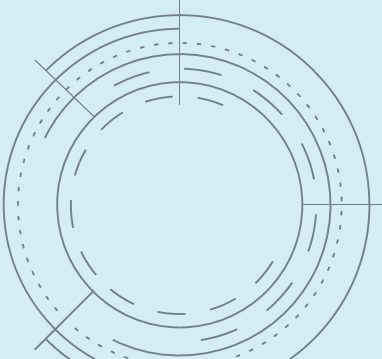
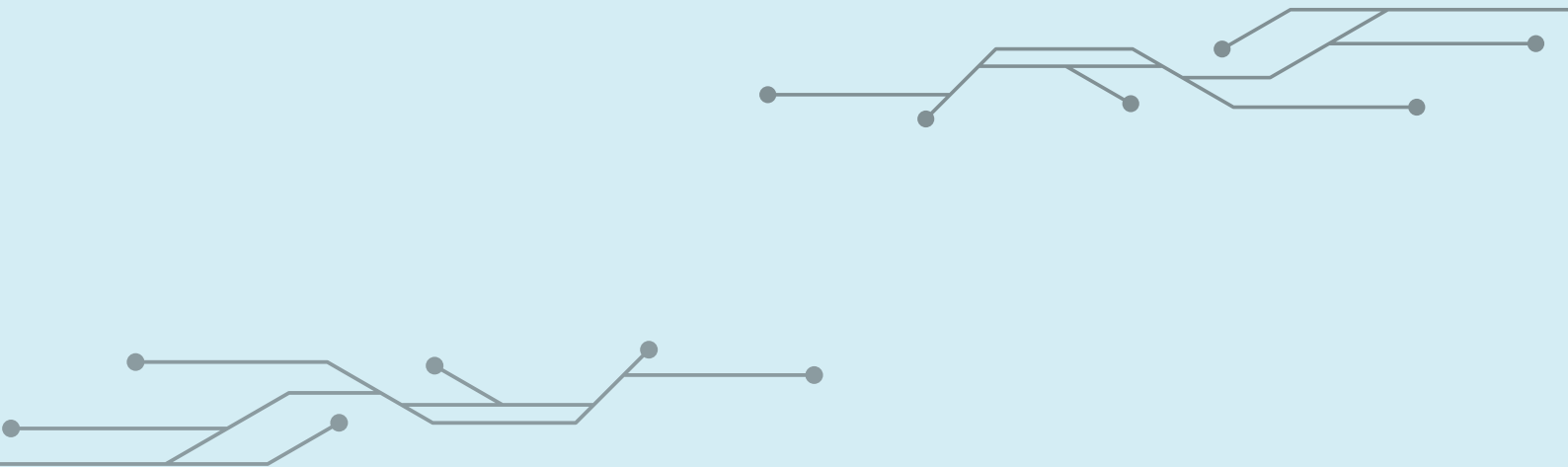




INTELIGÊNCIA ARTIFICIAL E COMUNICAÇÃO PÚBLICA

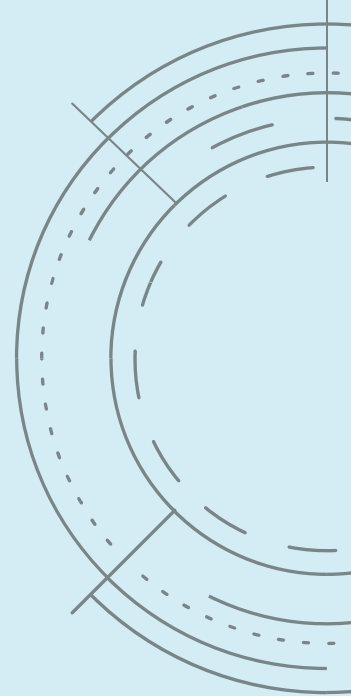
Abordagens Transversais



Heloíza Matos e Nobre
Maria Ângela Mattos
Guilherme Fráguas Nobre



ESCOLA DE COMUNICAÇÕES E ARTES
UNIVERSIDADE DE SÃO PAULO



Inteligência Artificial e Comunicação Pública:

Abordagens transversais

Organizado por

Heloiza Helena Matos e Nobre

Maria Ângela Mattos

Guilherme Fráguas Nobre

São Paulo, Brasil
Universidade de São Paulo



Heloiza Helena Matos e Nobre
Maria Ângela Mattos
Guilherme Fráguas Nobre

Inteligência Artificial e Comunicação Pública: Abordagens transversais

Universidade de São Paulo - USP

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Apresentação

Profa. Dra. Maria Ângela Mattos

Em que medida o uso da Inteligência Artificial (IA) pela Comunicação Pública pode ser considerado como um trabalho efetivamente de comunicação pública? Partindo dessa indagação, esta publicação tem por objetivo central incrementar uma discussão sobre as possibilidades e os desafios da IA na área da Comunicação Pública.

Se a Comunicação Pública visa a defender e a promover o bem comum e os benefícios dos públicos, buscando a melhoria quanti e qualitativamente da vida em comunidade em prol de todos e a participação cidadã e inclusiva, por que não pensarmos nas possíveis colaborações entre os agentes de comunicação - humanos e artificiais -, seja no processo da pesquisa e da formação acadêmico-profissional ou no processo de produção e circulação de conhecimentos afins ao campo da Comunicação Pública?

A perspectiva dos autores do E-book *Inteligência Artificial e Comunicação Pública* é pensar a interseção entre essas duas áreas de forma interdisciplinar e transversal, a fim de explorar suas potencialidades humanas de comunicação, interação e participação em benefício da sociedade. Nessa direção, os textos apresentados nesta publicação buscam desbancar tanto os discursos apocalípticos quanto a postura celebrativa da IA e do uso de suas ferramentas pela comunicação em geral e, pela comunicação pública, em particular.

Dessa forma, a comunicação automatizada – produção de notícias, robôs de Relações Públicas, vendedores artificiais (serviços, produtos, experiências), pesquisa e produção de artigos e trabalhos acadêmicos, entre outras atividades profissionais, de pesquisas e formativas – é uma realidade complexa, contraditória e paradoxal, que atravessa as diversas instâncias da vida social e se configura como um campo aberto para a investigações, experimentações e aplicações.

A despeito dessa perspectiva plural e aberta diante do fenômeno da Inteligência Artificial - concebida como um campo de estudo emergente e em construção por diversas áreas de conhecimento, sobretudo pelas ciências da computação, cibernética, ciências cognitivas, neurociências -, não podemos deixar de destacar que os chamados algoritmos inteligentes têm sido vistos como ameaças à democracia e suas instituições, sempre que as intenções e objetivos por detrás das máquinas prejudicarem os interesses públicos das sociedades contemporâneas e se destinarem ao controle dos indivíduos com fins de manipulação. Entretanto, são inegáveis as contribuições da IA para os avanços das ciências e profissões, tanto das áreas exatas quanto humanas, dentre as quais destacam-se: medicina, neurociência, física, matemática, biologia, psicologia, sociologia, política, direito, informação, comunicação, e muitos outros campos de conhecimento e práticas laborais.

Ancorada nos princípios da ética da comunicação em geral e nos fundamentos da comunicação pública, em particular, esta publicação reúne seis capítulos que abordam as interseções entre IA e Comunicação Pública em suas diversas dimensões e abordagens teórico-metodológicas e empíricas, como bem enfatizou a Profa. Clotilde Perez, da Escola de Comunicação e Artes da USP, no Prefácio dessa publicação.

Afinal, a IA é o grande sinalizador de que entramos, na sétima revolução cognitiva do Sapiens¹, condensada na expressão “cultura dos dados”, espraiando-se em todas as esferas de nossas vidas, de forma invisível, pervasiva e indissociável de nossas vidas, segundo Santaella (2022).

¹ As seis revoluções cognitivas do Sapiens apresentadas por Santaella se inserem nas seguintes eras culturais: da oralidade, da escrita, do livro, das massas, das mídias e do digital. Cf. Santaella, L. Neo-humano: a sétima revolução cognitiva do Sapiens. São Paulo: Paulus, 2022.

Daí o enorme desafio dos comunicadores públicos: a construção de sistemas e espaços colaborativos entre agentes humanos e agentes artificiais, buscando a amplificação da inteligência coletiva em torno das profundas implicações éticas, filosóficas, sociais e cognitivas na nossa condição humana contemporânea, cada vez mais inseparável dos avanços tecnológicos.

Prefácio

Inteligência Artificial e Comunicação Pública em convergência: características, limites e potencialidades

Temática dos nossos tempos, a Inteligência Artificial, juntamente com os algoritmos inteligentes e o aprendizado de máquina, tem suscitado debates, estabelecido crenças e gerado muitas dúvidas e incertezas. Na articulação com a Comunicação Pública, a importância da reflexão se amplia, uma vez que, inevitavelmente, abordará aspectos e interesses coletivos, confrontados com a comunicação automatizada, fundada na produção de informação gerada por humanos e estruturas não-humanas. Enquanto a comunicação política está centrada no fortalecimento do poder na sociedade, a Comunicação Pública visa constituir a melhor condição de vida para todos. E como a Inteligência Artificial se integra a esse debate? Fortalecendo a coletividade e a coisa pública, fomentando a criatividade ou viabilizando projetos escusos à serviço de interesses restritos? Algumas dessas questões estão endereçadas de forma competente e elucidativa no presente livro.

A ideia de organizar uma publicação que reúna aspectos conceituais, analíticos e críticos é de total relevância no contexto da articulação IA e a Comunicação Pública, uma vez que se pereniza como objeto de conhecimento acessível. Heloíza Matos e Nobre, querida professora e pesquisadora da Escola de Comunicações e Artes da USP, Maria Ângela Mattos, ex-docente da PUC Minas e Guilherme Fráguas Nobre, doutor em Comunicação pela USP, idealizaram e tomaram a frente deste auspicioso projeto editorial intitulado “Inteligência Artificial e Comunicação Pública. Abordagens Transversais”, o qual tenho a honra, a responsabilidade, mas também a alegria de prefaciá-lo.

Composto por seis capítulos, a obra ilumina aspectos centrais acerca da complexidade implicada na confluência das áreas colocadas em convergência, permitindo reflexões sobre os impactos e ameaças à democracia e ao bem comum, mas também as possibilidades que os algoritmos inteligentes e a IA generativa trazem no âmbito da atuação profissional, da pesquisa científica e da participação social ampliada.

O primeiro capítulo, de autoria de Allana Albuquerque, subsecretária de Pesquisa, Pós-Graduação e Comunicação Científica da Escola Superior do Ministério Público da União; Cláudia Lemos, da Diretoria de Comunicação e Mídias Digitais do Poder Legislativo; e Murilo Abreu, assessor de Comunicação do Ministério Público Federal, tem o título “Adoção e impacto da Inteligência Artificial pelos profissionais brasileiros de Comunicação Pública”. O texto busca compreender a adoção e os impactos da inteligência artificial (IA) na comunicação pública no Brasil, sob a perspectiva dos profissionais que atuam no campo. Por meio de questionário on-line respondido por associados e não associados da Associação Brasileira de Comunicação Pública (ABCPública), foram coletados dados sobre como esses profissionais compreendem a IA, as principais ferramentas de IA adotadas, bem como as preocupações técnicas e éticas e as regulamentações institucionais relacionadas ao seu uso.

Os resultados indicam um nível considerável de adoção de ferramentas de IA entre os profissionais de comunicação pública brasileiros, sendo o aumento da eficiência o principal benefício relatado. No entanto, também foram identificados limites e desafios, como a falta de conhecimento técnico amplo e preocupações éticas ainda não atendidas, o que impõe a necessidade de participação ampla no debate e na construção de regulamentações adequadas.

Guilherme Fráguas Nobre e Heloíza Helena Matos e Nobre apresentam o segundo capítulo “Comunicação Pública e Inteligência Artificial: compilando entrevistas e abordagens”, no qual oferecem contribuição

fundamental para reflexão quando colocam em evidência o conceito de Comunicação Pública com suas implicações históricas e as novas perspectivas à luz da IA, de forma absolutamente inovadora: apresentam 15 conceitos por meio de entrevistas realizadas com a Gemini Advanced (GGA) do Google, o ChatGPT o1 Plus (OCP) do OpenAI, o Sonnet 3.5 Explanatory (CPSE) do Claude.AI Pro e a Llama (ML) da Meta.

O experimento teve como objetivo central entender o quão distantes as ferramentas de IA estão de se tornarem verdadeiros Agentes de Comunicação Pública (PCA), como anteriormente preconizado por Matos e Nobre e Nobre (2024). Ainda que algumas conclusões possam ser imprecisas, principalmente pela dissociação teoria e prática, o uso de bots de IA como entrevistados apresentou resultado bastante positivo. “Os entrevistados” não apenas definiram e explicaram bem os conceitos solicitados, mas estabeleceram novas relações entre Comunicação Pública e outros aspectos conceituais como coesão social, construção de relacionamentos, segurança, gerenciamento de conflitos, etc. Segundo os autores, esse tipo de criatividade pode ser visto como um traço positivo ou negativo. É negativo se tais sugestões e aproximações conceituais não são resultado de articulações que realmente foram trabalhadas anteriormente.

Nesses casos, elas se apresentam como uma simples justaposição de palavras sem utilidade ou até mesmo prejudiciais pela possibilidade de viés. Mas pode ser positivo, sempre que a relação citada já exista ou possa ser colocada em existência por novas pesquisas, o que revela seu aspecto singular. Nesse sentido, o experimento demonstra o quanto a IA está migrando de uma ferramenta especulativa para um agente artificial confiável capaz de apoiar e fazer pesquisa científica, inclusive com aspectos inovadores. Um texto especialmente importante para aqueles que possuem uma abordagem apenas apocalíptica das IAs.

Já Artur Roberto Roman, doutor em Comunicação pela USP e pesquisador da Universidade Federal do Paraná, desenvolve reflexão consequente acerca dos impactos da IA nas atividades jurídicas e nas práticas dos advogados. O capítulo intitulado “Inteligência artificial no Poder Judiciário: algoritmos, cidadania e linguagem simples” revela a importância e as implicações sociolinguísticas da implantação da linguagem acessível no combate ao “juridiquês” clássico do meio, bem como as repercussões no discurso jurídico, compreendido como uma das expressões privilegiadas da Comunicação Pública.

As reflexões, ponderações, provocações e inquietações apresentadas no texto são resultado de pesquisa na área de comunicação e de linguística aplicada, contemplando a atuação do autor como advogado, consultor em comunicação organizacional e professor de redação e língua portuguesa em instituições de ensino superior e em organizações públicas e privadas diversas. Este lugar plural que caracteriza a vida do autor permitiu encaminhar a reflexão em parâmetros vivos de sua experiência interdisciplinar e concluir que há ganhos de eficiência no discurso jurídico, mas que é fundamental garantir o controle social sobre as IAs, sem nos deixar contaminar pelas polarizações reducionistas entre o “catastrofismo e o messianismo tecnológico”.

Maria José da Costa Oliveira, mestre e doutora em Ciências da Comunicação pela ECA/USP, é autora do quarto capítulo “Cidadania e Democracia na Era da Inteligência Artificial: Oportunidades e Dilemas”. O texto explora o impacto da IA no processo democrático, abordando tanto suas oportunidades quanto seus limites. As estruturas de Inteligência Artificial podem ampliar o acesso à informação, garantindo um caminho para maior inclusão social, mas ao mesmo tempo reitera a polarização, os vieses cognitivos e a manipulação da opinião pública. Algoritmos personalizados criam e fortalecem bolhas informacionais, dificultando o diálogo amplo e plural. Para mitigar esses riscos, a autora propõe o caminho pela educação digital, conjuntamente com a regulação das plataformas de modo a favorecer a promoção da diversidade de opiniões e perspectivas. Para finalizar, o capítulo apresenta o uso responsável da IA como percurso para fortalecer a democracia, pautada na transparência, na supervisão ética e na participação cidadã.

“Horizontes possíveis para interações comunicativas com agentes inteligentes artificiais: implicações para a Comunicação Pública” é o capítulo de autoria de Luciana Moretti, psicóloga e doutora em Ciências da Comunicação. O foco central do texto está na exploração da presença crescente da Inteligência Artificial como agente comunicativo na sociedade, discutindo algumas implicações dessa transformação para a Comunicação Pública a partir de conceitos das neurociências e da Comunicação. A partir da empiria centrada em exemplos ficcionais, como o episódio *Be Right Back* da série *Black Mirror* e o filme *I Am Mother*, questões ontológicas e emocionais no relacionamento entre humanos e IAs são discutidas em profundidade. Por meio da integração teoria e empiria foi possível concluir que o conceito de *vale do estranhamento*, que surge quando a IA tenta replicar a comunicação humana sem possuir a corporalidade ou emocionalidade,

tornam a interação genuinamente comunicativa.

A discussão segue para a importância da *escuta sensível e sintonizada*, baseada na ideia de comunicação como processo probabilístico desenvolvida de forma inaugural por José Luiz Braga. O texto também aborda a ideia de uma *mente coletiva*, alimentada por IAs que pode moldar as percepções e interações de uma sociedade, com implicações éticas e sociais profundas, como o controle da informação e a construção de narrativas. Para finalizar, o texto destaca o potencial da IA para influenciar as interações sociais e o papel relevante do processamento de informação centrado nas trocas comunicativas, sugerindo que a comunicação pública precisa ir além do simples intercâmbio de dados para incorporar uma realidade compartilhada e vivida pelos cidadãos.

O sexto capítulo conduzido por Guilherme Nobre apresenta o texto “Public Communication: *Synthesizing Concepts to Address Common Interests, Foster Social Cohesion, and Enhance Mutual Benefit*”, produzido pela IA ThesisAI considerando 40 referências sobre Comunicação Pública em Inglês, Francês, Espanhol e Português, a partir do prompt: *Compare and contrast the different concepts of “Public Communication” - synthesizing just one at the end. Show how the “Public Communication” is linked to common problems, interests, and solutions. Finally, show how the “Public Communication” helps to foster peace, social cohesion, and the social good (a mutually beneficial coexistence).* O texto produzido revela uma robusta pesquisa histórica e conceitual sobre o tema e suas correlações, abrindo-se à necessidade de evolução constante, o que revela uma “preocupação” da IA com a continuidade da pesquisa. Chama a atenção para o alerta de que a medida que a sociedade continua a evoluir, ou seja, segue em crescimento e complexidade, também as abordagens teóricas devem evoluir. Assim, para garantir que comunicação pública siga sendo uma ferramenta vital para a promoção de uma sociedade informada, democrática e preparada para enfrentar desafios complexos, há que se seguir com a pesquisa implicada em fazer avançar o conhecimento.

A decisão da pesquisa, a reunião dos pesquisadores e a publicação, bem como a condução dos textos por parte dos diferentes autores, com formações e experiências diversas trouxeram riqueza e profundidade na abordagem da Comunicação Pública no contexto da Inteligência Artificial, uma nova realidade dada e que precisa ser compreendida e manejada. Nesse sentido, a obra “Inteligência Artificial e Comunicação Pública. Abordagens Transversais” cumpre com a função basilar da divulgação científica oferecendo aprendizado consequente, mas se reveste de maior relevância quando trata dos temas implicados de forma crítica e inovadora, destaque para o uso das possibilidades da IA para a produção textual, com o devido adensamento crítico nas análises, com ponderações sobre os limites, mas também com aberturas para os aspectos positivos e rentáveis. A obra é informativa, reflexiva e inspiradora como devem ser os textos decorrentes de pesquisas de elevada qualidade e implicadas com o avanço do conhecimento. Parabéns aos autores e organizadores da obra!

