OPINION LEADERS
IN THE MODERN GLOBAL SPACE OF COMMUNICATION

Chang Yaru

Belarusian State University,
9, Kalvariyskaya Str., 220004, Minsk, Republic of Belarus
Corresponding author: Chang Yaru (jour@bsu.by)

In order to provide some references for building a healthy and progressive new media environment, this study provides an in-depth analysis of influencing factors of various types of opinion leaders in the new media environment and their different behavioral strategies, including revealing creative communication technologies in online and offline space.

Key words: opinion leaders; journalism; global media; communication technologies; innovations.

ЛИДЕРЫ МНЕНИЙ В СОВРЕМЕННОМ
ГЛОБАЛЬНОМ ПРОСТРАНСТВЕ КОММУНИКАЦИЙ

Чан Яжу

Белорусский государственный университет,
ул. Кальварийская, 9, 220004, г. Минск, Республика Беларусь,
jour@bsu.by

Чтобы представить некоторые рекомендации по созданию здоровой и прогрессивной среды новых медиа, в этом исследовании проводится углубленный анализ факторов влияния поведенческих стратегий различных типов лидеров мнений в среде новых медиа, в том числе определено значение креативных коммуникативных технологий в онлайн и офлайн-пространстве.

Ключевые слова: лидеры мнений; журналистика; глобальные медиа; коммуникативные технологии; инновации.

The role of opinion leaders in the new media environment is gradually becoming more prominent. They not only have great authority and discourse power in the fields they control, but they also have a lot of sway over public opinion. As a result of the development of new media, opinion leaders can now participate in social

public affairs and influence social opinion. However, science communication is a rapidly growing field, and meaningful interaction between scientists and the general public necessitates effective communication. The most effective approach for communicating science will be determined by the communication's goal. Although opinion leaders' positive guiding role contributes to social stability and unity, it is undeniable that their negative remarks can also hasten the deterioration of the situation. Rumors abound in the new media environment, as does group polarization. As a result, it is critical to improve opinion leaders' media literacy – and foster a positive and healthy media environment.

Nowadays, various media platforms will have some influence on the global communication order. "New media may become the primary platform for global communication, ushering in a new era of communication" [1, p. 15]. However, transition society processes are not typical – as everything changes, resulting in a chaotic and unplanned situation. This is a difficult process that has proven to be too long and extremely painful for some social groups. Also, a key factor in its success will be the degree to which social awareness can be changed. Luckily, Public relations strategies and tools have proven to be effective in ensuring a smooth transition from one sociopolitical and economic system to another.

Therefore, has the role of public relations changed in the modern world? The role of public relations in the modern era is similar to that of the past – but more intense. With the rise of social media and the explosion of information-sharing online, – communication is now more two-way. It is impossible to deny that social media has altered communication; YouTube, Facebook, Twitter, Instagram, and other platforms have fundamentally altered how the world operates. It is also worth noting that if the role of public relations in the modern world is to be examined, – it must be in the context of how it is shifting from control to trust.

Opinion leaders and those who are influenced have a relationship. Opinion leaders typically share similar values and worldviews with those they influence, as well as general attitudes toward events, and have fewer differences in their perceptions and opinions about specific types of events. People who share similar habits are more likely to communicate and exchange opinions via the Internet, and they are more likely to wield power. Opinion leaders of political new media are those with a political background who are active in the new media environment, such as government spokespeople, with political symbols, and who will have a political impact on people's lives. "Political opinion leaders and political leaders are those who play a significant role in political life and the political process, wield political power, and have the ability to influence and control others" [2, p. 84]. Political leaders are a distinct class of political subjects who emerge naturally from social

and political activities, and they have a unique status in political activities and the political process. Around the world, political opinion leaders are becoming more at ease with the use of new media.

The global development agenda's challenges simply reflect the role and contribution of political parties to development processes in the online environment. Social networks have been identified as a component of political campaign strategies because they enable political leaders to establish bidirectional communication with citizens. As a result, the proliferation of social media has resulted in a shift in political communication, with political parties viewing these tools as critical resources that allow them to reach an online audience. "In this way, they create a space for users to express themselves on current issues" [3, p. 227].

It is widely acknowledged that the mass media, with its ability to raise awareness and publicize issues, – is best suited to enlighten, educate, and inform the public about the Sustainable Development Goals (SDGs) through media programs in both online and offline spaces. Moreover, it is rapidly and successfully disseminating information about the SDGs with the assistance of government officials, environmental activists, scientists, industrialists, and broadcasters, – who have set the agenda for raising awareness about the SDGs. Today, sustainable development is the key to success. In recent decades, "there has been a significant change in the roles, operations, and practices of new media and news professionals due to rapid innovations in communication technology, its ease of accessibility to the masses, and increasing economic pressures" [4, p. 43]. As a result, the media plays a critical role in achieving the SDGs through innovative techniques such as considering the pros and cons of various ideas, and the public's openness to new ideas.

