natural resources - soil cover, species diversity, tree plantations - that provide thermal comfort, reduce pollution and actively absorb carbon.

Public relations and media technologies are directly connected to public management. Professionals in this field work with the mass media, coordinate official events, and manage charitable initiatives. Internet technologies now allow information to be disseminated instantly, requiring prompt and complete control. Considering the increasing readiness of public opinion for change and the global community's openness to financially supporting environmental projects, there is a strong belief in the feasibility of transforming towards a sustainable environment. Particularly interesting directions are seen in the optimization of urban planning, the implementation of sustainable landscape principles, strict control over the quality of building materials and construction waste, and the introduction of dynamic analytical monitoring systems in the field of urban beautification.

In today's era, media and PR technologies pervade daily life: messages reach audiences through television, the Internet, social networks, and visual advertising. Emerging media and PR technologies are developing, quickly gaining popularity and becoming new PR platforms. These directions include blogs, podcasting, discussion forums, RSS feeds, search engine optimization (SEO), and endless mass media for distributing quotes, articles, and interviews (Firich, 2024; Kovtunyk *et al.*, 2023; Radchenko *et al.*, 2023; Tomakh, 2023). Media and PR professionals manage a broad spectrum of modern media mix elements, including digital and traditional technologies, targeted resources, online meetings, broadcasts, and viral videos. Constant monitoring ensures public perception remains tolerant and engaged, fostering the promotion of sustainable development. At the same time, the advantages of PR technologies as a constant communication-psychological feedback loop within the management paradigm with society allow for the creation, regulation, and maintenance of a favourable environment for promoting the Sustainable Development Goals (Hrebenuk and Okseniuk, 2024; Lelechenko, 2020).

In practice, the effectiveness of media and PR activities in promoting sustainable development principles largely depends on media intermediaries (specifically journalists who decide what to present and in what form) and on the position of media owners. These people most significantly influence the nature of the communication process. One of the key advantages of using modern media and PR technologies is that they can reach a broad audience, as most of them are highly popular among various demographic groups and potentially engage people in ways that traditional media cannot.

Trust in media resources in the global community

Today, the global community has a relatively low trust in media resources. The general statistics as of 2023 are shown in figure 1. According to the Edelman Trust Barometer (2023), a low (destructive) level of trust is classified as 1–49%, a medium level as 50–59%, and a high level as 60% and above. This situation reflects a general decline in trust towards media outlets due to their increasing tendency to use PR and media resources primarily for advertising or, worse, manipulative purposes (Dynamics of trust in social institutions in 2021–2023, 2023). Notably, this trend is primarily characteristic of developed democratic countries. Meanwhile, traditionally, high levels of trust in media are maintained in countries with authoritarian policies and a traditional emphasis on the pro-government position.