Clotilde Perez

São Paulo, 27 de Abril de 2025

Escola de Comunicações e Artes - USP

Adoção e impacto da Inteligência Artificial entre os profissionais brasileiros de Comunicação Pública

Allana Albuquerque
Cláudia Lemos
Murilo Abreu

Resumo

Este capítulo explora a adoção e os impactos da inteligência artificial (IA) na comunicação pública no Brasil, sob a perspectiva dos profissionais da área. Por meio de um questionário aplicado a associados e não associados da Associação Brasileira de Comunicação Pública (ABCPública) em dezembro de 2024, foram coletados dados sobre como estão recepcionando a IA, as ferramentas adotadas, bem como as preocupações técnicas e éticas e as regulamentações relacionadas ao uso da tecnologia. Os resultados indicam um nível considerável de adoção de ferramentas de IA entre os profissionais de comunicação pública no Brasil, sendo o aumento da eficiência o principal benefício percebido. No entanto, também foram identificados desafios, como a falta de conhecimento técnico e preocupações éticas.

Palavras-chave: inteligência artificial, comunicação pública, regulamentação, capacitação.

1 Introdução

Desde novembro de 2022, quando o lançamento público do ChatGPT popularizou maciçamente o uso da Inteligência Artificial (IA) do tipo generativo, capaz de criar novos conteúdos (textos, imagens etc.) a partir de padrões aprendidos com a análise de um enorme volume de dados armazenados (IPU, 2024), essa tecnologia vem sendo rapidamente incorporada ao cotidiano de trabalho de empresas e profissionais. Em 2024, 72% das empresas já haviam adotado essa tecnologia, um avanço significativo comparado aos 55% em 2023, segundo pesquisa feita com 1363 representantes de diversos setores empresariais em todo o mundo (McKinsey & Company, 2024). No campo da pesquisa, a maioria (76%) dos 2.345 profissionais que

responderam um questionário online da Oxford University Press, aplicado em 2024 globalmente, já usavam a IA de alguma forma e 67% acreditavam que ela havia trazido benefícios. (Oxford University Press, 2024).

Também em 2024, pesquisa realizada com 1.073 brasileiros de todas as regiões do país registrou que 43% disseram usar a IA no dia a dia (O Globo, 2024). No mesmo ano, levantamento entre 3.000 brasileiros indicou que 57% da população já experimentou essas ferramentas de IA da categoria IA generativa, fazendo com que o Brasil lidere o uso de IA generativa entre grandes economias (Poder360, 2025). Ainda em 2024, 56% de 2.000 brasileiros entrevistados em outro estudo disseram já notar os impactos da IA na sociedade (Exame, 2025)¹.

No campo da comunicação, pesquisa do Reuters Institute (2025), realizada a partir de um questionário aplicado a 321 gestores de mídia de 51 países, em 2024, corroborou a ampla adoção da nova tecnologia, com perspectiva de crescimento rápido. Entre os respondentes do questionário, 87% afirmaram que as redações estavam sendo completa ou parcialmente transformadas pela IA generativa. O interesse da IA para a comunicação pública, definida como a comunicação “que assume a perspectiva cidadão na comunicação envolvendo temas de interesse coletivo” (ABCPública, 2021), pode ser demonstrado pela criação do Comitê Temático de IA no âmbito da Associação Brasileira de Comunicação Pública (ABCPública), já no final de 2023. Atenta à crescente utilização da IA generativa, a associação instituiu o comitê para analisar os limites éticos e as melhores práticas para o uso da tecnologia na comunicação pública. Esse trabalho culminou na elaboração da Recomendação nº 1, de 7 de julho de 2024, que define princípios, conceitos e diretrizes para a adoção de tecnologias de IA nos processos de comunicação da administração pública brasileira. A recomendação, construída a partir da análise de regulamentações e pesquisas sobre IA no Brasil e no exterior, foi submetida a consulta pública aos associados da ABCPública antes de ser aprovada pela Diretoria Nacional da associação.

A Recomendação da ABCPública enfatiza que a IA deve ser utilizada como ferramenta de aprimoramento do trabalho dos comunicadores, e não como substituta do ser humano. O documento também destaca a importância da supervisão e revisão humana em todos os processos que utilizem IA, bem como a necessidade de garantir a não discriminação, a transparência, a explicabilidade, a robustez, a privacidade e a segurança no uso da tecnologia (ABCPública, 2024).

Este estudo busca contribuir para a compreensão da inserção da IA na comunicação pública no Brasil, traçando um panorama do uso efetivo da nova tecnologia ao final do ano de 2024. Trata-se de um retrato pontual, que busca identificar quanto ela é utilizada, quais as principais ferramentas e finalidades indicando, ainda, as principais oportunidades e desafios percebidos pelos profissionais da área. Ao analisar as percepções e experiências dos comunicadores públicos brasileiros sobre a IA, pretende-se contribuir para identificar tendências, desafios e oportunidades. Espera-se que os resultados da pesquisa possam subsidiar a formulação de políticas públicas, estratégias de capacitação e o desenvolvimento de práticas inovadoras e responsáveis para o uso da IA na comunicação pública, em benefício da sociedade e do fortalecimento da democracia.

Uma vez que a discussão sobre IA e comunicação é desenvolvida com maior profundidade em outros capítulos deste livro, optamos por não incluir aqui uma seção específica de revisão bibliográfica. Além da Introdução, este capítulo estrutura-se em quatro seções. Na primeira, descrevemos a metodologia adotada na pesquisa sobre o uso de IA pelos comunicadores públicos brasileiros, baseada na aplicação de um questionário online. As duas seções seguintes sintetizam os resultados objetivos e sua análise, à luz da bibliografia recente sobre IA e sobre seu emprego na comunicação pública. Na última seção, apontamos conclusões da pesquisa e recomendações derivadas dos resultados.

2 Metodologia

O objetivo geral deste estudo é analisar a inserção da inteligência artificial no contexto da comunicação pública brasileira. Os objetivos específicos são: mapear as ferramentas e tecnologias de IA mais utilizadas pelos profissionais de comunicação pública; identificar os principais benefícios e desafios percebidos na utilização da IA na comunicação pública; relatar a percepção sobre o impacto da IA na rotina de trabalho

¹ Mais indicadores podem ser encontrados em: <https://obia.nic.br/s/indicadores>

dos comunicadores públicos; e descrever a participação dos comunicadores públicos na institucionalização de políticas e regulamentações relacionadas ao uso da IA no setor público brasileiro.

Para isso, a pesquisa combinou técnicas qualitativas e quantitativas. Em um primeiro momento, foi realizado um levantamento documental e bibliográfico sobre inteligência artificial, sua regulamentação e sua aplicação na comunicação, em particular na comunicação pública. Esse levantamento foi complementado em novas rodadas de buscas ao longo da condução do estudo, uma vez que o campo tem evoluído rapidamente. Em um segundo momento, foi elaborado um questionário online dirigido a profissionais de comunicação pública no Brasil. A escolha por um questionário on-line se deu pela facilidade de acesso a um público amplo e geograficamente disperso, além da possibilidade de coletar dados de forma rápida e eficiente.

Uma primeira versão do questionário foi desenvolvida utilizando a ferramenta Google Forms, escolhida por sua disponibilidade e pela familiaridade dos pesquisadores. Essa primeira versão foi enviada a 15 profissionais de comunicação pública para teste e avaliação. Desses, seis profissionais apresentaram sugestões de melhorias. As respostas ao questionário e as sugestões foram avaliadas, resultando em modificações. Ao final, o questionário foi mantido no Google Forms, composto por 21 perguntas fechadas e apenas uma pergunta aberta, abordando os seguintes tópicos:

- Perfil profissional dos respondentes: idade, formação acadêmica, área de atuação (jornalismo, relações públicas, publicidade, outra), tipo de cargo que ocupa, tempo de experiência em comunicação pública, esfera de atuação (federal, estadual ou municipal) e tipo de instituição (administração direta, autarquia, fundação, empresa pública ou sociedade de economia mista).
- Recepção da IA: nível de familiaridade com tecnologias de IA, se teme que a IA venha a reduzir ou limitar o aumento dos postos de trabalho na comunicação pública e se já utilizou ferramentas de IA em sua atividade profissional.
- Ferramentas de IA adotadas na comunicação pública e impactos: quais ferramentas de IA os profissionais já utilizaram em seu trabalho, com que frequência e para quais finalidades, se tais ferramentas impactaram a rotina do trabalho e, caso tenham impactado, se os impactos foram positivos ou negativos.
- Formas dos eventuais impactos: caso tenham ocorrido impactos na rotina de trabalho, se tais impactos levaram ao aumento da eficiência, e/ou à redução da necessidade de interação humana, e/ou ao aumento da complexidade dos processos, e/ou à redução da criatividade e da originalidade no trabalho de comunicação, e/ou à geração de pressão excessiva por resultados mais rápidos, e/ou a outros impactos.
- Eventuais benefícios do uso da IA na comunicação pública: se há ou não benefícios no uso da IA na comunicação pública e, em havendo, quais podem ser considerados os principais, entre agilidade nos processos de comunicação, redução de custos operacionais, personalização do atendimento ao público, aumento na transparência e prestação de contas, melhoria na análise e segmentação de dados, e/ou outros benefícios.
- Eventuais dificuldades no uso da IA na comunicação pública: se há ou não dificuldades no uso da IA na comunicação pública e, em havendo, quais podem ser consideradas as principais, entre falta de conhecimento técnico, resistência dos profissionais a usar as tecnologias, custos de implementação, questões éticas e de privacidade, falta de regulamentação, e/ou outras dificuldades.
- Regulamentação: se a IA na comunicação pública deveria ser regulamentada, se os respondentes conhecem a recomendação da ABCPública sobre o tema da IA na comunicação pública, se os respondentes que conhecem tal recomendação a consideram ao tomar decisões sobre o uso de IA em sua atividade profissional, se há normativos que orientem o uso de IA nas instituições públicas onde os respondentes atuam e, em havendo, se houve a participação do setor de comunicação na elaboração do normativo interno sobre uso da IA e, caso tenha ocorrido, de que forma se deu tal participação.

- Eventuais necessidades de aplicação da IA na comunicação pública: se os respondentes consideraram que há áreas em que a IA pode ser melhor explorada na comunicação pública, e, em havendo, quais seriam, entre personalização do atendimento ao cidadão, análise de dados para apoio na tomada de decisão, melhoria na acessibilidade da informação pública, otimização dos processos internos, e/ou outras oportunidades.
- Eventuais necessidades de suporte ou capacitação: se os respondentes consideraram que há necessidade de algum tipo de suporte ou capacitação para que a IA venha a ser melhor utilizada por suas equipes, e, em havendo, quais seriam, entre cursos de capacitação técnica, orientação sobre questões éticas e de privacidade, acesso a ferramentas e tecnologias atualizadas, e/ou outras necessidades.

A aplicação do questionário foi feita por meio do mailing de associados da Associação Brasileira de Comunicação Pública (ABCPública), da qual os três pesquisadores e autores deste capítulo são membros. A ABCPública, como entidade representativa do campo, possui uma ampla rede de contatos, o que facilitou a disseminação do questionário e a obtenção de uma amostra diversificada. O convite para participação na pesquisa, com o link para o questionário, foi enviado pela associação por correio eletrônico e por meio do grupo exclusivo de WhatsApp para os 383 associados em dezembro de 2024. O convite foi divulgado, ainda, no grupo aberto a não-associados e por meio das contas da ABCPública no Instagram e no LinkedIn. O convite solicitava a distribuição do link também para colegas não-associados. O questionário esteve aberto para respostas entre 4 e 22 de dezembro de 2024 e foram obtidas 91 respostas válidas.

Os dados coletados foram analisados de forma quantitativa e qualitativa. A análise quantitativa permitiu identificar padrões e tendências nas respostas, enquanto a análise qualitativa possibilitou uma compreensão mais aprofundada das percepções e experiências dos profissionais, especialmente nas respostas às perguntas abertas.

3 Resultados

A pesquisa contou com a participação de 91 profissionais de comunicação pública, de uma gama de instituições bastante variada e perfil predominantemente maduro. O gráfico 1 demonstra que a maior parte dos respondentes (42,9%) têm entre 41 e 50 anos, enquanto 33% têm entre 31 e 40 anos, 23,1% mais de 50 anos e apenas 1,1% entre 21 e 30 anos. Não houve nenhum respondente com menos de 20 anos — o que é esperado em um questionário aplicado a profissionais. Quanto à formação acadêmica, a maioria (51,6%) possui especialização, seguida por mestrado (27,5%), graduação (15,4%) e doutorado (5,5%). A área de formação predominante é o Jornalismo (70,3%), refletindo o perfil do setor da comunicação pública, seguida por outros cursos (14,3%), Publicidade (13,2%) e Relações Públicas (11%).

Idade:

91 respostas

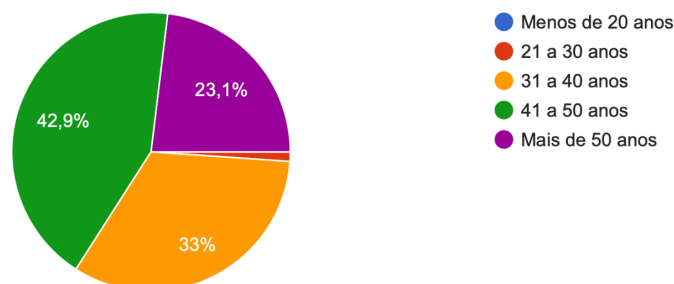


Gráfico 1 – Faixa etária dos comunicadores públicos respondentes

Fonte: Elaboração própria (Google Forms).

A maior parte dos profissionais participantes têm 11 a 20 anos de experiência em Comunicação Pública (42,9%), enquanto 25,3% possui mais de 20 anos; 19,8% estão na faixa entre 6 e 10 anos; e 12,1%, entre 1 e 5 anos. O percentual de participantes que atuam em cargos operacionais (50,5%) foi quase igual ao dos que ocupam cargos gerenciais (49,5%). A esfera de atuação predominante foi a federal (54,9%), seguida pela estadual (27,5%) e municipal (17,6%).

Os respondentes estão distribuídos em diferentes tipos de instituições: Poder Judiciário, Ministério Público ou Defensoria Pública (28,6%), Poder Legislativo ou Tribunal de Contas (27,5%), Poder Executivo (administração direta) (26,4%) e autarquias, fundações, empresas públicas ou sociedades de economia mista (17,6%).

3.1 Uso disseminado da IA

Quanto à familiaridade com tecnologias de IA, conforme se observa no gráfico 2, a maioria dos respondentes relata ter conhecimento básico (52,7%) ou intermediário (38,5%), enquanto 7,7% afirmam ter conhecimento avançado e 1,1% nenhum conhecimento. Apesar de o conhecimento ser predominantemente básico, a pesquisa constata que o uso da IA está disseminado, uma vez que a grande maioria dos respondentes (85,7%) já utilizou alguma ferramenta de IA em sua atividade profissional. A frequência de uso varia, sendo que 44,9% utilizam diariamente, 28,2% semanalmente, 9% mensalmente e 17,9% raramente.

Qual é o seu nível de familiaridade com tecnologias de Inteligência Artificial?

91 respostas

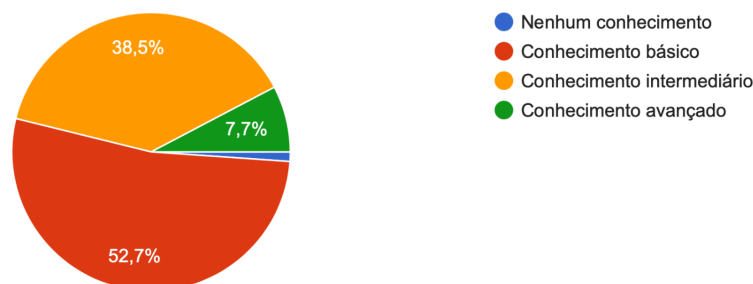


Gráfico 2 – Nível de familiaridade com IA por comunicadores públicos

Fonte: Elaboração própria (Google Forms).

Os profissionais de comunicação pública têm a geração de conteúdo textual (61,5%) como a principal finalidade de uso de IA. Em seguida, vêm a geração de ideias e soluções (48,7%), busca de informações (41%), tradução de textos (32,1%), criação de imagens (30,8%), análise de dados (16,7%) e edição de vídeos (14,1%). Outras finalidades informadas, com frequência abaixo de 3% dos respondentes, incluem a revisão de texto (2,6%) e o atendimento ao público (2,6%).

Além das finalidades listadas no formulário, outras aplicações do uso de IA surgiram, como a transcrição de áudio e a reformulação de textos para linguagem simples. Houve ainda indicação de uso de IA para a geração de produtos de áudio, criação de voz e de músicas, conforme demonstra O gráfico 3.

Para quais principais finalidades você utiliza ou já utilizou ferramentas de IA?

78 respostas

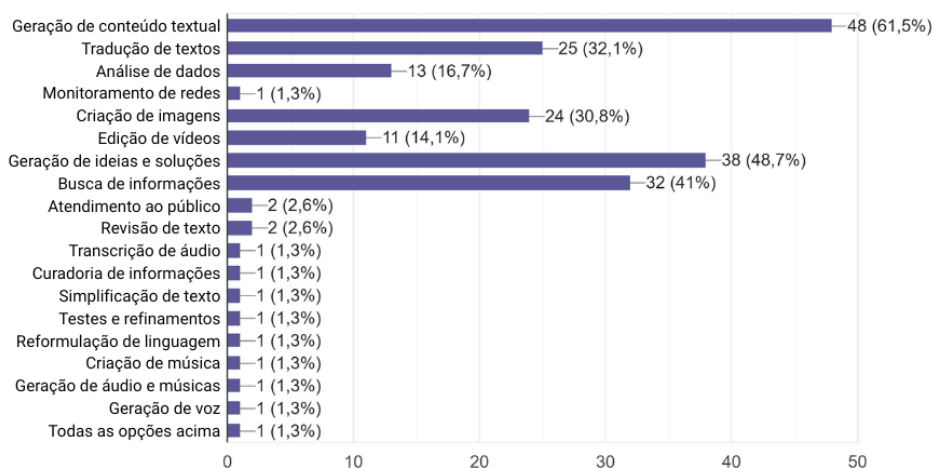


Gráfico 3 – Principais finalidades do uso de ferramentas de IA apontadas por comunicadores públicos

Fonte: Elaboração própria (Google Forms).

Quando questionados sobre as finalidades específicas do uso de IA para geração de conteúdo textual (Gráfico 4) — emprego mais frequente identificado pela pesquisa —, os respondentes mencionam principalmente a redação de notícias e releases (57,6%), redação de textos de posts em redes sociais (44,1%), redação de títulos (32,2%), redação de roteiros para conteúdos audiovisuais (28,8%), redação de legendas (25,4%), redação de descrição de imagens para fins de acessibilidade (16,9%), redação de artigos (16,9%) e simplificação de textos (3,4%).