Corporate Communications and Public Relations, in general, are two divisions that collaborate closely, with 'nearly identical' target audiences and communications. But what distinguishes them? – and why is it important in the global space of communication? The distinction between Corporate Communication and Public Relations is based on the audience with whom the company is communicating. Public relations professionals interact with the general public and the media. They issue public statements, respond to reporter and journalist inquiries, and handle firm image crises or fiascos. The corporate communications team, on the other hand, focuses on internal communications. Their communications are aimed at employees, investors, stakeholders, or the executive team. The public's perception of any organization is a critical factor in its success. This public perception is created through Public Relations. It is defined as a deliberate, planned, and ongoing effort to build and maintain mutual understanding between a company and the general public.

However, in the face of grass-roots opinion leaders, reasonable control and guidance should be given to the development of perfect media literacy. When it comes to entertainment opinion leaders who have achieved a high level of popularity in real life, they have distinct advantages in guiding their fans. "They should be moderately controlled and convey more positive and effective information" [2, p. 86]. Commercial opinion leaders have more adaptable mechanisms and innovative approaches, but they must balance personal and social interests.

New political media are forms of communication that enable the creation, dissemination, and exchange of political content via platforms and networks that allow for interaction and collaboration. People's intentions to participate in political activity reflect their level of political involvement. This involvement is based on information obtained from a variety of reliable sources. "Social media has a significant impact on the political marketing sector from a political standpoint" [5, p. 91]. Political marketing via social media is thought to be capable of promoting political candidates.

In addition, "the traditional roles of the press in a democratic society have been expanded as well as undercut by new media" [ibid., p. 65]. On the plus side, they have greatly expanded the potential for political information to reach even the most apathetic citizens. They enable the creation of digital public squares where people can freely express themselves. They have opened up new channels of communication for the public to interact with the government and contribute to the flow of political information. The high popularity of young people, especially in the network, who have a public conscience and social participation and participatory critique spirit, creativity and qualities of justice, reflects the modern rational citizen in the public domain and the rational dialogue between countries. The benign interaction at the national level of political activity laid a broad mass base for opinion leaders to play an important role in raising civic participation awareness, shaping modern rational citizens, and promoting the country's transition to modern civil society.

Opinion leaders not only grow in strength but also in numbers, – and their influence cannot be ignored as social media grows. "Reasonable analysis from multiple perspectives should be made for various types of opinion leaders in the social media environment" [2, p. 87]. Governmental opinion leaders should combine their realistic roles, communicate official information in a timely manner, and reasonably promote official administration by virtue of their real-life authority. Opinion leaders in the media have firsthand media resources and should avoid the spread of rumors while providing reasonable and active guidance. On the stage of new media,

grassroots opinion leaders are full of vitality, bringing a lot of new information and subtly changing people's lives.

In terms of communication technologies, «Creativity is essential in the development of innovations» [6]. However, as work is increasingly done in dispersed teams with the help of communication technology, the context for experimentation and innovation, as well as other journalistic work, is changing. These technologies enable journalists to collaborate despite geographical and/or temporal dispersion, and they have been reported to facilitate greater knowledge sharing, open discussions, and the reduction of hierarchies. As a result of technological advancements, changes in platforms, products, and consumption habits, media organizations are being forced to be more creative and innovative than ever before. Media organizations require professionals who can innovate in areas such as new technologies, content distribution, and audience engagement, – in addition to being content creators. Witschge, T., etal. also observes that "technological innovation has largely been used to study creativity in journalism" [7]. Online Collaborative Software refers to technologies that enable work in dispersed teams. Examples include chat-based applications like Slack and Microsoft Teams, as well as video-conferencing software like Zoom, Google Hangouts, and Skype. Employees' online interaction patterns were also found to be influenced by the trust and knowledge of their communication partners. Face-work social cues engaged in listening, enclosure, turn-taking in conversations and interactions, and the ability to choose and signal to withdraw and be absent from a conversation all appear to play a role, regardless of whether the interaction takes place in offine or online settings.

In conclusion, Humans have a greater need for information in the age of new media, and new information dissemination activities may have an impact on the current media environment and even the development of society. Therefore, Opinion leaders have always had a strong influence on the trend of major events in the modern era. Furthermore, as media technology advances, information dissemination methods become more diverse, and the channels through which audiences can obtain information expand. Opinion leaders also can assist audiences in extracting useful information from a plethora of sources.

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