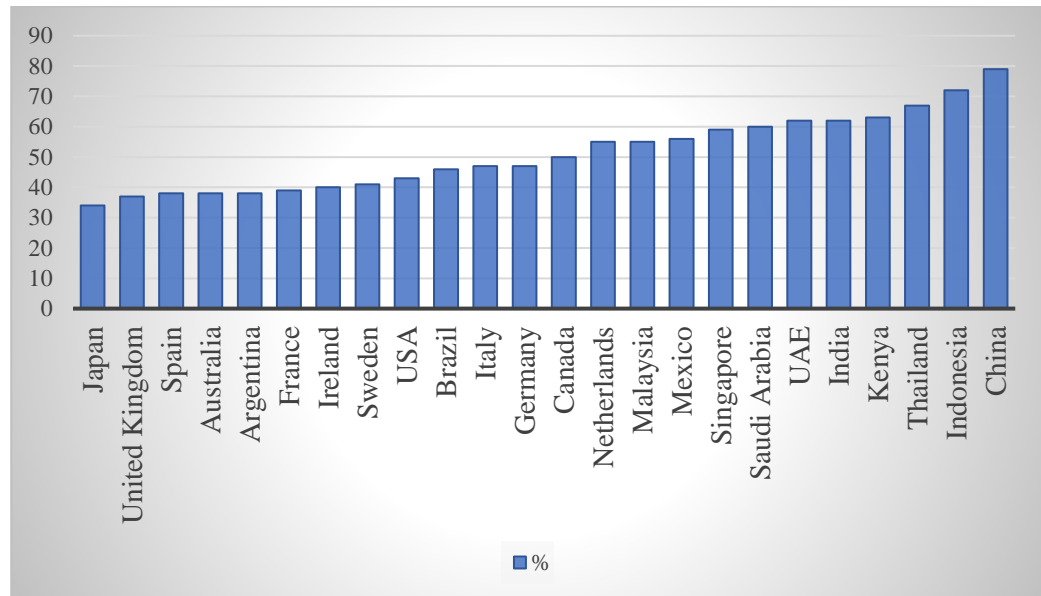


Figure 1: Level of Public Trust in Media Resources, in % for 2023 (Edelman Trust Barometer, 2023)

The trend depicted in figure 1 is mirrored in the dynamics of Ukrainian citizens' trust in media resources. Figure 2 highlights the necessity of reforming approaches to using media and PR technologies. In the context of Ukrainian realities, the situation is complicated by public outcry due to wartime tensions. The media industry's lack of credibility is just one element of a larger narrative of deep polarization. However, during the post-war recovery period, media and PR technologies should emerge as powerful tools for influencing societal consciousness in prioritising sustainable development principles (Gregory, 2020; Lim, 2022; Smith, 2020).

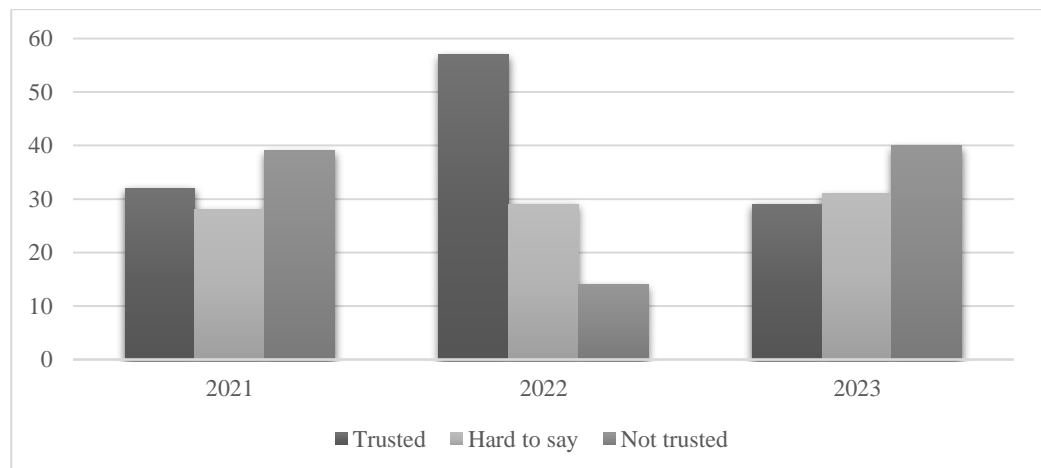


Figure 2. Dynamics of the Level of Trust of Ukrainian Society in Media Resources, % for 2020–2023 (Edelman Trust Barometer, 2023)

By leveraging the potential of media and PR strategies, media organisations can drive sustainable development and foster social change. They strategies serve as effective tools

for altering society's attitudes toward specific concepts and shaping corresponding behavioural responses. PR and media amplify the relevance and demand for sustainable development issues, transforming societal perceptions of sustainability and motivating practical actions (Hrebenuk and Okseniuk, 2024; Lelechenko, 2020).

Strategies and methods of using media and PR technologies to promote global principles of sustainable development

Today, several strategies and methods are gaining traction for using media and PR technologies to popularise global principles of sustainable development. Among them, the following are noteworthy:

- 1) Gamified simulations explicitly designed to equip users with knowledge and skills on a particular issue (for example, the simulation case game “Climate Interactive”, which allows users to study the impact of various actions and political decisions on climate dynamics; and the severe simulation game “World Without Oil”, which encourages the development and implementation of sustainable solutions in the energy sector);
- 2) Campaigns and challenges focused on popularising sustainable behavioural decisions within society (for example, the “The Recycle Rally” campaign focused on waste recycling issues, or “The Clean Seas Challenge”, which engages the popular social network Instagram to encourage the reduction of plastic waste pollution);
- 3) Virtual reality (VR) and augmented reality (AR) technology tools (for example, the virtual experience “Project Drawdown VR” on various climate solutions, or “WWF Free Rivers AR” to demonstrate the impact of pollution on river ecosystems using augmented reality technologies);
- 4) Mobile apps for actively promoting the principles of sustainable development (for example, the game “Big Little Farmer”, which teaches the practice of sustainable agriculture, or “Eco” – a gamified app focused on building a sustainable society);
- 5) Interactive installations, exhibitions, and other targeted events that engage the public in the practical implementation of the concept of sustainable development (for example, the interactive exhibition “The Ocean Clean Up”, which vividly demonstrates the consequences of plastic waste pollution) (Lim, 2022; Smith, 2020);
- 6) Interactive educational technologies for integrating the concept of sustainable development into education and self-learning (for example, the UN program “Planet Blue” focused on the regeneration and protection of natural water resources by the principles of sustainable development);
- 7) Targeted online resources containing informative content on the experience of promoting the principles of sustainable development (for example, interactive web resources “The Water Footprint Calculator”, “The Sustainable Development Goals Hub” (ElAlfy, Darwish and Weber, 2020);
- 8) Online events, seminars, and conferences to form the theoretical and practical basis and interactive experience in the context of promoting the implementation of the concept of sustainable development (for example, the meeting of world community leaders within the framework of the annual

conference “The Virtual Island Summit” to discuss issues of sustainable development) (Gregory, 2020; Sheehy and Farneti, 2021).

Achieving the Sustainable Development Goals marks the beginning of a new era of peace and sustainability. It is precisely free, independent, and pluralistic media that allows citizens to take an active part in public life. They can reinforce people's commitment to democratic values and help cultivate a culture of respect for the rule of law, where just laws are upheld by everyone.

The approaches mentioned above utilize interactive tools to engage diverse audiences, motivating them to implement sustainability principles practically. Media and PR allow for the promotion of a wide range of topics related to climate change and greenhouse gas emissions, particularly carbon, as well as air quality monitoring and pollution control, land resources, biodiversity and green spaces, environmental services, and the demand for them. At the same time, it is advisable to consider the relevant topics in a broader context, with a rethinking of the structure and functions of the modern city, as the urban space of the future preserves and regenerates natural resources—soil cover, species diversity, and tree plantations, which provide thermal comfort, reduce pollution, and actively absorb carbon. Simultaneously, the process of reducing greenhouse gas emissions and mitigating the effects of climate change primarily involves minimizing the use of fossil fuels through the use of alternative transport and renewable energy sources, as well as an efficient system for processing problematic waste and using environmentally friendly building materials with low energy consumption. This message must be communicated effectively through the innovative capabilities of PR and media. The media also contribute to the formation of an environment of civic integration. They are both sources of knowledge and platforms for developing competencies. The media strengthen notions of inclusion, accountability, solidarity, and tolerance and counteract extremism, xenophobia, and gender discrimination. They are an important link in the interaction between democratic governance and the development of human capital. Conversely, a lack of information has unfavourable political implications and economic consequences.

Timely, reliable, and high-quality information is critical for better resource allocation and decision-making. Media are also essential for collecting, analysing, and refining indicators of Sustainable Development Goals (SDGs). The quantity, quality, and reliability of the data circulating and available to society depend to a certain extent on the structure and content of the existing media landscape.

Discussion of the issue in academic circles

The research results position media and PR technologies as innovative and promising tools for effectively promoting sustainable development. The findings of modern scholars (Lu *et al.*, 2021; Pimonenko *et al.*, 2020; Ye *et al.*, 2020) confirm that one of the most effective means of optimising the strategy for implementing the concept of sustainable development is the active use of modern interactive technologies such as virtual reality, gamification, PR projects, and social networks. As the research conclusions of Fonseca, Domingues and Dima (2020) convincingly show, in the context of promoting the principles of sustainable development, training, educational

technologies, and coaching that leverage virtual reality technologies gain particular significance, with augmented reality applications prioritised for user experience.