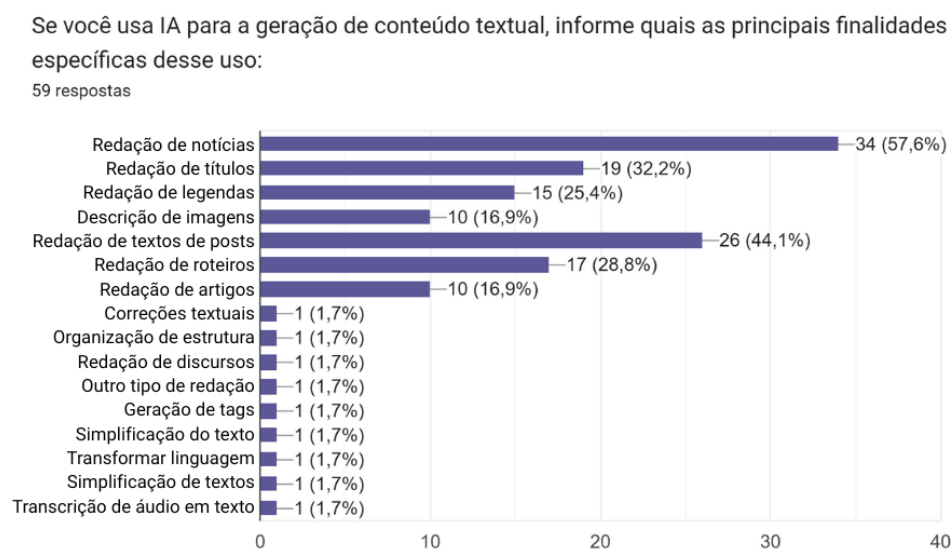


Gráfico 4 – Principais finalidades do uso de IA para geração de conteúdo textual

Fonte: Elaboração própria (Google Forms).

Esse foco na produção textual pode explicar por que as ferramentas de IA mais utilizadas pelos respondentes foram aquelas com ênfase nesse tipo de aplicação, como o ChatGPT, da OpenAI, liderando com 88,5%, seguido do Copilot, da Microsoft, com 38,5%, e o Gemini, do Google, com 38,5%. Outros recursos como Midjourney, da Midjourney, Inc (10,3%) e Dall-E, da OpenAI (7,7%) foram citados.

As ferramentas Canva, Claude, Meta AI e NotebookLM foram apontadas por 3,9% dos respondentes. A ferramenta Gamma foi mencionada em 2,6% das respostas. Com 1,3% cada, também foram citadas as ferramentas Adobe Firefly; Be My Eyes; Leonardo AI; Suno; e Ulysses (IA da Câmara dos Deputados). O gráfico 5 mostra as ferramentas mais utilizadas pelos comunicadores públicos participantes da pesquisa.

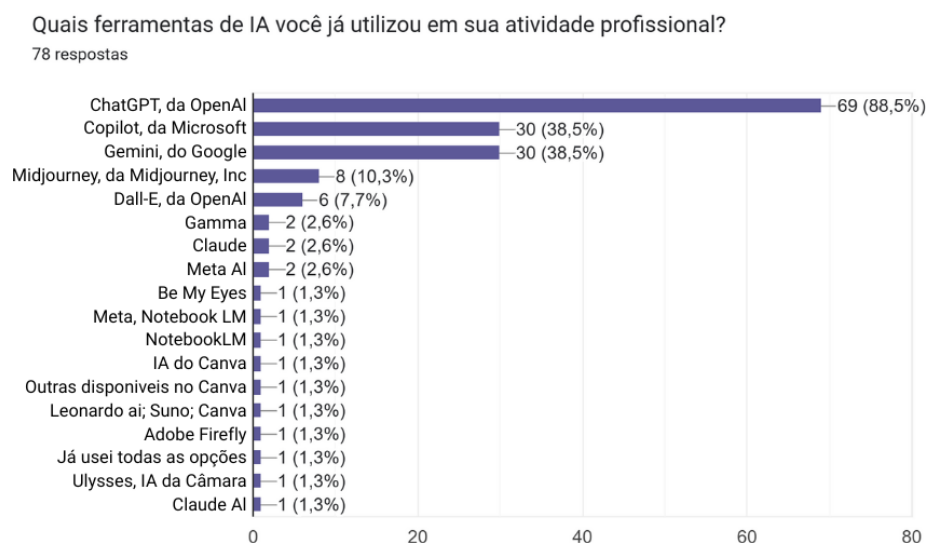


Gráfico 5 – Principais ferramentas de IA utilizadas pelos comunicadores públicos
Fonte: Elaboração própria (Google Forms).

A grande maioria dos respondentes (95,6%) acredita que existem áreas em que a IA pode ser melhor explorada na Comunicação Pública. As áreas mais citadas foram a análise de dados para apoio na tomada de decisão (73,6%), a otimização dos processos internos (71,3%), a melhoria na acessibilidade da informação pública (70,1%), a personalização do atendimento ao cidadão (42,5%).

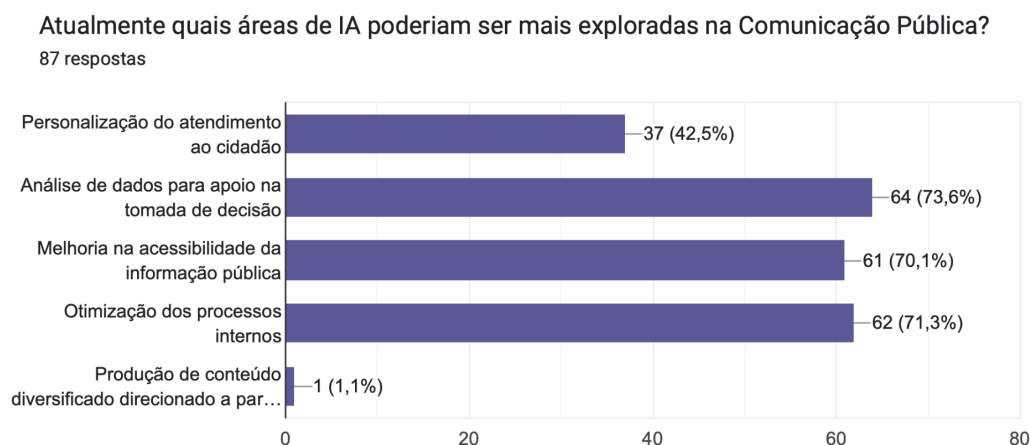


Gráfico 6 – Áreas da comunicação pública que poderiam ser melhoradas exploradas com o uso da IA
Fonte: Elaboração própria (Google Forms).

Também foi apontada a produção de conteúdo diversificado direcionado a parcelas específicas (nichos) da população (1,1%) e a tradução da linguagem técnica para entendimento do cidadão médio (1,1%).

3.2 Impactos do uso de IA na rotina dos comunicadores públicos

A grande maioria dos respondentes (84,6%) percebe como positivo o impacto da IA na sua rotina de trabalho, apenas 1,3% relata impacto negativo e 14,1% não percebem impacto. O gráfico 7 apresenta como principal impacto o aumento da eficiência (88,1%), seguido pela redução da necessidade de interação humana (9%). Entre os impactos negativos, estão a geração de pressão excessiva por resultados mais rápidos (9%), redução da criatividade e originalidade no trabalho da comunicação (9%) e aumento da complexidade de processos (4,5%).

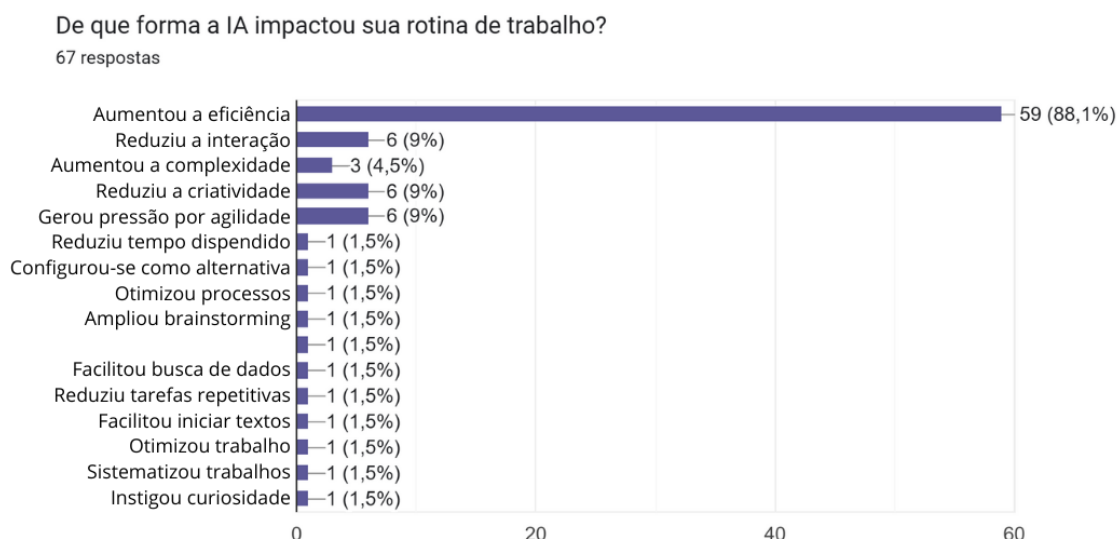


Gráfico 7 – Formas de impacto do uso de IA na rotina de trabalho de comunicadores públicos

Fonte: Elaboração própria (Google Forms).

A avaliação positiva sobre o impacto da IA pode ser ilustrada por este depoimento referente ao seu uso mais frequente, na produção de textos:

Eliminou meu maior problema de redação que é a "folha em branco", porque é muito mais fácil revisar e complementar um texto relativamente bem produzido, a partir de um prompt bem elaborado, do que iniciar do zero, principalmente diante de prazos curtíssimos. Não afetou minha criatividade. Pelo contrário, ao diminuir a tensão pela criação de um bom texto partindo do zero, sinto que minha criatividade melhorou. Hoje, meu desafio é incrementar os prompts e descobrir mais formas de treinar a IA.

A avaliação positiva do impacto na rotina individual se estende ao impacto no campo de atuação. A grande maioria dos respondentes (97,8%) acredita que existem benefícios no uso de IA na Comunicação Pública. O gráfico 8 traz os principais benefícios apontados, entre os quais se destacam: a agilidade nos processos de comunicação (92,1%) e a melhoria na análise e segmentação de dados (57,3%).

Para os respondentes, o uso de IA pode trazer também como benefícios a redução de custos operacionais (38,2%), a personalização do atendimento ao público (19,1%) e o aumento na transparência e prestação de contas (13,5%).

3.3 Necessidade de treinamento e de regulamentação

Por outro lado, a grande maioria dos respondentes (83,5%) reconheceu que existiam dificuldades para o uso de IA na Comunicação Pública. As principais dificuldades mencionadas foram a falta de conhecimento

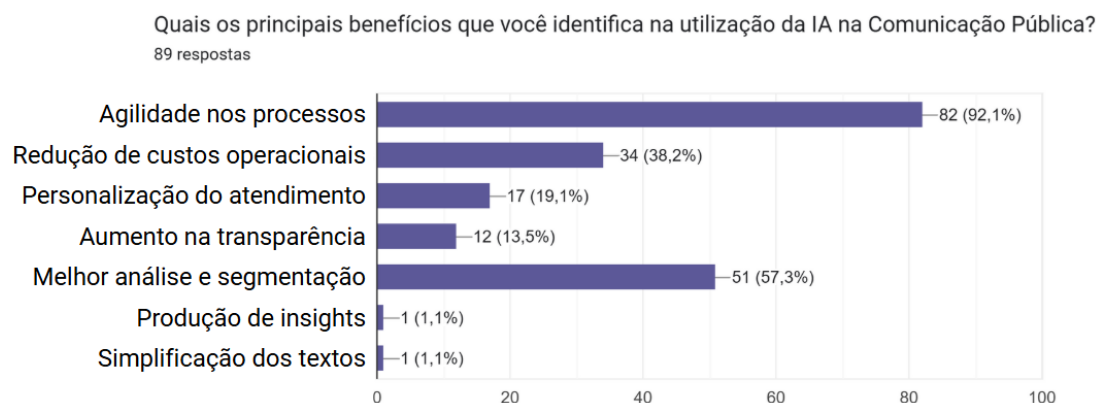


Gráfico 8 – Principais benefícios do uso de IA identificados por comunicadores públicos
Fonte: Elaboração própria (Google Forms).

técnico (88,2%), a falta de regulamentação (57,9%), as questões éticas e de privacidade (53,9%), a resistência dos profissionais (32,9%), os custos de implementação (31,6%). A maioria dos profissionais (60,4%) não teme que a IA reduza ou limite o aumento dos postos de trabalho na Comunicação Pública, mas 39,6% expressam esse temor.

A quase totalidade dos respondentes (97,8%) considerou que há necessidade de algum tipo de suporte ou capacitação para que a IA venha a ser melhor utilizada por sua equipe. As principais necessidades apontadas foram cursos de capacitação técnica (94,4%), acesso a ferramentas e tecnologias atualizadas (92,1%), e orientação sobre questões éticas e de privacidade (74,2%).

A maioria dos respondentes (79,1%) opinou que a IA na Comunicação Pública deveria ser regulamentada, enquanto apenas 4,4% eram contra a regulamentação e 16,5% não tinham opinião formada. Aos respondentes foi oferecida a opção de justificarem suas respostas. As principais justificativas para a regulamentação apontaram a necessidade de respeitar os princípios da comunicação e as questões de privacidade e sigilo:

Especialmente nos serviços públicos, um servidor público só pode fazer o que a lei autoriza, de acordo com o princípio da legalidade administrativa. De igual importância, é resguardar os princípios e diretrizes da comunicação pública independente das ferramentas e meios de comunicação.

A utilização de ferramentas de IA para comunicação pública pode trazer benefícios, mas representa também riscos muito grandes relacionados a questões éticas e de proteção de dados pessoais, por exemplo. Estamos falando de ferramentas de grandes empresas privadas, totalmente obscuras e sem regulamentação, operando de forma internacional e coletando dados e informações estratégicas.

Sim, é preciso regulamentar em razão de aspectos como o resguardo de dados pessoais (LGPD) e sensíveis ou sigilosos. Acredito que quando os órgãos tiverem suas próprias IAs, esse problema se resolva com a compartimentalização dos dados sensíveis. Como não posso subir uma peça jurídica para a IA produzir um release a partir dela, preciso ainda criar um documento com informações tratadas que quero colocar na notícia.

Já aqueles que não tinham opinião formada ou eram contra a regulamentação consideraram que definir normas específicas muito cedo poderia atrasar a adoção da nova tecnologia:

Penso que é cedo pra uma regulamentação, embora o uso esteja em crescimento vertiginoso. As regras de uso da IA na comunicação pública talvez possam ser as mesmas da comunicação em geral. Embora a ética e responsabilidade devam permear de forma mais aprofundada a atuação dos profissionais na comunicação pública.

Acredito que as inteligências artificiais se tornarão ferramentas essenciais para o desenvolvimento de qualquer trabalho em comunicação. Em alguns casos, a IA será utilizada mesmo que o próprio usuário não saiba, pois se tornarão recursos nativos de muitos softwares utilizados. Uma regulamentação neste momento, em que ainda não está claro toda a potencialidade que a tecnologia vai trazer e quais os usos serão incorporados na rotina dos trabalhadores em comunicação, poderá se tornar uma dificuldade a mais para a busca de inovações e soluções no serviço público.

A maioria dos respondentes (63,7%) não conhecia a Recomendação da ABCPública referente ao uso de IA na Comunicação Pública. Entre os que conheciam, 27,3% a utilizam integralmente como referência para a tomada de decisões sobre o uso de IA, 24,2% utilizam parcialmente e 12,1% não utilizam e 36,4% não utilizavam a recomendação, mas pretendem adotá-la.

Grande parte dos respondentes (79,1%) relata que não existe um normativo que regulamenta a IA em sua organização, apenas 6,6% informam que suas instituições contam com tal normativo e 14,3% dizem que há regras, mas não um normativo específico. Foi oferecida aos respondentes a opção de indicar os normativos ou regras adotados, entre os quais estão: o capítulo sobre Inteligência Artificial do Manual de Comunicação da Câmara dos Deputados; a Resolução Administrativa nº 24/2024, do Tribunal de Contas do Estado de Goiás, que dispõe sobre o uso de ferramentas de Inteligência Artificial no órgão; o Manual de Boas Práticas para o Uso de IA Generativa no Ministério Público Federal, e o Plano Brasileiro de Inteligência Artificial (PBIA) 2024-2028, que traz um eixo sobre governança e regulamentação de IA.

Entre os que possuem normativo, 66,7% relataram que não houve participação do setor de comunicação na elaboração, enquanto 16,7% disseram que houve e outros 16,7% disseram não saber. Os respondentes que afirmaram ter havido participação do setor de comunicação na elaboração do normativo tiveram a opção de registrar de que forma essa colaboração ocorreu. Houve uma resposta que informou a participação por meio da avaliação de um texto previamente enviado.

4 Discussão

Os resultados deste estudo indicam um nível considerável de adoção de ferramentas de IA entre os profissionais de comunicação pública no Brasil, corroborando a tendência global de crescente incorporação dessas tecnologias em diversos setores, em especial a IA do tipo generativo (Liu; Wang, 2024). A alta frequência de uso relatada pelos respondentes, com a maioria utilizando ferramentas de IA diariamente ou semanalmente, revela que essas tecnologias já estão integradas à rotina diária de trabalho de grande parte dos profissionais da área (44%).

A predominância do uso de ferramentas como ChatGPT, Copilot e Gemini sugere uma preferência por soluções baseadas em grandes modelos de linguagem (LLMs) que oferecem uma ampla gama de funcionalidades, desde a geração de conteúdo textual até a criação de produtos audiovisuais, a transcrição e a tradução de textos.

A preferência maciça por essas ferramentas pode estar ligada à presença em conjuntos adotados corporativamente, como é o caso do Copilot, incorporado ao pacote Office da Microsoft, e à disponibilidade para uso gratuito, como é o caso de algumas versões do ChatGPT e do Gemini. Como apontam (Sampaio; Sabbatini; Limongi, 2024), a dependência de ferramentas de grandes empresas internacionais e de serviços oferecidos gratuitamente traz riscos não só de vieses, mas de segurança dos dados, uma vez que elas aproveitam as interações com humanos para treinamento de seus modelos, incorporando as informações recebidas ao sistema.

A percepção majoritariamente positiva (84,6%) sobre o impacto da IA na rotina de trabalho, com destaque para o aumento da eficiência (88,1%), corrobora estudos anteriores que apontam a IA como uma ferramenta capaz de otimizar processos e liberar os profissionais para tarefas mais estratégicas e criativas (Wang; Siau, 2019). No entanto, é importante ressaltar que uma parcela dos respondentes relata impactos negativos, como a geração de pressão excessiva por resultados mais rápidos (9%) e a redução da criatividade e originalidade (9%). Esses dados sugerem a necessidade de uma adoção cuidadosa e reflexiva da IA, que leve em conta não apenas os ganhos de produtividade, mas também o bem-estar dos profissionais e a qualidade do trabalho produzido.

A identificação da agilidade nos processos de comunicação (92,1%) como o principal benefício da IA na comunicação pública reforça a ideia de que essas ferramentas podem contribuir para uma comunicação mais eficiente e responsiva às demandas dos cidadãos.

A melhoria na análise e segmentação de dados (57,3%) também é um benefício relevante apontado, pois permite uma compreensão mais aprofundada do público e a personalização das mensagens, o que pode aumentar o engajamento e a efetividade da comunicação.

No entanto, a pesquisa aponta áreas em que a IA poderia ser melhor explorada, como a análise de dados para apoio na tomada de decisão (73,6%), a otimização dos processos internos (71,3%) e a melhoria na acessibilidade da informação pública (70,1%), demonstrando o potencial de transformação que essas tecnologias oferecem para a comunicação pública.

Essas percepções alinham-se ao apontado por Albuquerque (2023) que recomenda, em seu modelo de gestão infocomunicacional para departamentos de comunicação, a criação de um Centro de Planejamento e Inteligência em Comunicação, com uma equipe multidisciplinar, a ser responsável por conectar os dados gerados pela instituição com a tomada de decisões baseadas em métricas eficientes e integradas. Caberia a esse setor propor a integração das tecnologias de IA para aprimorar essa capacidade inovativa e dialógica da comunicação pública.

Essa transformação é crucial, pois, como afirmam Soriano, Álvarez e Valdés (2018), a inteligência de relações públicas, que envolve o uso especializado da coleta de informações para apoiar decisões e fortalecer relacionamentos, é imperativa para que departamentos de comunicação atuem estrategicamente. Assim, a integração da IA pode ajudar esses departamentos a funcionarem como sistemas de alerta, analisando tendências e identificando tanto crises quanto oportunidades de inovação (Albuquerque, 2023, 2024).

Os resultados também expõem desafios significativos para a adoção da IA na comunicação pública. A falta de conhecimento técnico (88,2%) é a principal barreira apontada, o que assinala a necessidade urgente de programas de capacitação e treinamento para os profissionais da área. Em especial se considerarmos que os respondentes apontam possibilidades de uso muito mais variadas do que os usos já feitos no momento da pesquisa.

A falta de regulamentação (57,9%) e as questões éticas e de privacidade (53,9%) também são preocupações relevantes, que demandam a criação de marcos regulatórios e diretrizes claras para o uso da IA no setor público. Aliás, atualmente são questões recorrentes no setor público brasileiro a necessidade de melhor compreensão do uso da IA e as preocupações em relação à regulamentação e a questões éticas e de privacidade (Guedes; Oliveira Júnior, 2024).

A percepção de que a IA deveria ser regulamentada (79,1%) reflete a preocupação dos profissionais com os potenciais riscos e impactos negativos dessas tecnologias. As justificativas apresentadas para a regulamentação, como a proteção de dados pessoais, a prevenção de desinformação e a garantia da ética na comunicação, indicam uma compreensão dos desafios complexos associados ao uso da IA. Essas preocupações evidenciam uma busca global e no jornalismo de uma IA ética (Jobin; Ienca; Vayena, 2019) e (NiemanLab, 2023).

A falta de normativos internos sobre IA nas instituições (79,1%) expõe a necessidade de um esforço maior para a criação de regras claras e transparentes sobre o uso da IA no setor público. Nesse campo, as referências gerais já existentes, como os da ABCPública (2024) e da União Interparlamentar (IPU, 2024), não parecem ser suficientes, seja por não serem amplamente conhecidos, como mostrou a pesquisa, seja porque, como disse um dos respondentes, “nos serviços públicos, um servidor público só pode fazer o que a lei autoriza, de acordo com o princípio da legalidade administrativa”.

A maior parte dos desafios e oportunidades apontados pelos comunicadores públicos coincidem com percepções de lideranças da mídia mundial, registradas na pesquisa produzida pelo Reuters Institute (Newman; Cherubini, 2025). Nessa pesquisa, que contou com 26 executivos de notícias de 51 países, 96% dos entrevistados afirmaram que o uso de IA será muito importante para aumentar a automação de back-end, que envolve, por exemplo, tagueamento, transcrição e edição de texto. Em 2025 os esforços deverão ser voltados para melhoria do processo de personalização e recomendações (80%); criação de conteúdo (77%); e funções de apuração de notícias (73%), como verificação, jornalismo de dados e investigações. Deverão ser explorados ativamente recursos que transformam texto em áudio (75%); geram resumos de notícias (70%); e traduzem notícias para diferentes idiomas (65%). O uso de chatbots e de interfaces de pesquisa também

deve ser explorado (56%). As percepções dos respondentes também alinham-se aos discursos circulantes sobre a temática da IA em veículos especializados em comunicação organizacional no Brasil.

(...) fica evidente a presença de uma visada definicional nos discursos circulantes que apontam para a inteligência artificial como sinônimo de eficiência, tanto no que se refere à automação de processos quanto na economia de tempo em uma lógica de aceleração produtiva. Em contrapartida, a suposta estabilização de um discurso em defesa da incorporação da IA na comunicação ainda se vê em meio a tensões e disputas. Também há regularidade de discursos com perspectivas apocalípticas e/ou que expressam preocupação em relação à substituição de trabalhadores por IA e um enfraquecimento da força de trabalho humana. A esses discursos se associam outros, que apontam os desafios éticos envolvendo a inteligência artificial. (Karhawi *et al.*, 2024, p. 131)

Nesse sentido, a demanda por capacitação técnica, acesso a ferramentas atualizadas e orientação sobre questões éticas e de privacidade reforça a necessidade de investimentos em infraestrutura, formação profissional e desenvolvimento de diretrizes éticas para o uso da IA.

5 Conclusão e recomendações

Este estudo oferece um panorama da adoção e dos impactos da IA na comunicação pública brasileira, sob a perspectiva dos profissionais da área. Os resultados indicam uso significativo da IA, para a geração de conteúdo textual e outras tarefas relacionadas à linguagem, sendo perceptível benefícios como maior eficiência nos processos de comunicação e melhoria na análise e segmentação de dados. Porém, desafios persistem, como a falta de conhecimento técnico e regulamentação adequada.

Diante desses achados, podem-se extrair as seguintes recomendações para que a IA possa ser utilizada de forma eficaz e responsável na comunicação pública:

- Incentivar a experimentação sistematizada - Apesar do uso difundido da IA, seu potencial não deve depender da iniciativa individual dos profissionais.
- Criar setor especializado em planejamento e inteligência em comunicação - Esse setor seria formado por uma equipe multidisciplinar encarregada de coletar e analisar dados para fundamentar decisões estratégicas. Em linha com o modelo infocomunicacional proposto por Albuquerque (2023), a equipe utilizaria IA para monitorar tendências e identificar crises e oportunidades, potencializando a eficácia estratégica nos departamentos de comunicação.
- Investir na capacitação dos profissionais - Esse é um dos maiores desejos dos profissionais, que buscam ampliar qualificações no uso de IA. Letramento em IA é fundamental para lidar com riscos como inibição de habilidades críticas, privacidade de dados e fake news (Sampaio; Sabbatini; Limongi, 2024). Um estudo de Almeida e Santos Júnior (2025) mostra que organizações públicas que investiram em capacitação obtiveram maior desenvolvimento e melhor governança de IA. Parcerias institucionais poderiam acelerar essa formação.
- Estabelecer marcos regulatórios adequados - Há práticas estabelecidas que podem orientar o desenvolvimento de regulamentos institucionais. A Recomendação 1/2024 da ABCPública desempenha um papel central nesse contexto. Além disso, o Manual de Comunicação da Câmara dos Deputados e a Resolução Administrativa nº 24/2024 do Tribunal de Contas do Estado de Goiás são recursos que podem contribuir para a normatização do uso de tecnologias nas organizações públicas.
- Promover uma cultura de transparência - É essencial para alcançar a confiança do público, sendo uma das principais orientações presentes nas regulamentações já existentes para o uso de IA.

Importante registrar que este estudo apresenta algumas limitações que devem ser consideradas na interpretação dos resultados. A amostra, embora diversificada em termos de perfil profissional e área de atuação, é relativamente pequena e pode não ser totalmente representativa do universo de profissionais de comunicação pública no Brasil. Refletindo o perfil dos associados da ABCPública, ela tem, por exemplo, uma grande parte de respondentes atuando na esfera federal. Além disso, a coleta de dados por meio de um

questionário online pode ter introduzido um viés de autosseleção, com a participação de profissionais mais interessados e familiarizados com o tema da IA.

Outra limitação é a natureza transversal do estudo, que capturou a percepção dos profissionais em um momento específico. A rápida evolução das tecnologias relacionadas à IA indica a necessidade de novas pesquisas para acompanhar as mudanças e os impactos ao longo do tempo. Seria interessante realizar estudos comparativos entre diferentes esferas de governo e tipos de instituições, para identificar variações na adoção e nos impactos da IA.

Por fim, a pesquisa se concentrou na perspectiva dos profissionais, não abordando a percepção dos cidadãos sobre o uso de IA na comunicação pública. Essa é uma dimensão importante que deve ser investigada em estudos futuros. Pesquisas futuras poderiam aprofundar a investigação sobre os impactos da IA na comunicação pública, utilizando métodos qualitativos, como entrevistas em profundidade e estudos de caso, para compreender melhor as experiências e percepções dos profissionais. Além disso, novos estudos poderiam investigar a efetividade de diferentes estratégias de capacitação e treinamento em IA para profissionais de comunicação pública ou avaliar o impacto de diferentes marcos regulatórios e diretrizes éticas sobre o uso da IA no setor.

Declaração do uso de inteligência artificial generativa

Este capítulo foi inteiramente elaborado pelos autores, que contaram com o auxílio de ferramentas de inteligência artificial generativa, a que recorreram inclusive como forma de experimentação no tema em estudo. O Perplexity e o Google Deep Research foram utilizados para auxiliar na busca de fontes. O NotebookLM e o ChatGPT foram utilizados como apoio na formulação inicial do questionário. O Gemini-Exp-1206, via Google AI Studio, o ChatGPT 4o, o Gemini 1.5 Flash, via plataforma Gemini, e o Gemini 1.5, via NotebookLM, foram testados na análise dos resultados. Todos nas versões de janeiro de 2025. Após o uso destas ferramentas, os autores revisaram e editaram o conteúdo em conformidade com o método científico e assumem total responsabilidade pelo conteúdo da publicação.

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Public Communication and Artificial Intelligence: compiling interviews and approaches

Guilherme Fráguas Nobre
Heloiza Helena Matos e Nobre

Resumo

Departing from interviews on Public Communication, the chapter tries to test how good the AI bots could perform as scientific researchers. The text has detected a difference when it comes to approach Public Communication as a theory or by practice. Also the AI bots were found seemingly capable of implicit inference, but as well as of hallucination. In a positive light, they have proposed new relations between Public Communication with other concepts that are not usually associated with it.

Keywords: Public Communication, Artificial Intelligence, AI Bots, Artificial Researchers.

1 Introduction

The concept of Public Communication is now strong and clear, although the ways to practice such Public Communication still remain open to debate. The main problem seems to rely over its Praxeology: how the communications' professionals may implement actions that are unequivocally perceived as Public Communication. It is important to note that sometimes "marketing campaigns" or "governmental propaganda", for instance, have still been labeled as Public Communication. As put by Matos (2021), "we have partially failed to avoid confusing (Public Communication) with other types of communication"¹.

In order to advance the understanding of Public Communication both at the conceptual and practical levels, this article conduct interviews over 15 aspects of the subject. Such aspects are based on Nobre (2008). The use of interviews that approach Public Communication is well documented, for example: (Zémor, 2009) (Zémor, 2009), (Luz *et al.*, 2015), (Weber, 2018), (Matos, 2021). Since the second question of the interview is "who are the agents of the Public Communication?", and looking for a more unbiased judgment of the answers, the full names of the interviewees were kept as acronyms. The idea is to examine each answer by its value, not by the authority of the author.

¹ In the original: "pois falhamos parcialmente em evitar a confusão com outros tipos de comunicação"

The following questions will approach the Public Communication definitions, its agents, the environments where it happens, its 'public versus private' traits, its ultimate goals (teleology), the processes and features that make it possible, the formats and patterns usually associated with it, its protocols, ontology, deontology, praxeology, and its relationship with citizenship and democracy. The technology in general, and the Artificial Intelligence in particular, permeate all the answers. The results show how particularly well developed the Public Communication is at the theoretical level, but how it still remains undifferentiated at the factual level.

2 Interviews about Public Communication

2.1 Please define "public communication".

GGA: Public communication is a multifaceted process that lies at the heart of how we, as individuals and societies, share information, ideas, and messages with a broad and diverse audience. What distinguishes public communication from other forms of communication is its intention to reach a large and diverse public, often with the aim of informing, persuading, or entertaining. It's about engaging with the public sphere, contributing to public discourse, and shaping collective understanding.

OCP: Public communication is the intentional creation, transmission, and exchange of messages aimed at informing, influencing, or engaging a broad audience on matters of shared concern. Unlike private communication, which occurs between individuals or closed groups, public communication is directed toward a general public or specific communities within the public sphere. It often seeks to educate, persuade, or mobilize people regarding political, social, economic, or cultural issues. This type of communication is crucial for governance, civic participation, and societal discourse. With the rise of digital media, public communication has become more interactive, fostering direct engagement between communicators and audiences. Ultimately, it shapes public opinion, social norms, and policy decisions, making it a key component of democratic societies.

CPSE: Public communication represents a fundamental process in modern society that involves the systematic creation, dissemination, and exchange of information intended to reach and influence broad audiences. Unlike private or interpersonal communication, it specifically targets larger groups and aims to shape public opinion and contribute to the public sphere. This form of communication serves as the backbone of societal discourse, enabling the flow of information between institutions, organizations, and citizens. It plays a crucial role in maintaining social cohesion, facilitating democratic processes, and enabling collective decision-making. The concept extends beyond mere information sharing to include the creation of shared meaning, the development of public understanding, and the formation of collective consciousness. Public communication serves as a bridge between different sectors of society, helping to maintain transparency, accountability, and social dialogue. At its core, it represents the organized effort to maintain an informed and engaged citizenry capable of participating meaningfully in public life.

ML: Public communication refers to the process of exchanging information, ideas, and messages between individuals, groups, or organizations to inform, persuade, or educate the public. This process involves the dissemination of information through various channels and platforms to reach a wider audience. Public communication can take many forms, including speeches, press releases, social media posts, news articles, and advertisements. It can be used to promote social causes, build relationships, or simply to inform the public about important issues. Effective public communication requires a deep understanding of the audience, the message, and the context in which communication takes place. It also requires careful planning, creativity, and a commitment to ethical and responsible communication practices. Furthermore, public communication plays a critical role in democratic societies, as it enables citizens to access information, engage in public debate, and participate in the decision-making process.

2.2 Please specify: who are the agents of the "public communication"

GGA: The agents of public communication represent a diverse landscape, encompassing individuals, organizations, media outlets, and public figures. Individuals contribute to public discourse by expressing personal opinions and experiences, while organizations convey institutional information and perspectives. Media outlets play a crucial role in shaping public opinion by disseminating news, analysis, and commentary. Public figures, including politicians, celebrities, and thought leaders, leverage their influence to engage with the public and advocate for specific causes.

OCP: The agents of public communication vary widely, ranging from governmental institutions to private individuals who have access to mass audiences. Governmental bodies, including elected officials, public administrations, and agencies, play a significant role by disseminating policies, laws, and official statements. Civil society organizations, such as NGOs, advocacy groups, and community organizations, also engage in public communication to promote social causes, mobilize support, or influence policy. Media outlets, including journalists, broadcasters, and publishers, act as intermediaries, shaping narratives and providing platforms for discussion. Private corporations participate in public communication when addressing corporate social responsibility, brand messaging, or public affairs. Additionally, individuals, particularly public figures, influencers, and activists, engage in public communication when they share information that reaches and impacts broad audiences. Social media has blurred traditional distinctions, allowing everyday citizens to contribute to public discourse.

CPSE: The agents of public communication form a complex and interconnected network of individuals, institutions, and organizations that play distinct roles in shaping public discourse. At the institutional level, government bodies serve as primary sources of official information and policy communication, while media organizations act as both creators and distributors of public content. Professional communicators, including journalists, public relations specialists, and spokespersons, function as intermediaries who interpret and translate complex information for public consumption. Civil society organizations and community leaders represent collective interests and advocate for specific causes, contributing unique perspectives to public dialogue. The digital revolution has introduced new agents, such as content creators, social media influencers, and digital platform operators, who have transformed how public communication occurs. Academic institutions and researchers contribute expert knowledge and analysis to public discourse, while cultural institutions help shape social narratives and collective understanding.

ML: Government officials and institutions play a significant role in public communication, as they are responsible for disseminating information about policies, programs, and services. Media organizations and journalists are also crucial agents, as they provide news, analysis, and commentary on current events. Additionally, public relations specialists and communication experts work behind the scenes to craft messages, manage reputations, and engage with stakeholders. Advocacy groups and non-governmental organizations (NGOs) use public communication to promote social causes and influence public opinion. Businesses and corporations also engage in public communication to build their brands, promote their products, and manage their reputations. Finally, individuals, such as activists, influencers, or thought leaders, can use public communication to raise awareness about issues, build communities, and promote social change.

2.3 What are the places or environments where such agents do their "public communication"?

GGA: Public communication unfolds across a spectrum of physical and digital environments. Traditional physical spaces such as public squares, streets, parks, and auditoriums continue to serve as important venues for public gatherings and discourse. Meanwhile, digital spaces, including websites, social media platforms, online forums, and virtual communities, have emerged as increasingly significant arenas for public communication. These digital environments offer new opportunities for engagement and participation, while also presenting challenges related to information dissemination, filter bubbles, and online harassment. Analyzing how these diverse spaces shape communication dynamics, influence message construction, and affect audience engagement is crucial to understanding the evolving nature of public communication.

OCP: Traditional public forums such as town halls, legislative assemblies, and press conferences provide structured environments for official communication and public deliberation. Mass media, including

television, radio, and newspapers, have long been dominant spaces for public communication, allowing governments, corporations, and individuals to reach large audiences. The rise of digital technology has expanded these spaces to include websites, blogs, podcasts, and social media platforms, which facilitate more immediate and interactive communication. Public spaces such as billboards, street performances, and demonstrations serve as alternative platforms where messages can be disseminated visually or symbolically. Universities and academic conferences provide intellectual forums for the exchange of public knowledge. International organizations use diplomatic channels and global media to communicate policies and agreements that impact global governance. In addition, community meetings and grassroots gatherings enable localized public communication that fosters civic engagement.

CPSE: The environments where public communication takes place have expanded dramatically with technological advancement, creating a diverse landscape of physical and virtual spaces. Traditional physical environments include town halls, community centers, and public squares where face-to-face interactions and direct dialogue occur. Mass media channels such as television, radio, and newspapers continue to serve as crucial platforms for reaching large audiences with structured content. Digital environments have revolutionized public communication by introducing social media platforms, websites, online forums, and virtual meeting spaces that enable immediate, interactive, and global communication. These different environments are not isolated but interact and influence each other, creating a hybrid communication landscape where messages flow across multiple channels simultaneously. Modern public communication often requires strategic use of multiple environments to reach diverse audiences effectively.

ML: Public communication can take place in various environments, both physical and virtual. Traditional media platforms, such as television, radio, and newspapers, continue to play a significant role in public communication. Digital media platforms, including social media, online news sites, and blogs, have expanded the reach and accessibility of public communication. Public spaces, such as parks, plazas, and streets, provide opportunities for public communication through events, rallies, and protests. Institutional settings, including government buildings, schools, and universities, are also important environments for public communication. Finally, virtual spaces, such as webinars, online forums, and social media groups, enable public communication to transcend geographical boundaries and connect global audiences.