Certain researchers, such as Ruggerio (2021) and Servaes (2022), who study the potential of media resources in integrating sustainable development principles into social life, emphasise the need to anticipate related challenges and risks. The researchers' conclusions focus on the opportunities modern media technologies provide for the concepts of sustainable development through practical activities, broad audience engagement, and the stimulation of genuine interest in positive changes. Tkáčová *et al.* (2021) highlight specific prerequisites for the effective implementation of media and PR technologies based on an integrated approach, emphasising the necessity of having a relevant resource base, society's readiness for change, and a high level of public trust. Additionally, de Luca *et al.* (2022), and Jie and Jiahui (2023) suggest using the potential of VR tools in the form of training technologies within professional education, revealing their functionality for enhancing the practical significance of the principles of sustainable development for any profession. The conclusions of the above studies are consistent with each other in the context of the underestimated potential of PR and media technologies for sustainable growth and influence on the consciousness of society, in particular, young people.

Some modern authors (Čábelková, Smutka and Strielkowski, 2022; Ozcan *et al.*, 2021) position the monitoring of public trust in media and PR resources as an essential indicator of the effectiveness of the applied technologies. Researchers have conducted a series of studies examining the use of mixed reality, social networks, interactive formats, and communication tools to promote the principles of sustainable development. The research findings indicate that the current period of societal development necessitates a rethinking of the functionality of media and PR strategies, which should acquire characteristics of competence, reliability, and non-commercial focus and foster unity in society regarding the principles of sustainable development. In the context of Ukraine, amid active progress towards European integration, particular attention must be given to embedding the principles of sustainable growth strategies into the public consciousness. At the same time, the situation is accompanied by specific challenges that Ukraine faces in integrating innovative media and PR technologies to achieve this goal. Unlike other global contexts where these technologies are successfully implemented, Ukraine is characterised by a relatively low level of environmental awareness. This issue primarily affects the younger generation and the business sector. While the situation with youth can be largely addressed through optimising the educational process, the business sector remains reluctant to invest in this area of research, as it does not fully comprehend the importance of forward-looking investments in sustainable development.

While not diminishing the significant scientific achievements in the studied field, the issue of practically adapting the latest models and tactics of media and PR solutions for promoting the principles of sustainable development to the realities of the Ukrainian social environment remains unresolved. Modelling modern trends in societal development should contribute to forming realistic perceptions, greater involvement and motivation, and deeper cognitive processing of information regarding urgent global issues.

Conclusion

The essence of media and PR resources as a sphere of public communication is best realised within the global network. The Internet is positioned as a relatively new environment for communication and mass information, requiring the development of new media and PR technologies and offering new opportunities for their advancement due to its interactivity, global reach, immediacy, and decentralised nature.

The research substantiated that modern media and PR technologies possess significant potential in implementing global principles of sustainable development. In particular, interactive exhibitions and meetings, globalised online conferences, gamification, and targeted use of rapidly developing social networks are seen as promising.

Given the range of challenges currently facing the global community in implementing the strategy for sustainable development, it becomes evident that media and PR technologies serve as essential tools for addressing these issues. Their ability to stimulate increased interest and practical engagement from society regarding the issues intensifies societal activity and awareness. Moreover, creating interactive experiences can educate and motivate society to integrate sustainable development principles into every day and professional life.

Further research within this area should be focused on the possibilities of virtual and augmented reality, creating engaging, practical applications to support sustainable development principles. Specifically, there is considerable scientific interest in the effectiveness of gamification mechanisms in promoting sustainable views and behavioural patterns, as well as the potential for collaboration between sustainable development organisations and media companies.

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Authors' Declarations and Essential Ethical Compliances

Authors' Contributions (in accordance with ICMJE criteria for authorship)

<i>Contribution</i>	<i>Author 1</i>	<i>Author 2</i>	<i>Author 3</i>	<i>Author 4</i>	<i>Author 5</i>	<i>Author 6</i>	<i>Author 7</i>
Conceived and designed the research or analysis	Yes	No	Yes	Yes	No	Yes	No
Collected the data	Yes	No	Yes	No	No	Yes	No
Contributed to data analysis & interpretation	Yes	Yes	No	Yes	No	No	No
Wrote the article/paper	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Critical revision of the article/paper	Yes	Yes	No	Yes	No	No	Yes
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