2.4 Is there “public communication” made by private agents? If yes, what makes “public” a piece of communication?

GGA: Private agents, including businesses, non-profit organizations, and individuals, can engage in public communication when their messages are intended to reach a broad audience and contribute to public discourse. What distinguishes their communication as “public” is the intent to engage with the public sphere and potentially influence public opinion or behavior. This can manifest in various forms, such as commercial advertising, advocacy campaigns, corporate social responsibility initiatives, and public relations efforts. Examining how private agents adapt their communication strategies to navigate the public sphere and achieve their objectives sheds light on the complex interplay between private interests and public discourse.

OCP: Public communication is not limited to government agencies or media institutions; private agents, such as businesses, advocacy groups, and individuals, also engage in it. When private agents communicate messages intended for broad public consumption, such as corporate social responsibility campaigns, public service announcements, or crisis communication, their communication becomes public. The defining characteristic of public communication is not the status of the communicator but rather the accessibility and relevance of the message. If a piece of communication reaches beyond a closed group and addresses matters of public interest, it qualifies as public communication. For example, a company addressing environmental sustainability through advertisements, a social media influencer advocating for mental health awareness, or an independent researcher publishing findings on a global issue all participate in public communication. What makes communication public is its reach, content, and intent: it must address societal concerns, be accessible to a wider audience, and aim to inform, persuade, or engage.

CPSE: The concept of “public” communication extends beyond the identity of the communicator to encompass various factors that make a message part of the public sphere. Private agents, including corporations, non-governmental organizations, and individuals, regularly engage in public communication

when their messages address matters of broader societal interest or impact. What transforms private communication into public communication involves several key elements: the intention to reach beyond immediate stakeholders to broader audiences, the subject matter addressing issues of public interest or societal concern, and the accessibility and visibility of the message to the general public. The public nature of communication also relates to its potential impact on collective decision-making, public opinion, or social behavior.

ML: Private agents can engage in public communication to achieve various goals. While the term "public communication" might suggest a primary role for government or public institutions, private agents can also use public communication to promote their interests, raise awareness about social issues, or engage with their stakeholders. For instance, businesses might use public communication to build their brands, promote their products, or manage their reputations. Advocacy groups and NGOs might use public communication to mobilize support for social causes, influence public policy, or raise awareness about social issues. What makes a piece of communication "public" is not the identity of the agent, but rather the intent to reach and inform a wider audience.

2. 5 What are the ultimate goals of the "public communication"?

GGA: The goals of public communication are multifaceted and can include informing, persuading, entertaining, educating, and building relationships. Informing the public with accurate and timely information is crucial for fostering an informed citizenry. Persuasion aims to influence public opinion or behavior, often in relation to specific issues or causes. Entertainment serves to provide enjoyment and amusement, while education seeks to increase public knowledge and understanding. Building relationships through public communication involves creating connections between individuals, organizations, and the public, fostering trust and collaboration.

OCP: Public communication serves several key objectives that contribute to societal development, governance, and civic engagement. One of its primary goals is to inform and educate the public on issues of collective concern, including health, safety, politics, and social policies. It also aims to persuade audiences by shaping public opinion, influencing behavior, and mobilizing support for various causes or initiatives. Governments and institutions use public communication to promote transparency and accountability, ensuring that citizens are aware of decisions that impact them. Another goal is to foster civic participation by encouraging public discourse, voting, volunteering, and activism. Public communication can also contribute to social cohesion by creating shared narratives and fostering collective identities. In crisis situations, it plays a crucial role in providing timely and accurate information that helps maintain order and safety. Businesses engage in public communication to build trust, enhance reputation, and maintain good relationships with stakeholders. Additionally, advocacy groups use it to drive policy changes and bring attention to marginalized issues.

CPSE: At its core, public communication aims to foster an informed citizenry capable of participating meaningfully in collective decision-making processes. This involves not just transmitting information, but creating shared understanding across diverse social groups and facilitating dialogue about important societal issues. Public communication seeks to enable transparency in governance and institutional operations, making complex processes and decisions accessible to the general public. It plays a crucial role in promoting civic engagement and social participation, helping citizens understand how they can contribute to addressing community challenges. Another fundamental goal involves building social consensus around key issues while respecting and accommodating diverse viewpoints and interests. Public communication also serves to maintain social stability by providing reliable channels for addressing grievances and managing conflicts.

ML: One common goal is to inform or educate the public about important issues, such as health risks, environmental concerns, or policy changes. Another goal is to persuade or influence public opinion, whether to promote a particular policy, support a social cause, or build a brand. Public communication can also aim to promote social change or advocacy, mobilize public support for a particular issue, or raise awareness about social injustices. Additionally, public communication can focus on building relationships or engaging with stakeholders, whether to foster trust, promote collaboration, or resolve conflicts.

2.6 What are the processes that make possible a “public communication”?

GGA: Public communication involves a series of interconnected processes, beginning with the creation of a message and the selection of appropriate channels for its dissemination. Once disseminated, the message is received and interpreted by the audience, who may then provide feedback to the sender. This feedback loop allows for ongoing interaction and adjustment in the communication process. Factors such as the credibility of the source, the clarity of the message, and the accessibility of the channels can all influence the effectiveness of public communication.

OCP: The first step involves message formulation, where communicators define their key points and intended outcomes. This is followed by selecting appropriate channels for dissemination, such as broadcast media, social media, public speeches, or written publications. Once the message is prepared, distribution takes place through press releases, media coverage, online platforms, or community engagements. Audience feedback is a crucial part of the process, as it helps communicators assess whether the message is being understood and received as intended. Monitoring public reaction, through social media analytics, surveys, or direct engagement, allows for adjustments and refinements in future messaging. Evaluation of communication effectiveness, including metrics like audience reach and engagement, further informs strategy improvements. Adaptation is essential, as public communication must respond to changing contexts, emerging issues, and shifts in audience perception. Ethical considerations, such as ensuring accuracy and avoiding misinformation, are embedded in the process.

CPSE: These processes begin with careful message conceptualization, where communicators analyze their objectives, audience needs, and contextual factors to develop appropriate communication strategies. Content development follows, involving research, writing, editing, and adaptation for different platforms and audiences. Distribution processes involve selecting and utilizing appropriate channels to reach target audiences effectively, considering factors like timing, frequency, and reach. Engagement processes create opportunities for two-way communication and dialogue, enabling audiences to respond, ask questions, and contribute to the discussion. Feedback collection and analysis help communicators understand the impact of their messages and adjust their strategies accordingly.

ML: The processes of public communication involve several key steps. Research and planning are essential to understand the target audience, define the message, and select the most effective channels. Message development and design require careful crafting to ensure clarity, accuracy, and persuasiveness. Channel selection and distribution involve choosing the most suitable platforms to reach the target audience. Audience engagement and feedback are critical to understanding how the message is being received and making adjustments accordingly. Finally, evaluation and assessment help to determine the effectiveness of the public communication effort and identify areas for improvement.

2.7 What are the features that structure a “public communication”?

GGA: Several key features characterize effective public communication. It is audience-centered, meaning it considers the needs, interests, and values of the intended audience. It is purposeful, with a clear objective or goal in mind. It is strategic, involving careful planning and execution. It is multi-channeled, utilizing a variety of communication channels to reach diverse audiences. And it is ethical, adhering to principles of honesty, fairness, and respect for the audience.

OCP: Public communication is characterized by several defining features that ensure its effectiveness and credibility. One of the most important is **clarity**, as messages must be understandable by a broad and diverse audience. **Accessibility** is also crucial, ensuring that information reaches different segments of society, including those with disabilities or limited digital access. **Credibility** plays a fundamental role, as audiences are more likely to trust communication that comes from reliable sources and is supported by evidence. **Relevance** is another key feature, as messages must address issues that are of public concern to maintain engagement. **Timing** impacts the success of public communication, especially in crisis situations where immediate dissemination of information is necessary. **Consistency** across different platforms and formats helps build trust and reinforce messages. **Engagement and interaction** are essential in today's digital era, where two-way communication allows audiences to participate in discussions. **Transparency**

ensures that communicators disclose relevant information, including their motives and potential biases. **Ethical responsibility** is required to prevent the spread of misinformation and manipulation.

CPSE: The structural features that shape public communication combine formal elements with functional considerations to create effective messages that serve their intended purposes. At the foundation lies a clear purpose that guides all aspects of the communication effort, supported by evidence, reasoning, and strategic planning. Accessibility features ensure that messages can reach and be understood by intended audiences, regardless of physical, linguistic, or cultural barriers. Cultural competence enables messages to resonate with diverse audiences while maintaining respect for different values and perspectives. Credibility markers help establish and maintain trust with audiences, including transparency about sources, methodologies, and potential biases. Technical features such as format, style, and delivery mechanisms must align with the communication's objectives and audience expectations.

ML: Public communication often involves several key features. A clear purpose or goal is essential to guide the communication effort and ensure it stays focused. A well-defined target audience is necessary to tailor the message and select the most effective channels. A carefully crafted message requires attention to clarity, accuracy, and persuasiveness. The use of various channels or platforms can help to reach a wider audience and increase the impact of the message. Opportunities for feedback and engagement are critical to understanding how the message is being received and making adjustments accordingly. Finally, a focus on transparency, accuracy, and credibility is essential to building trust with the target audience.

2.8 In which formats are possible to create and deliver a “public communication”?

GGA: Public communication can take a variety of forms, each with its own strengths and limitations. Speeches, whether formal or informal, allow for direct engagement with an audience. Presentations combine visual and oral elements to convey information in a compelling manner. Written communication, including reports, articles, press releases, and social media posts, provides a lasting record of information and can reach a broad audience. Visual communication, such as images, videos, and infographics, can be particularly effective in capturing attention and conveying complex information. Performances, including theater, music, and dance, offer creative and engaging ways to connect with the public. The choice of format depends on the message, the audience, and the communication objectives.

OCP: Public communication can take various formats, depending on the target audience, the message, and the medium used for dissemination. **Oral communication** includes speeches, debates, and town hall meetings, where messages are delivered directly to a live audience. **Written formats** range from press releases, government reports, and policy documents to newspapers, blogs, and social media posts. **Broadcast media**, such as television and radio, allow for audiovisual delivery of news, interviews, and public service announcements. **Digital communication**, including websites, emails, podcasts, and webinars, enables wider and more interactive engagement. **Visual and multimedia communication**, such as infographics, documentaries, and animations, enhances comprehension by combining text, images, and sound. **Outdoor public communication**, such as billboards, posters, and public art installations, is effective for spreading awareness in physical spaces. **Crisis communication formats**, like emergency alerts and public warnings, ensure rapid and clear dissemination of critical information. **Advocacy campaigns**, often seen in protests or petitions, use a mix of formats to mobilize public opinion. **Hybrid communication** integrates multiple formats, such as live-streamed events with interactive online discussions.

CPSE: Traditional formats like speeches, reports, press releases, and print materials continue to serve important functions, particularly in formal and institutional settings where documentation and permanence are valued. Digital formats have expanded the possibilities for public communication, introducing interactive websites, social media content, multimedia presentations, and virtual reality experiences that enable more engaging and immersive communication. For instance, a complex policy initiative might be communicated through multiple complementary formats: a detailed technical report for specialists, an accessible summary document for general audiences, infographics for visual learners, and social media updates for broader awareness and engagement. Each format offers unique advantages and limitations that communicators must consider when planning their strategies.

ML: Speeches or public addresses can be used to inform, persuade, or inspire audiences. Press releases or media statements can provide information to journalists and the wider public. Social media posts or updates can help to engage with audiences, build relationships, and share information. News articles or press coverage can provide in-depth analysis and commentary on current events. Advertisements or public service announcements can promote products, services, or social causes. Videos or podcasts can offer an engaging and interactive way to communicate information. Infographics or data visualizations can help to present complex information in a clear and concise manner.

2.9 What are the patterns usually associated with a “public communication”?

GGA: Certain patterns and techniques commonly recur in public communication, reflecting effective strategies for engaging audiences and achieving communication goals. Storytelling is a powerful tool for connecting with audiences on an emotional level and conveying complex information in a memorable way. Appeals to emotion can be used to evoke empathy, inspire action, or persuade audiences to adopt a particular viewpoint. The use of evidence, including facts, data, and expert testimony, lends credibility to arguments and strengthens persuasive appeals. Repetition helps to reinforce key messages and ensure they are remembered. Calls to action encourage the audience to take specific steps, such as donating to a cause, voting for a candidate, or changing their behavior.

OCP: One common pattern is **structured messaging**, where communication follows a logical flow: an introduction, key points, and a call to action. **Repetition** is frequently used to reinforce key ideas and make them memorable, especially in advertising or political messaging. **Use of rhetorical technique**, such as storytelling, metaphors, and appeals to emotions (pathos), logic (logos), or credibility (ethos), is also common. **Symbolism** is another pattern, where images, colors, and slogans are used to convey deeper meanings, such as national flags in political speeches. **Authority-based communication** relies on experts or official figures to enhance credibility and trust. **Time-sensitive communication** is often structured to align with news cycles, major events, or policy decisions. **Two-way communication models**, especially in digital media, encourage audience participation through comments, polls, or interactive discussions. **Framing** plays a role in shaping how messages are perceived, influencing whether an issue is seen as a crisis, opportunity, or moral concern. **Use of persuasive language** helps influence public opinion, especially in marketing and political communication.

CPSE: These patterns emerge from understanding how audiences consume and process information, how messages spread through social networks, and how different communication channels interact. Timing patterns often align with news cycles, public attention spans, and social rhythms, helping communicators maximize the impact of their messages. Message consistency patterns ensure key themes and information remain clear and recognizable across different channels and over time. Engagement patterns reveal how different audience segments interact with content at different times and through different channels, enabling more targeted and effective communication strategies. Cultural patterns influence how messages are received and interpreted across diverse communities, requiring careful attention to cultural competence and sensitivity.

ML: One common pattern is the use of persuasive techniques, such as repetition, emotional appeals, or social proof. Another pattern is the incorporation of visual elements, such as images, graphics, or videos, to help convey complex information and capture the audience's attention. Storytelling is also a powerful pattern in public communication, as it allows communicators to convey values, emotions, and experiences in a way that resonates with the audience. Furthermore, public communication often emphasizes clarity, simplicity, and concision, as these qualities help to ensure that the message is understood and remembered by the target audience.

2.10 Are there protocols to follow when structuring and processing a “public communication”?

GGA: While no strict protocols govern public communication, certain guidelines can enhance its effectiveness and ethical integrity. Knowing your audience involves understanding their interests, needs, values, and cultural backgrounds. Being clear and concise in your communication ensures that your message is

easily understood. Maintaining credibility and trustworthiness requires providing accurate information, citing sources, and avoiding misleading or deceptive tactics. Being respectful involves considering diverse perspectives, avoiding offensive language, and engaging in civil discourse. Being engaging helps to capture the audience's attention and maintain their interest. Adhering to these guidelines promotes ethical and effective public communication that fosters informed public discourse and strengthens democratic values.

OCP: Public communication often follows established protocols to maintain consistency, credibility, and legal compliance. **Legal frameworks**, such as freedom of information laws and media regulations, define what can and cannot be communicated in public domains. **Organizational protocols**, including internal communication policies and public relations guidelines, ensure that official messages align with institutional objectives. **Professional standards**, such as journalistic ethics and corporate social responsibility principles, regulate how information is gathered and disseminated. **Fact-checking and verification protocols** prevent misinformation and maintain public trust. **Crisis communication protocols** require organizations to have pre-planned strategies for handling emergencies, ensuring rapid and coordinated responses. **Message approval processes** are common in governments and corporations, where official statements must go through multiple levels of review. **Transparency requirements**, such as disclosing conflicts of interest or funding sources, help maintain credibility. **Accessibility protocols** mandate that communication be inclusive, considering linguistic diversity and disability accommodations. **Cultural sensitivity guidelines** help avoid offensive or misleading messages that could harm public relations.

CPSE: Protocols in public communication serve as essential guidelines and procedures that ensure quality, consistency, and responsibility in communication practices. Editorial protocols establish standards for accuracy, clarity, and quality in content development, including fact-checking procedures, source verification, and content review processes. Legal protocols protect against liability issues and ensure compliance with relevant regulations, including privacy laws, copyright requirements, and disclosure obligations. Ethical protocols maintain professional standards and public trust by guiding decisions about transparency, fairness, and respect for diverse perspectives. Crisis communication protocols provide structured approaches for responding to emergencies and managing sensitive situations effectively. Documentation protocols ensure proper record-keeping and accountability in communication processes.

ML: Codes of ethics or professional standards provide a framework for communicators to make decisions about what is appropriate and respectful in their communication practices. Style guides or branding manuals help to ensure consistency and coherence in the communication materials and messages. Crisis communication plans or emergency protocols provide a framework for responding to unexpected events or crises, and help to minimize harm and maintain trust with the public. Accessibility guidelines or inclusive communication practices ensure that communication materials and messages are accessible and inclusive for diverse audiences. By following these protocols, communicators can help to build trust, credibility, and strong relationships with their audiences.

2.11 What is the ontology of the “public communication”?

GGA: Public communication, at its core, is about the creation, transmission, and interpretation of meaning within the public sphere. It's a complex social phenomenon that transcends the mere act of transmitting information. The “publicness” of this communication lies in its accessibility and relevance to a broad and diverse audience, transcending private or specialized domains. Public communication shapes our understanding of the world, influences our opinions and beliefs, and ultimately contributes to the construction of shared social realities. It's through public communication that we grapple with societal issues, debate policy choices, and negotiate our collective values.

OCP: Public communication is inherently **social**, as it emerges from the need for collective dialogue, governance, and cultural expression. It is **intentional**, meaning it is deliberately structured to reach and influence audiences beyond private or interpersonal settings. Public communication is also **context-dependent**, shaped by historical, political, and technological factors that determine how and where it occurs. It involves **shared intentionality**, as both communicators and audiences engage with messages within a public sphere. The **multimodal nature** of public communication allows it to exist across different formats and platforms, from written texts to audiovisual media. It is also **recursive**, meaning that public discourse evolves over

time, influenced by past communication and ongoing feedback. **Transparency and visibility** define its existence, as public communication must be open and accessible to broad audiences. **Symbolism and representation** are integral, as communication often conveys deeper social, cultural, or ideological meanings. Ultimately, public communication is a **dynamic and evolving process** that both shapes and is shaped by societal structures and interactions.

CPSE: This philosophical investigation considers how different forms of communication interact and influence each other, how public discourse shapes social reality, and what elements make public communication distinct from other forms of human interaction. The ontological framework helps us understand the relationships between communicators, messages, channels, and audiences as interconnected elements of a dynamic system. It explores how public communication both reflects and constructs social reality, shaping collective understanding and cultural meanings. The study of public communication's ontology also considers how technological changes affect the nature of public discourse and social interaction. The ontological perspective provides insights into how public communication evolves with social and technological changes while maintaining its core function of facilitating collective understanding.

ML: The ontology of public communication involves examining the underlying assumptions, concepts, and principles that shape public communication. It requires an exploration of the complex relationships between the communicator, the message, the audience, and the context in which communication takes place. By understanding the ontology of public communication, we can gain insights into the ways in which communication constructs reality, shapes public opinion, and influences social change. This knowledge can help us to develop more effective and responsible communication practices that promote social justice, democracy, and human well-being. Furthermore, the ontology of public communication can inform our understanding of the role of language, power, and culture in shaping communication processes and outcomes.

2.12 What is the deontology of the “public communication”?

GGA: Ethical considerations are paramount in public communication. The deontology of public communication emphasizes the moral responsibilities and duties that communicators bear towards their audience and society at large. Honesty, fairness, accuracy, and respect form the bedrock of ethical public communication. Communicators have a duty to provide truthful information, avoid manipulating or deceiving their audience, and present diverse perspectives fairly. They must strive to minimize harm and maximize benefit, recognizing that their messages can have profound consequences on individuals and communities. Furthermore, ethical public communication requires transparency and accountability. Communicators should be open about their motivations, affiliations, and funding sources, allowing the audience to critically evaluate the information presented to them. In an era of misinformation and disinformation, upholding the deontological principles of public communication is crucial for maintaining trust in public institutions and fostering a healthy public sphere.

OCP: A fundamental ethical duty is **truthfulness**, ensuring that information disseminated to the public is accurate and not misleading. **Respect for privacy** is another ethical principle, requiring communicators to avoid disclosing sensitive personal information without consent. **Public interest** should guide communication, prioritizing messages that benefit society rather than self-serving or manipulative content. **Fairness and balance** are essential, particularly in journalism and political communication, to ensure multiple perspectives are represented. **Transparency and accountability** require communicators to disclose conflicts of interest, funding sources, or affiliations that may influence their messages. **Avoidance of harm** is another principle, meaning that communication should not incite violence, discrimination, or social unrest. **Inclusivity and accessibility** ensure that messages reach diverse audiences without reinforcing exclusion or bias. **Responsibility for impact** means communicators should consider the consequences of their messages, especially when addressing sensitive or controversial topics. **Professional integrity** obliges communicators to follow ethical guidelines within their respective fields. The deontology of public communication ensures that it upholds ethical standards that contribute to a just and informed society.

CPSE: The deontology of public communication focuses on the ethical obligations, professional duties, and moral principles that should guide communication practices in the public sphere. This ethical framework

emphasizes the fundamental responsibility to truth, accuracy, and public interest that communicators must uphold when addressing broad audiences. It addresses complex questions about privacy, consent, and the appropriate use of influence in public discourse, considering both individual rights and collective welfare. The deontological perspective helps establish guidelines for resolving conflicts between competing interests and values in public communication. Professional communicators must navigate ethical challenges related to transparency, accountability, and the potential impact of their messages on different social groups. This framework also considers the special responsibilities that come with the power to influence public opinion and shape social discourse.

ML: The deontology of public communication refers to examining the ethical considerations and responsibilities that guide public communication. It requires an exploration of the moral obligations of communicators to their audiences, to society, and to the truth. By understanding the deontology of public communication, we can gain insights into the ways in which communication can promote social justice, respect for human rights, and democratic values. This knowledge can help us to develop more ethical and responsible communication practices that prioritize the well-being and dignity of all individuals and groups. Furthermore, the deontology of public communication can inform our understanding of the importance of honesty, transparency, and accountability in communication processes.

2.13 What is the praxeology of the “public communication”?

GGA: The praxeology of public communication delves into the practical aspects of how communication is planned, executed, and received in the public sphere. It involves understanding the various techniques, strategies, and channels that can be used to effectively engage with a public audience. This includes knowledge of message design, audience analysis, media production, and communication technologies. The praxeology also considers the influence of cultural contexts, power dynamics, and social norms on communication practices. For example, understanding how different cultural groups interpret messages, how power imbalances can affect communication flow, and how social norms shape communication styles are all crucial aspects of the praxeology.

OCP: The first step is **strategic planning**, where communicators define their objectives, target audience, and key messages. **Media selection** is crucial, determining whether messages will be delivered through print, broadcast, digital, or face-to-face channels. **Message crafting** involves structuring content to maximize clarity, engagement, and persuasion. **Audience research** ensures that communication resonates with public needs and concerns, often using surveys or social media analytics. **Implementation strategies** involve deploying communication through press conferences, advertisements, social media campaigns, or public debates. **Monitoring and evaluation** assess the impact of communication efforts, adjusting strategies based on audience feedback and performance metrics. **Crisis management** is another key practice, ensuring that rapid and coordinated responses are in place during emergencies. **Training and skill development** help communicators enhance their effectiveness, particularly in public speaking, writing, and media relations. **Adaptability** is crucial in a fast-changing media landscape, requiring communicators to modify their approaches based on new technologies or shifting public sentiments.

CPSE: The praxeology of public communication examines how theoretical principles translate into practical communication strategies and techniques in real-world situations. This applied perspective focuses on understanding what makes communication efforts effective in achieving their intended goals across different contexts and audiences. It involves studying successful communication practices, learning from failures, and developing evidence-based approaches to message design and delivery. The praxeological framework helps communicators select appropriate tools, channels, and methods for reaching their target audiences effectively. This understanding includes practical considerations about resource allocation, timing, and coordination of different communication elements. Praxeology also examines how different communication approaches work in various cultural, social, and organizational contexts.

ML: The praxeology of public communication refers to the study of its practical applications and actions. This involves examining the strategies, tactics, and techniques used in public communication to achieve specific goals and objectives. It requires an exploration of the ways in which communicators use language, symbols, and media to construct and disseminate messages. By understanding the praxeology of public

communication, we can gain insights into the ways in which communication can be used to promote social change, build relationships, and resolve conflicts. This knowledge can help us to develop more effective and efficient communication practices that take into account the complexities and challenges of real-world communication contexts. Furthermore, the praxeology of public communication can inform our understanding of the importance of creativity, adaptability, and critical thinking in communication processes.

2.14 Please relate citizenship and the “public communication”.

GGA: Public communication is the cornerstone of active and informed citizenship. It empowers citizens to participate in public discourse, express their views, hold those in power accountable, and engage in collective decision-making processes. Access to information, freedom of expression, and a vibrant public sphere are essential for citizens to exercise their rights and responsibilities. Public communication enables citizens to stay informed about current events, engage in debates on critical issues, and voice their concerns to elected officials. It also facilitates the formation of public opinion, which can influence policy decisions and shape the direction of society. Furthermore, public communication fosters a sense of community and shared identity, connecting individuals to broader social and political movements. In a democracy, the ability of citizens to engage in public communication is vital for ensuring a responsive and accountable government.

OCP: Public communication plays a vital role in shaping citizenship by informing, educating, and engaging individuals in societal affairs. **Access to information** enables citizens to make informed decisions about voting, governance, and social issues. **Participation in public discourse** fosters a sense of civic responsibility, encouraging people to engage in debates, discussions, and policy-making. **Media literacy** is increasingly important, as digital public communication requires critical thinking to discern reliable sources. **Public accountability** is strengthened when citizens have the information needed to hold governments and institutions responsible. **Community engagement** allows for collective problem-solving, where citizens contribute ideas and solutions to social challenges. **Rights awareness** is facilitated through public communication, ensuring people understand their legal and civil protections. **Mobilization for collective action** is made possible when public communication informs citizens about protests, petitions, or advocacy movements. **Social integration** is enhanced by communication that fosters cultural understanding and inclusion. **Trust in institutions** is reinforced when public communication is transparent and responsive. Citizenship and public communication are deeply intertwined, ensuring democratic engagement and active participation.

CPSE: Public communication enables citizens to understand their rights and responsibilities, make informed decisions about public issues, and engage in collective decision-making processes. Citizens both consume and produce public communication, contributing to public discourse through various channels and platforms. This dynamic relationship shapes how public issues are discussed, understood, and addressed in democratic societies. The quality of public communication directly affects the quality of citizenship by influencing how well people understand public issues and how effectively they can participate in democratic processes. As citizenship evolves in the digital age, public communication practices must adapt to new forms of civic engagement and participation. This relationship becomes increasingly complex as traditional boundaries between public and private communication blur.

ML: Effective public communication can help to promote civic awareness, participation, and literacy, which are essential for democratic governance and social justice. By examining the relationships between citizenship and public communication, we can gain insights into the ways in which communication can be used to promote civic engagement, build community, and foster social change. This knowledge can help us to develop more inclusive and participatory communication practices that prioritize the needs and interests of citizens.

2.15 Please relate democracy and the “public communication”.

GGA: Public communication is the lifeblood of a healthy democracy. It serves as the conduit for the free flow of information and ideas, facilitating public debate and enabling citizens to make informed choices. A

robust and independent media, along with open channels for citizen participation, are indispensable for a thriving democratic society. Public communication empowers citizens to engage with their government, hold leaders accountable, and shape the policies that affect their lives. It allows for the scrutiny of government actions, the exposure of corruption, and the mobilization of public opinion on critical issues. Furthermore, public communication fosters a culture of transparency and accountability, ensuring that those in power are answerable to the people they serve. By facilitating dialogue, debate, and dissent, public communication strengthens democratic institutions and safeguards against the abuse of power.

OCP: Democracy thrives on effective public communication, as it enables informed decision-making, public participation, and government accountability. **Free flow of information** ensures that citizens have access to diverse viewpoints necessary for democratic debate. **Political transparency** is strengthened when governments communicate policies, laws, and decisions openly. **Public deliberation** allows citizens to express opinions, debate issues, and contribute to policy-making. **Media independence** is crucial in preventing government or corporate control over public discourse. **Civic engagement** is encouraged through campaigns that promote voting, activism, and community involvement. **Checks and balances** are maintained when investigative journalism exposes corruption or abuses of power. **Pluralism in communication** ensures that different voices and perspectives are heard in democratic societies. **Crisis communication** in democracies must be clear and honest to maintain public trust. **Ethical responsibility** in public communication protects against propaganda, misinformation, and manipulation. Without public communication, democracy cannot function effectively, as it depends on informed and engaged citizens.

CPSE: Public communication enables informed voting by helping citizens understand candidates, issues, and policy implications that affect their lives and communities. It facilitates public debate and discussion, creating spaces for diverse voices and perspectives to be heard and considered in democratic deliberation. Public communication serves as a crucial mechanism for holding leaders accountable by enabling scrutiny of government actions and decisions. The quality of democratic discourse depends heavily on the accessibility, accuracy, and inclusivity of public communication systems. In modern democracies, public communication must navigate challenges of information overload, misinformation, and the fragmentation of public discourse. This relationship becomes even more critical as democracies face new challenges related to technological change and social polarization.

ML: Effective public communication can promote democratic engagement, deliberation, and decision-making, which are essential for democratic governance and social justice. By examining the relationships between democracy and public communication, we can gain insights into the ways in which communication can be used to promote democratic values, build trust in institutions, and foster social change. This knowledge can help us to develop more democratic and participatory communication practices that prioritize the needs and interests of citizens.

3 Interviewees and answers

As some may have noticed, the interviewees were Google's Gemini Advanced (GGA), OpenAI's ChatGPT o1 Plus (OCP), Claude.AI Pro's Sonnet 3.5 Explanatory (CPSE), and Meta's Llama (ML). Over the answers, the only human intervention was deleting some excerpts – to avoid excess of text or tautology from one model to other. No edition such as word substitution or rephrasing was done whatsoever². The intent of this experiment was to check on how distant the AI tools are from becoming actual Public Communication Agents (PCA). Matos e Nobre and Nobre (2024) brought the idea that “artificial communicational agents (ACA) can become public communicators, effectively helping to promote and defend the public interest and well-being”³

Such artificial interviewees have indeed contributed to the discussion and experiment: first, they have delivered sound pieces of information and arguments (which partly had humans as original authors, since the answers were made from what is available at the internet); second, the experiment aimed to see how

² Whenever the answers were delivered by topics, or it was too short in extension, a new prompt asked for rewriting the answer as a 10 lines paragraph.

³ In the original: “A ideia de que agentes comunicacionais artificiais (ACA) possam se tornar comunicadores públicos, ajudando efetivamente a defender e promover o bem-estar e o interesse públicos”.

good the answers about Public Communication were – some sort of a Turing Test at a technical level. Likewise, here the Artificial Intelligence (AI) *bots* have been tested as collaborators to do research over Public Communication. The idea came from watching Dr Andy Stapleton, an English researcher that created a YouTube channel on AI as research enhancer (see <https://www.youtube.com/@DrAndyStapleton>).

Analyzing the answers given by the AI *bots*, we found that Public Communication was theoretically well explained and designed. A first problem detected was about the possible gap between theory and practice. Or, about how such explanations and designs could effectively be implemented in real societies – not at Utopian ones (as in Thomas Morus). A second problem observed was the repetition, since different *bots* did give answers that look similar in structure or content. Although some level of repetition is important as a rhetoric strategy to memory, it also may sound just as a pointless waste of time. A third problem is sometimes the lack of specificity to the Public Communication domain, given part of the answers could be applied to any other field of communications. For example, ‘message creation’ and ‘channels selection’ are not exclusive to Public Communication.

4 Public Communication by AI bots

Nevertheless, the AI *bots* have brought valuable information and knowledge on Public Communication. Although it is some sort of recurrence, the following extracts condensate the most important ideas stated by them:

- Public communication is the intentional creation, transmission, and exchange of messages aimed at informing, influencing, or engaging a broad audience on matters of shared concern.
- It often seeks to educate, persuade, or mobilize people regarding political, social, economic, or cultural issues.
- Ultimately, it shapes public opinion, social norms, and policy decisions, making it a key component of democratic societies.
- This form of communication serves as the backbone of societal discourse, enabling the flow of information between institutions, organizations, and citizens.
- It plays a crucial role in maintaining social cohesion, facilitating democratic processes, and enabling collective decision-making.
- The concept extends beyond mere information sharing to include the creation of shared meaning, the development of public understanding, and the formation of collective consciousness.
- Public communication serves as a bridge between different sectors of society, helping to maintain transparency, accountability, and social dialogue.
- At its core, it represents the organized effort to maintain an informed and engaged citizenry capable of participating meaningfully in public life.
- Public communication shapes our understanding of the world, influences our opinions and beliefs, and ultimately contributes to the construction of shared social realities.
- It's through public communication that we grapple with societal issues, debate policy choices, and negotiate our collective values.
- The agents of public communication represent a diverse landscape, encompassing individuals, organizations, media outlets, and public figures.
- Digital environments have revolutionized public communication by introducing social media platforms, websites, online forums, and virtual meeting spaces that enable immediate, interactive, and global communication.

- Public communication is not limited to government agencies or media institutions; private agents, such as businesses, advocacy groups, and individuals, also engage in it.
- The defining characteristic of public communication is not the status of the communicator but rather the accessibility and relevance of the message. If a piece of communication reaches beyond a closed group and addresses matters of public interest, it qualifies as public communication.
- Public communication involves (the) intention to reach beyond immediate stakeholders to broader audiences, the subject matter addressing issues of public interest or societal concern, and the accessibility and visibility of the message to the general public.
- The public nature of communication also relates to its potential impact on collective decision-making, public opinion, or social behavior.
- The goals of public communication are multifaceted and can include informing, persuading, entertaining, educating, and building relationships.
- Building relationships through public communication involves creating connections between individuals, organizations, and the public, fostering trust and collaboration.
- Another goal is to foster civic participation by encouraging public discourse, voting, volunteering, and activism.
- Public communication can also contribute to social cohesion by creating shared narratives and fostering collective identities.
- In crisis situations, it plays a crucial role in providing timely and accurate information that helps maintain order and safety.
- Another fundamental goal involves building social consensus around key issues while respecting and accommodating diverse viewpoints and interests.
- Public communication also serves to maintain social stability by providing reliable channels for addressing grievances and managing conflicts.
- Accessibility features ensure that messages can reach and be understood by intended audiences, regardless of physical, linguistic, or cultural barriers.
- Cultural competence enables messages to resonate with diverse audiences while maintaining respect for different values and perspectives.
- Storytelling is also a powerful pattern in public communication, as it allows communicators to convey values, emotions, and experiences in a way that resonates with the audience.
- While no strict protocols govern public communication, certain guidelines can enhance its effectiveness and ethical integrity.
- Public communication often follows established protocols to maintain consistency, credibility, and legal compliance.
- Organizational protocols, Professional standards, Fact-checking and verification protocols, Crisis communication protocols, Message approval processes, Transparency requirement, Accessibility protocols, Cultural sensitivity guidelines, Editorial protocols, Legal protocols, Ethical protocols, Documentation protocols.
- The deontology of public communication emphasizes the moral responsibilities and duties that communicators bear towards their audience and society at large.

- Honesty, fairness, accuracy, and respect form the bedrock of ethical public communication. Communicators have a duty to provide truthful information, avoid manipulating or deceiving their audience, and present diverse perspectives fairly.
- They must strive to minimize harm and maximize benefit, recognizing that their messages can have profound consequences on individuals and communities.
- Public interest should guide communication, prioritizing messages that benefit society rather than self-serving or manipulative content.
- Avoidance of harm is another principle, meaning that communication should not incite violence, discrimination, or social unrest.
- The praxeology of public communication examines how theoretical principles translate into practical communication strategies and techniques in real-world situations.
- The praxeology of public communication delves into the practical aspects of how communication is planned, executed, and received in the public sphere.
- The praxeology also considers the influence of cultural contexts, power dynamics, and social norms on communication practices.
- By understanding the praxeology of public communication, we can gain insights into the ways in which communication can be used to promote social change, build relationships, and resolve conflicts.
- Public communication (empowers) citizens to participate in public discourse, express their views, hold those in power accountable, and engage in collective decision-making processes.
- Furthermore, public communication fosters a sense of community and shared identity, connecting individuals to broader social and political movements.
- Media literacy is increasingly important, as digital public communication requires critical thinking to discern reliable sources.
- Rights awareness is facilitated through public communication, ensuring people understand their legal and civil protections.
- Mobilization for collective action is made possible when public communication informs citizens about protests, petitions, or advocacy movements.
- Public communication enables citizens to understand their rights and responsibilities, make informed decisions about public issues, and engage in collective decision-making processes.
- Citizens both consume and produce public communication, contributing to public discourse through various channels and platforms.
- The quality of public communication directly affects the quality of citizenship by influencing how well people understand public issues and how effectively they can participate in democratic processes.
- Effective public communication can help to promote civic awareness, participation, and literacy, which are essential for democratic governance and social justice.
- By facilitating dialogue, debate, and dissent, public communication strengthens democratic institutions and safeguards against the abuse of power.
- Without public communication, democracy cannot function effectively, as it depends on informed and engaged citizens.
- The quality of democratic discourse depends heavily on the accessibility, accuracy, and inclusivity of public communication systems.

- In modern democracies, public communication must navigate challenges of information overload, misinformation, and the fragmentation of public discourse.

5 Remarks and discussions

When one tries to compare these Public Communication interviews with those conducted with humans, some traits stand out. Of course, human researchers have already approached several of the cited attributes on Public Communication. However, some of the properties introduced by the AI *bots* seem to be fresh, or at least seldomly seen.

As a matter of fact, it is quite unusual to establish relationship between Public Communication (PC) and: persuasion, entertaining, norms shaping, social cohesion, collective consciousness, understanding of the world shaping, shared social realities construction, collective values negotiation, impact on social behavior, relationships building, collective identities fostering, order and safety maintenance, diverse viewpoints and interests accommodation, social stability maintenance, grievances and conflicts management, linguistic or cultural barriers, storytelling, protocols, moral responsibilities and duties, harm minimization and benefit maximization, not incite violence or social unrest, how theoretical principles translate into real-world situations, power dynamics, social change promotion, conflict resolution, media literacy, rights awareness (legal and civil protections understanding), citizens as both PC consumer and producer, civic literacy, social justice, facilitating dissent, abuse of power safeguards.

In order to search for references that have eventually established a bridge between Public Communication and such concepts, the AI *bots* have been asked by the following *prompt*: “Show scientific papers where “Public Communication” comes related to the following other concepts:”. Here are some references with which they came up:

OpenAI's ChatGPT o1 Plus (OCP)

Miller, G. R. (1980). On being persuaded: Some basic distinctions. In Roloff, M. E., & Miller, G. R. (Eds.), *Persuasion: New Directions in Theory and Research* (pp. 11–28). SAGE.

Relevance: Explores how public communication campaigns (advertising, political advocacy, public health messaging) use entertainment and rhetorical strategies to influence attitudes and social norms.

Mutz, D. C. (2015). In-your-face politics: The consequences of uncivil media. Princeton University Press.

Relevance: Examines how confrontational and “uncivil” media discourse can sway public opinion and alter perceived social norms, tying public communication to persuasion and entertainment.

Fishbein, M., & Ajzen, I. (2011). Predicting and Changing Behavior: The Reasoned Action Approach. Psychology Press.

Relevance: Demonstrates how public communication—especially in health campaigns or civic campaigns—can shift attitudes and behaviors by appealing to collective beliefs and social norms.

Putnam, R. D. (2000). Bowling Alone: The Collapse and Revival of American Community. Simon & Schuster.

Relevance: Shows how forms of public communication (mass media, civic messaging) influence social capital and community engagement, impacting social behaviors and the negotiation of collective values.

Kincaid, D. L. (1987). Communication network dynamics: The resolution of conflict in social groups. *Progress in Communication Sciences*, 8, 129–166.

Relevance: Highlights how communication networks can alleviate conflict and grievances in communities, mitigating linguistic and cultural barriers through targeted public communication strategies.

Christians, C. G., Fackler, M., Richardson, K. B., Kreshel, P. J., & Woods, R. H. (2016). Media Ethics: Cases and Moral Reasoning (10th ed.). Routledge.

Relevance: Offers frameworks for how media professionals—key actors in public communication—should navigate ethical dilemmas to minimize harm and avoid inflaming social unrest.

Ward, S. J. A. (2018). Disrupting Journalism Ethics: Radical Change on the Frontier of Digital Media. Routledge.

Relevance: Shows how the rise of digital and social media changes the ethical landscape, underscoring new responsibilities for public communicators to avoid misinformation and polarized conflict.

Castells, M. (2009). Communication Power. Oxford University Press.

Relevance: Explores how power is exercised and contested in networked societies, emphasizing how public communication can drive social movements, enable dissent, or bolster existing power structures.

Freire, P. (1970). *Pedagogy of the Oppressed*. Continuum.

Relevance: Although focused on education, Freire's arguments about dialogue and critical consciousness are foundational to understanding how participatory public communication can promote social justice and guard against abuse of power.

Hobbs, R. (2010). *Digital and Media Literacy: A Plan of Action*. The Aspen Institute.

Relevance: Provides strategies for fostering media literacy, empowering citizens to be both producers and critical consumers of public communication, thus promoting informed civic participation.

Couldry, N. (2010). *Why Voice Matters: Culture and Politics After Neoliberalism*. SAGE.

Relevance: Argues for the importance of maintaining spaces for dissent and dialogue in public communication to ensure social justice and protect against abuses of power.

McNair, B. (2017). *An Introduction to Political Communication (6th ed.)*. Routledge.

Relevance: A textbook overview linking political speech, media coverage, and public opinion. Discusses how open public communication can foster dissent and act as a counterbalance to power.

Dahlgren, P. (2009). *Media and Political Engagement: Citizens, Communication, and Democracy*. Cambridge University Press.

Relevance: Bridges theory with empirical examples of how media-based public communication can either promote or hamper democracy, affecting social stability, identity, and engagement in real contexts.

Google's Gemini Advanced (GGA)

Deacon, D., & Stanyer, J. (2014). *Public communication as ideal and practice*. Palgrave Macmillan.

This book delves into the theoretical underpinnings of public communication, examining its ideals and real-world applications. It explores how public communication shapes *shared social realities construction*, *collective consciousness*, and *understanding of the world shaping*.

Davies, S. R., & Horst, M. (2016). *Science communication is not an end in itself: (dis)assembling the science festival*. *Public Understanding of Science*, 25(4), 402-417.

This article critically examines science festivals as a form of public communication. It deconstructs the assumption that simply presenting science leads to understanding, highlighting the complex social dynamics at play.

Claude.AI Pro's Sonnet 3.5 Explanatory (CPSE)

Berger, P. L., & Luckmann, T. (1966). *The social construction of reality: A treatise in the sociology of knowledge*. Doubleday.

This work demonstrates how public communication is fundamental to the construction of shared social realities and understanding of the world. It explains how through everyday communication practices, societies collectively negotiate and establish what counts as "reality," showing how public discourse shapes common knowledge, beliefs, and social norms. The authors detail how institutional meanings are created and maintained through public communication processes.

Castells, M. (2009). *Communication power*. Oxford University Press.

This book directly addresses power dynamics in public communication, examining how communication networks shape social change and collective consciousness. Castells explores how public communication in the network society influences power relationships, showing how different actors use communication to promote social change or maintain existing power structures. The work is particularly relevant to understanding how modern communication technologies affect power distribution and social movements.

Habermas, J. (1989). *The structural transformation of the public sphere: An inquiry into a category of bourgeois society* (T. Burger, Trans.). MIT Press. (Original work published 1962)

This seminal work explores how public communication relates to civic literacy and democratic participation. Habermas examines how the public sphere facilitates diverse viewpoints and interests accommodation

while serving as a space for collective values negotiation. The book also addresses how public communication can either enable or inhibit democratic discourse, touching on issues of power dynamics and social justice.

Anderson, B. (1983). *Imagined communities: Reflections on the origin and spread of nationalism*. Verso.

Anderson's work shows how public communication is crucial in collective identities fostering and social cohesion. He demonstrates how shared communication practices and media create bonds between people who never meet in person, explaining how public communication helps construct and maintain national and cultural identities through shared narratives and storytelling.

Carey, J. W. (2008). *Communication as culture: Essays on media and society* (Rev. ed.). Routledge.

This work examines how public communication relates to social stability maintenance and shared social realities construction. Carey shows how communication rituals serve to maintain social order and create cultural cohesion, emphasizing how public communication practices shape collective consciousness and cultural understanding.

Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. New York University Press.

Jenkins explores how modern public communication relates to citizens as both consumers and producers of content. The book examines how participatory culture affects civic literacy and engagement, showing how new forms of public communication enable different forms of relationships building and collective values negotiation.

Livingstone, S. (2004). Media literacy and the challenge of new information and communication technologies. *Communication Review*, 7(1), 3-14.

This paper connects public communication to media literacy and understanding of the world shaping. It examines how people need new skills to effectively participate in modern public communication, addressing issues of rights awareness and civic literacy in a digital age.

Galtung, J., & Ruge, M. H. (1965). The structure of foreign news: The presentation of the Congo, Cuba and Cyprus crises in four Norwegian newspapers. *Journal of Peace Research*, 2(1), 64-90.

This work examines how public communication relates to grievances and conflicts management. The authors analyze how media shapes public understanding of conflicts and social issues, addressing how communication practices influence conflict resolution and social stability.

Fraser, N. (1990). Rethinking the public sphere: A contribution to the critique of actually existing democracy. *Social Text*, (25/26), 56-80.

Fraser's work connects public communication to social justice and facilitating dissent. She critiques traditional public sphere theory, examining how public communication can either perpetuate or challenge power inequalities, while addressing issues of diverse viewpoints and interests accommodation.

Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. *Advances in Experimental Social Psychology*, 19, 123-205.

This work explores public communication's relationship to persuasion and impact on social behavior. The authors examine how different types of public messages influence attitude change and behavior, providing insight into how theoretical principles translate into real-world situations.

Fisher, W. R. (1984). Narration as a human communication paradigm: The case of public moral argument. *Communication Monographs*, 51(1), 1-22.

Fisher's work connects public communication to storytelling and moral responsibilities. He examines how narrative structures in public communication shape collective values and moral understanding, addressing how storytelling influences public discourse and social cohesion.

Kim, Y. Y. (2001). *Becoming intercultural: An integrative theory of communication and cross-cultural adaptation*. SAGE Publications.

This book examines how public communication relates to linguistic or cultural barriers. Kim explores how communication practices can bridge cultural differences, contributing to social cohesion and mutual understanding across diverse groups.

Christians, C. G., Glasser, T. L., McQuail, D., Nordenstreng, K., & White, R. A. (2009). *Normative theories of the media: Journalism in democratic societies*. University of Illinois Press.

This work connects public communication to moral responsibilities and duties, examining ethical frameworks for public communication. The authors address how communication practices relate to harm minimization and benefit maximization while maintaining social stability.

Ward, S. J. A. (2011). *Ethics and the media: An introduction*. Cambridge University Press.

Ward's work examines how public communication relates to abuse of power safeguards and moral responsibilities. The book addresses ethical considerations in public communication, exploring how communicators can balance various social responsibilities while maintaining order and safety.

Meta's Llama (ML)

Gastil, J. (2008). Political Communication and Deliberation. *Acta Politica*, 43(2-3), 247-265. doi:10.1057/ap.2008.13

This paper explores the relationship between public communication and rights awareness, highlighting the importance of deliberative democracy in fostering informed citizenship. Gastil argues that public communication plays a crucial role in facilitating deliberation among citizens, which in turn enhances their understanding of legal and civil protections.

Bruns, A. (2008). *Blogs, Wikipedia, Second Life, and Beyond: From Production to Produsage*. Peter Lang.

This book explores the relationship between public communication and citizens as both consumers and producers of content. Bruns argues that the rise of participatory media has enabled citizens to take on a more active role in public communication, thereby democratizing the production and dissemination of information.

Nielsen, R. K. (2012). Grounding the Category of Civic Culture. *Journal of Civil Society*, 8(2), 113-128.

Nielsen's paper examines the connection between public communication and civic literacy, emphasizing the need for a nuanced understanding of civic culture. He argues that public communication plays a significant role in shaping civic culture, which in turn influences citizens' engagement with politics and their participation in democratic processes.

Fenton, N. (2010). *New Media, Politics and Resistance*. Peter Lang.

This book explores the relationship between public communication and social justice, highlighting the potential of new media to facilitate resistance and promote social change. Fenton argues that public communication plays a crucial role in shaping public discourse and influencing social justice movements.

Downing, J. D. H. (2001). *Radical Media: Rebellious Communication and Social Movements*. Sage.

This book explores the relationship between public communication and facilitating dissent, highlighting the role of radical media in promoting social change. Downing argues that public communication plays a crucial role in facilitating dissent and promoting social justice movements.

Habermas, J. (1996). *Between Facts and Norms: Contributions to a Discourse Theory of Law and Democracy*. MIT Press.

Habermas' book explores the relationship between public communication and abuse of power safeguards, highlighting the importance of deliberative democracy in preventing the abuse of power. He argues that public communication plays a crucial role in facilitating deliberation among citizens, which in turn helps to prevent the abuse of power.

It is worth to note that all AI *bots* have presented books and papers where the authors supposedly made the relationship between Public Communication and the so-called 'seldomly seen concepts'. Here were brought only the ones where the expression Public Communication was used in the *bots'* statements. First fact noticed: only one has the expression Public Communication in its title (see Deacon, Stanyer, 2014). It also felt strange that all these manuscripts have allegedly worked with Public Communication, even some well known for approaching different themes and subjects. Therefore, as a matter to check if Public Communication appears or not in such texts, we did a test over a sample.

For example, according to the search from PDF readers Acrobat and Sumatra, there is no existence of the expression Public Communication at Castells' *Communication Power* or at Putnam's *Bowing Alone*. Actually, at *Bowing Alone* the expression appears one time only - but as a bibliographical reference (page 611), never along the author's text. Sumatra PDF reader was also unable to find such expression at Freire's *Pedagogy of the Oppressed*. Finally, Public Communication was located 10 times at Habermas' *The Structural Transformation of the Public Sphere*. In order to compare what the AI bots say that Habermas has done, all the 10 passages where Habermas use the expression Public Communication are registered as follow.

- Page 160: “When leisure was nothing but a complement to time spent on the job, it could be no more than a different arena for the pursuit of private business affairs that were not transformed into a *public communication between private people*.”
- Page 161: “When the laws of the market governing the sphere of commodity exchange and of social labor also pervaded the sphere reserved for private people as a public, rational-critical debate had a tendency to be replaced by consumption, and the web of *public communication unraveled into acts of individual reception, however uniform in mode*.”
- Page 210: “A process of *public communication* evolving in the medium of the parties and organizations themselves obviously stands in an inverse relation to the staged and manipulative effectiveness of a publicity aimed at rendering the broad population (and especially the sector of it that is most indifferent as regards politics) infectiously ready for acclamation”.
- Page 214: “As a result volitional impulses totally heterogeneous in substance and often enough in competition with each other enter into voting decisions that are formally the same and all the more susceptible to being averaged into an illusory consensus as long as the latter’s undiscussed presuppositions remain removed from *public communication*”.
- Page 227: “Pushing the interpretation of the social function of the freedom of private opinion to its logical conclusion, Ridder arrived at the formulation of a “freedom of public opinion” aimed at providing citizens with equal opportunity to participate in the process of *public communication* to begin with”.
- Page 232: “Only such a public could, under today’s condition, participate effectively in a process of *public communication* via the channels of the public spheres internal to parties and special-interest associations and on the basis of an affirmation of publicity as regards the negotiations of organization with the state and with one another.”
- Page 232: “On the other hand, to the degree to which it preserves the continuity with the liberal constitutional state, the social-welfare state clings to the mandate of a political public sphere according to which the public is to set in motion a critical process of *public communication* through the very organizations that mediatize it”.
- Page 234: “Inasmuch as this a matter of the technical aspect within one and the same organization, it should not be impossible on structural grounds to arrive at an appropriate relationship between bureaucratic decisions and a quasi-parliamentary deliberation by means of a process of *public communication*”.
- Page 239: “It is impossible to discern whether this “public opinion” has come about by the way of *public communication* or through opinion management, whereby it must remain undecided again whether the latter refers merely to the enunciation of a mass preference incapable of articulation itself or to the reduction to the status of a plebiscitary echo of an opinion that, although quite capable of attaining enlightenment, has been forcibly integrated”.
- Page 248: “Caught in the vortex of publicity that is staged for show or manipulation of the public of nonorganized private people is laid claim to not by *public communication* but by the communication of publicly manifested opinions.”

6 Conclusion

It does not seem that Habermas’ extracts have shown how “public communication relates to civic literacy”, for instance. At least not explicitly. Which brings us to conclude, keeping in mind the use of AI bots as research enhancer: either they “understood” that Habermas (and the other authors) did such relationships implicitly, or they have misinterpreted or simply hallucinated – perhaps lied. Caution must be

observed at both possibilities. The same can be said about Castells, Putnam, and Freire. How could Castells emphasize “how public communication can drive social movements, enable dissent” without explicitly using the expression “public communication”? Different from Putnam’s book, that brings such expression at least once, Freire’s book do not use it at all – as long as we can remember and rely over the search done by the PDF’s readers.

However, using the AI *bots* as interviewees has had a very positive result. They have not only defined and explained well, but it seems that they have established “new relations” between Public Communication and other concepts (e.g. social cohesion, collective consciousness, relationships building, order and safety maintenance, grievances and conflicts management, not incite violence or social unrest, civic literacy, social justice, facilitating dissent, etc). Such type of “creativity” may be seen as a positive or a negative trait. It is negative if such “suggestions” have not really been worked by nobody, nor can be approachable by future researches. In this cases, they stand as a simple juxtaposition of words and expressions – maybe as useless as in “public communication helps unicorns to vote better”. But it may be positive, whenever the cited relationship already exists, or can be put into existence by new researches.

This experiment (interviewing *bots* as if they were Public Communication specialists) is important if one wants to check on how much such technology has been migrating from a *media* or *tool* approach to a more reliable artificial *agent* able to do scientific research. Bref, if human PC specialists could count with artificial PC specialists as research peers. The simple answer is yes, they do: with caution, supervision, reviewing, and for a limited scope and reach. At least in this experiment, the *bots* had low autonomy (still needing human to *prompt* them) and have used part of their autonomy to “hallucinate”. But they have also shown capacity for “implicit inference”, and for establishing new relations between concepts. Future tests will shed light over this new phenomenon: artificial researchers (Lu *et al.*, 2024) (Elbadawi *et al.*, 2024), (King; Peter; Courtney, 2023) over Public Communication.

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Inteligência artificial no Poder Judiciário: algoritmos, cidadania e linguagem simples

Artur Roberto Roman

Todo o mundo é composto de mudança
Tomando sempre novas qualidades,
Continuamente vemos novidades.
E afora este mudar-se cada dia,
Outra mudança faz de mor espanto,
Que não se muda já como soía.

(Obras Completas de Luis de Camões,
Tomo II. Apple Books, 2010, p. 218-219)

Resumo

O objetivo deste artigo é refletir sobre: a transformação digital do Poder Judiciário; os impactos dessa digitalização e da utilização dos assistentes de inteligência artificial nas atividades jurídicas e práticas advocatícias; a importância e as implicações sociolinguísticas da implantação da linguagem simples no combate ao juridiquês e as repercussões no discurso jurídico, compreendido como uma das expressões da comunicação pública. As reflexões, ponderações, provocações e inquietações aqui apresentadas são resultado de meus estudos e pesquisa na área de comunicação e de linguística aplicada, contaminados por minha experiência como advogado, consultor em comunicação organizacional e professor de redação e língua portuguesa em instituições de ensino superior e em organizações públicas e privadas.

Palavras-chave: inteligência artificial, poder judiciário, juridiquês, linguagem simples.

1 Introdução

Após 25 anos morando em Curitiba PR, me mudei para Balneário Camboriú, litoral norte catarinense em busca de qualidade de vida. Após algumas décadas atuando como professor, concluí, quando me aposentei, que gosto mesmo de ser aluno. Como, além de estudar, gosto de caminhar, decidi iniciar minha terceira

graduação. Depois de estudar Letras (UNESPAR) e Comunicação (UFF), escolhi, dessa vez, a graduação em Direito no Campus da Univali (Universidade do Vale do Itajaí) em Balneário Camboriú. Eram cerca de 40 minutos, a pé, do meu apartamento até a faculdade, e mais 40 minutos na volta. No intervalo dessas duas caminhadas, eu assistia às aulas, que eram ótimas!

Nas primeiras semanas de aula, me chamou a atenção um grosso volume livresco que os alunos veteranos carregavam. Logo fiquei sabendo que se tratava de um material de estudo e pesquisa indispensável no curso de Direito: o Vade Mecum, que em latim quer dizer "Vai comigo", pois a intenção dos editores é que o livro acompanhe o estudante em toda a sua trajetória na faculdade e, posteriormente, na carreira.

O Vade Mecum é um exemplar de três quilos com 2.500 páginas em letras miúdas que reúne as principais leis brasileiras, códigos, decisões dos tribunais superiores e muitos outros atos normativos legais. Trata-se de um importante produto da indústria gráfica, pois sai uma nova edição a cada semestre com as mudanças ocorridas no período em seu conteúdo, o que exige investimentos por parte do aluno que quer se manter atualizado.

Durante os quatro primeiros anos da Faculdade, fiquei sem comprar o Vade Mecum. Não apenas para conter despesas e preservar a saúde de minha coluna, mas porque achava mais simples e rápido utilizar o notebook conectado à Internet para acessar as legislações em estudo. No último ano, tive que comprar a última edição do Vade Mecum, pois precisava me familiarizar com o livro para a prova da OAB que permite apenas o uso da versão impressa na segunda fase do Exame.

Sim, o Vade Mecum é um referencial simbólico da importância, para o Direito, do texto escrito e impresso, ícone de uma civilização construída a partir da prensa desenvolvida por Gutenberg, no século XV, marco histórico do início da Era do Papel que chega a seus estertores com as tecnologias de informação e comunicação (Roman, 2001).

Consultando o obeso volume pleno de leis, no capítulo dedicado ao Código Penal, encontramos o Artigo 21 estabelecendo que "O desconhecimento da lei é inescusável."¹, reprimenda que é reforçada no Artigo 3º da Lei de Introdução às Normas do Direito Brasileiro (LINDB)², "Ninguém se escusa de cumprir a lei, alegando que não a conhece".³ Esses dois dispositivos legais estão descumprindo uma importante função da Comunicação Pública que é orientar o cidadão com clareza e suficiência, pois foram utilizadas, em sua redação, expressões de baixa frequência, o que torna improvável o entendimento desses artigos para grande parte dos brasileiros.

E assim se estabelece um paradoxo, pois o cidadão pode ser punido por não ter condições de compreender uma lei que o obriga a compreendê-la. Esse é apenas um exemplo, dentre tantos outros disponíveis na literatura jurídica, do afastamento da linguagem jurídica do padrão linguístico dos cidadãos. Distante do Direito por não compreender sua linguagem, esse cidadão vai necessitar de um advogado para mediar seu acesso ao exercício jurisdicional.

O objetivo deste artigo é refletir sobre a transformação digital do Poder Judiciário; os impactos dessa digitalização e da utilização dos assistentes de inteligência artificial nas atividades jurídicas e práticas advocatícias; a importância e as implicações sociolinguísticas da implantação da linguagem simples no combate ao juridiquês⁴ e as repercussões no discurso jurídico, compreendido como uma das expressões da comunicação pública.

Acredito que o debate crítico, elegante, substanciado e provocativo é um dos poucos caminhos que nos resta diante das possibilidades maravilhosas e assustadoras que a inteligência artificial vem disponibilizando para os pesquisadores e produtores de artigos acadêmicos. Assim, este artigo tem caráter ensaístico, com a pretensão de que seja um texto que não poderia (ainda) ser elaborado por algum assistente de IA, apesar de sua prestimosa colaboração.

¹ Disponível em: https://www.planalto.gov.br/ccivil_03/decreto-lei/del2848compilado.htm Acesso em 10 dez. 2024.

² A Lei de Introdução às Normas do Direito Brasileiro (LINDB), instituída pelo Decreto-lei nº 4.657/1942, define normas sobre a aplicabilidade do ordenamento jurídico brasileiro, estabelece critérios de interpretação e integração das normas jurídicas, indica como interpretá-las e aplicá-las, além de determinar sua vigência e eficácia.

³ Disponível em: https://www.planalto.gov.br/ccivil_03/decreto-lei/del4657compilado.htm Acesso em 10 dez. 2024.

⁴ "Juridiquês" designa criticamente a linguagem utilizada pelos operadores do Direito, caracterizada pelo uso excessivo do jargão jurídico e de termos técnicos do Direito, além de construções frasais confusas, o que torna a linguagem jurídica um idioma desconhecido para a maioria dos cidadãos e, não raramente, para os próprios advogados. A expressão tem sim um conteúdo pejorativo.

As reflexões, ponderações, provocações e inquietações aqui apresentadas são resultado de meus estudos e pesquisa na área de comunicação e de linguística aplicada, contaminados por minha experiência como advogado, consultor em comunicação organizacional e professor de redação e língua portuguesa em instituições de ensino superior. Contribuiu, também, decisivamente, minha vivência, nos últimos trinta anos, em oficinas de redação aplicadas para mais de mil redatores institucionais de empresas, instituições públicas e órgãos governamentais, programa de capacitação idealizado e desenvolvido a partir de meus estudos no Mestrado em Linguística de Língua Portuguesa da UFPR (Roman, 1993).

Para a produção deste artigo, contei com o suporte dos seguintes assistentes de IA: Gemini e NotebookLM, ambos da Google, Open Knowledge Maps e Deepseek, experiência que mostrou como a Inteligência Artificial, sopesadas suas limitações, pode ser uma ótima parceira para os pesquisadores.

Na seção 2, apresento argumentos para considerar a produção discursiva do Direito no âmbito da Justiça como Comunicação Pública. Na seção 3, descrevo as iniciativas, programas e recursos tecnológicos, especialmente com inteligência artificial, implantados pelo Poder Judiciário para melhorar os serviços oferecidos à população. Na seção 4, apresento brevemente as ideias de três pensadores atuais que se dedicam ao estudo dos impactos da tecnologia, especialmente da inteligência artificial, na sociedade, em suas dimensões política e econômica. Na seção 5, faço uma leitura sociolinguística e interpretativa da gramática do discurso jurídico, defendendo o movimento pela linguagem simples na comunicação pública, especificamente no discurso jurídico e destaco o impulso trazido a esse programa no Poder Judiciário com a informatização dos processos judiciais e a utilização de assistentes de IA. Nas considerações finais, trago algumas inquietações e amistosidades sobre o tema, abordando a saudável mudança cultural na área jurídica que pode estar sendo desencadeada por conta da transformação digital do Poder Judiciário.

2 Discurso jurídico e Comunicação Pública

O Poder Judiciário é um dos três poderes da República, ao lado do Legislativo e do Executivo. Os textos produzidos pelo Poder Judiciário cuidam das relações sociais e privadas, a partir de acordos legais estabelecidos socialmente, portanto fazem parte da esfera pública. A legitimidade do Poder Judiciário depende de sua capacidade e competência para a comunicação no espaço público (Agra, 2008). Salvo algumas ações especiais que transitam, circunstancialmente, em segredo de justiça, os processos judiciais são públicos.

Segundo o que se depreende do Artigo 4º da LINDB, já referida anteriormente, as fontes do Direito são as seguintes: "Lei, Analogia, Costumes e Princípios gerais de direito."⁵ Além dessas fontes primárias, foram incorporadas na prática jurídica, como fontes suplementares, a jurisprudência e a doutrina. Essas fontes do Direito produzem informações sistematizadas e formalizadas consubstanciadas em documentos jurídicos que definem e orientam as relações jurídicas entre os cidadãos e entre estes e o Estado, ou seja, o que o cidadão pode e não pode fazer, seus direitos e deveres, bem como as consequências quando não cumpre o que está determinado. O texto jurídico portanto tem uma função social, um dos componentes fundamentais da Comunicação Pública.

A Associação Brasileira de Comunicação Pública (ABCPública)⁶ reúne e representa os comunicadores da área pública-governamental e do terceiro setor no Brasil e tem como um de seus objetivos "promover a comunicação pública com foco no cidadão". Segundo a ABCPública, o Estado tem obrigação de garantir a qualidade da interlocução e meios plurais de acesso do cidadão às informações de seu interesse, utilizando, em sua interação com o cidadão, linguagem simples e inclusiva, que permita a compreensão da informação pelos diferentes estratos da sociedade. Reforço, neste artigo, essas recomendações consolidadas pela ABCPública em relação à qualidade dos processos de interação do Estado com o cidadão no âmbito da Justiça.

⁵ Disponível em: https://www.planalto.gov.br/ccivil_03/decreto-lei/del4657compilado.htm Acesso em: 10 dez. 2024.

⁶ Disponível em: <https://abcpublica.org.br/>. Acesso em 15 dez. 2024.

3 A transformação digital do Poder Judiciário

A Secretaria da Reforma do Judiciário, criada pelo Decreto 4.685/2003 e vinculada ao Ministério da Justiça, funcionou entre os anos de 2003 e 2016. Seu objetivo era propor melhorias na estrutura e funcionamento do Poder Judiciário. A instalação da Secretaria foi recebida com resistência especialmente entre magistrados, que a enxergavam como uma violação à independência entre os poderes. A cientista política Maria Tereza Sadek (2004), em artigo publicado na época, chamava a atenção para a importância das propostas trazidas pela Secretaria, afirmando que, mesmo uma instituição tão cristalizada como o Judiciário brasileiro, que sempre teve na tradição uma garantia segura contra as inovações, não teria condições de impedir reformas e mudanças. O tempo mostraria a pertinência das ideias da autora.

A implantação de sistemas informatizados na dinâmica processual dos Tribunais de Justiça foi desencadeada a partir da aprovação da Lei nº 11.419, de 19 de dezembro de 2006, conhecida como Lei do Processo Eletrônico (LPE), que permitiu a tramitação de processos em meio eletrônico, a comunicação de atos e a transmissão de peças, viabilizado pela plataforma Processo Judicial Eletrônico (PJe) de 2009 do CNJ.⁷ A partir de então, o CNJ vem desenvolvendo e viabilizando várias iniciativas para implantação de novas aplicações informatizadas e incremento das já existentes⁸, como o "Juízo100% Digital" de 2020.

Iniciado nesse mesmo ano de 2020, o Programa Justiça 4.0 é fruto de um acordo de cooperação firmado entre o Conselho Nacional de Justiça (CNJ) e o Programa das Nações Unidas para o Desenvolvimento (PNUD), com apoio do Conselho da Justiça Federal (CJF), Superior Tribunal de Justiça (STJ), Tribunal Superior do Trabalho (TST), Conselho Superior da Justiça do Trabalho (CSJT) e Tribunal Superior Eleitoral (TSE). Seu objetivo é aprimorar o PJe e desenvolver novas soluções tecnológicas para tornar os serviços oferecidos pela Justiça brasileira mais eficientes, céleres, transparentes, eficazes e acessíveis à população, além de otimizar a gestão processual para magistrados, servidores, advogados e outros atores do sistema de Justiça.

O Programa Justiça 4.0 pode ser visto como um desdobramento e uma continuidade dos esforços iniciados pela Secretaria da Reforma do Judiciário referida acima. As bases e os princípios estabelecidos pela Secretaria e as transformações relevantes acontecidas no Poder Judiciário, serviram como um alicerce para o desenvolvimento das ações da Justiça disponíveis hoje.

Como um marco do Programa Justiça 4.0, o CNJ disponibilizou em dezembro de 2024 o Portal de Serviços do Poder Judiciário - Portal Jus.br, plataforma digital que reúne diversas informações e serviços judiciais em um único local. O Portal oferece aos operadores do Direito e aos cidadãos a possibilidade de acompanhar a tramitação de processos judiciais em andamento, obter informações sobre a atuação do Poder Judiciário; consultar leis, decretos e outras normas jurídicas; e acessar informações sobre diversos temas jurídicos. O acesso ao portal é feito por meio de login único, integrado ao Gov.br, para uma conexão rápida, garantindo a proteção de dados e informações sensíveis com alto nível de segurança digital. Sua implementação tem como objetivo melhorar a eficiência operacional da Justiça, promover a inclusão digital e aproximar a Justiça da população.

O STF utiliza ferramentas de inteligência artificial desde 2017 e continua investindo na automação de processos do Tribunal com IA generativa: "Victor", implantado em 2017, analisa e classifica temas de processos com repercussão geral e evita o recebimento de demandas repetitivas vindas de outros tribunais. "Rafa", implantado em 2022, classifica os processos de acordo com os Objetivos de Desenvolvimento Sustentável (ODS) definidos pelas Nações Unidas, de forma a integrar a Corte à Agenda 2030 da ONU. "VitorIA", implantado em 2023, organiza e classifica processos por temas. "Maria" (Módulo de Apoio para Redação com Inteligência Artificial), implantado em dezembro de 2024, reúne diversas funcionalidades com o objetivo de tornar mais ágil a redação de textos no Tribunal. A responsabilidade final pela qualidade e pela precisão dos textos gerados com o auxílio da "Maria" continua sendo dos servidores do STF.

Nesse mesmo caminho sem volta de implantação de assistentes de IA no Poder Judiciário, em 11/02/2025, o STJ apresentou o STJ Logos, um motor de IA generativa desenvolvido internamente para otimizar a elaboração de conteúdos judiciais. Diferentemente de modelos tradicionais, essa ferramenta é capaz de interpretar contextos jurídicos complexos, auxiliando na produção de minutas de relatórios de decisões e na

⁷ Foram desenvolvidos outros sistemas de processo eletrônico no Brasil, além do PJe do CNJ, como o e-Saj e o Eproc. Todos permitem a realização dos atos processuais da Justiça de forma remota.

⁸ Disponível em: <https://www.cnj.jus.br/programas-e-acoas/processo-judicial-eletronico-pje/historico/>. Acesso em: 22 jan. 2025

análise de admissibilidade de agravos em recurso especial (AREsp). O presidente do STJ, ministro Herman Benjamin, destacou que a tecnologia permitirá aos ministros dedicarem mais tempo à reflexão, enquanto tarefas repetitivas são automatizadas. A responsabilidade pelas decisões e por sua elaboração permanece integralmente com os ministros.⁹

A Ordem dos Advogados do Brasil (OAB), embora não faça parte do Poder Judiciário¹⁰, também acompanha e promove esse movimento de incorporação da tecnologia da informação na atividade advocatícia. O Direito certamente é uma das áreas em que a introdução da tecnologia digital, especialmente a IA, tem sido fulminante. Abundam no mercado ofertas de aplicativos para escritórios de advocacia que oferecem diversos serviços, desde a busca de legislação, seleção de jurisprudência, súmulas, ementas, até a elaboração de peças.

Assim como a maioria dos sistemas jurídicos da América Latina e Europa continental, o Direito brasileiro tem suas raízes no Direito Romano e nas codificações germânicas, como o Código Civil Alemão. Essa herança se manifesta em diversos aspectos do nosso sistema jurídico, como a organização em códigos escritos formalmente reconhecidos pelo Estado e acessível pelo público, ainda que não seja acessível sua compreensão para grande parte da população. Essas características do Direito brasileiro de estar pautado em legislação escrita em documentos públicos facilitam o trabalho dos assistentes de IA.

3.1 Impactos da IA na produtividade do Poder Judiciário

Estudo publicado em 2024 referente à pesquisa realizada no período de 2017 a 2020 que acompanhou o andamento de 20 mil processos de quatro tribunais de primeira instância¹¹, mostrou que os sistemas eletrônicos de processamento de informações implantados pelos Tribunais de Justiça trouxeram, sim, celeridade às práticas de atos processuais, mas o processo judicial como um todo, porém, ainda se mantinha longo e demorado. Isso se devia, dentre outras questões funcionais e estruturais da Justiça, às rotinas estabelecidas e à exigência de certidões e comprovações, que faziam mais sentido na época do processo físico. Determinados protocolos provindos de quando a movimentação era com papel foram migrados para o meio eletrônico sem uma necessária revisão, embora pudessem ser eliminados sem prejuízo da qualidade do andamento do processo. (Yeung; Silva, 2024, p. 8).

Segundo dados do CNJ de 2023, o número de processos julgados naquele ano (33,2 milhões) foi inferior ao de casos novos que ingressaram (35,3 milhões). No final do ano, 83,8 milhões de processos aguardavam desfecho na Justiça (CNJ, 2024, p. 18). O mesmo levantamento indica que o tempo entre o ajuizamento de uma ação e a sentença é de, em média, dois anos e três meses, ou seja, as sentenças estão demorando cada vez mais desde o início da série histórica, em 2015, quando as decisões levavam em média um ano e seis meses. (CNJ, 2024, p. 280, Figura 157).

Seria impertinente concluir que a informatização dos processos judiciais pioraram os números da produtividade da Justiça. Para refletir sobre essa realidade, importante considerar que o grande número de advogados no Brasil (1 milhão e 400 mil advogados ativos¹² facilita à população ingressar com um processo judicial, o que não garante necessariamente o acesso do cidadão à Justiça, pois os órgãos jurisdicionais estão sobrecarregados. Sem o processamento eletrônico, a situação estaria pior.

No Brasil, já acontecem discussões no meio jurídico sobre a utilização da IA generativa nos julgamentos, o que poderia amenizar o problema da falta de juízes. Essa possibilidade é, ainda, afastada pelos magistrados.

⁹ Disponível em: <https://www.stj.jus.br/sites/porta1p/Paginas/Comunicacao/Noticias/2025/11022025-STJ-lanca-novo-motor-de-inteligencia-artificial-generativa-para-aumentar-eficiencia-na-producao-de-decisoes.aspx> Acesso em: 11.03.2025.

¹⁰ A Constituição Federal, em seu artigo 92, define os órgãos do Poder Judiciário, que se dividem em: Supremo Tribunal Federal (STF); Conselho Nacional de Justiça (CNJ); Superior Tribunal de Justiça (STJ); Tribunal Superior do Trabalho (TST); Tribunal Superior Eleitoral (TSE); Superior Tribunal Militar (STM); Tribunais Regionais Federais (TRFs) e Juízes Federais; Tribunais Regionais do Trabalho (TRTs) e Juízes do Trabalho; Tribunais Regionais Eleitorais (TREs) e Juízes Eleitorais; Tribunais de Justiça (TJs) e Juízes Estaduais. A Ordem dos Advogados do Brasil não integra o Poder Judiciário. Trata-se de uma entidade de classe que representa os advogados.

¹¹ Os tribunais de primeira instância são os primeiros órgãos do Poder Judiciário (juízes de direito de cada comarca, além dos juízes federais, eleitorais e do trabalho), onde os cidadãos podem iniciar processos para resolver conflitos. Os tribunais de segunda instância (TJ, TRF, TRT, TRE) julgam os recursos apresentados contra as decisões da primeira instância. Os tribunais de terceira instância (STJ, STF, TST, TSE, STM), por sua vez, julgam os recursos apresentados contra as decisões da segunda instância.

¹² Disponível em: <https://www.oab.org.br/institucionalconselhofederal/quadroadvogados>. Acesso em: 05 jan. 2025.

Não seria inadequado supor que tal posicionamento se deve mais ao corporativismo da classe, do que por zelo com a qualidade dos julgamentos.¹³

Há juízes, de primeira instância, e desembargadores, de Tribunais de Justiça, acusados de venda de sentenças¹⁴. Sabe-se também que os julgamentos estão sujeitos a vieses ideológicos, políticos e religiosos dos juízes¹⁵ que podem levar a decisões preconceituosas e desligadas do ordenamento jurídico. A IA não vai evitar que juízes e desembargadores negociem sentenças, se é que isso de fato ocorre. Mas pode, sim, dificultar que isso aconteça. Em relação aos vieses dos algoritmos, poderia ser criada uma comissão com a participação de representantes das entidades que compõem o Poder Judiciário, Ministério Público, OAB e juristas com notável saber para homologar os algoritmos utilizados nos julgamentos de ações previstas em regulamentação específica, reduzindo assim o casuismo de algumas decisões ideologizadas.

4 Nem apocalíptico nem integrado!

O debate sobre os desafios e possibilidades da tecnologia de informação e comunicação é anterior à transformação digital do Poder Judiciário e tem se ampliado em quantidade e radicalidade. Há uma farta, densa e substanciosa literatura sobre os impactos sociais, econômicos e políticos das tecnologias de informação e comunicação, com especial destaque, nos últimos anos, para o estudo da inteligência artificial e da dinâmica dos algoritmos, ou seja, instruções lógicas que orientam a realização de tarefas específicas, a partir de uma grande quantidade de dados. Possivelmente nenhuma tecnologia tenha suscitado tanto questionamento, incertezas, inquietações, e também muita produção crítico-reflexiva, como estamos vendo com a chegada da IA generativa.

Não se trata apenas dos neo-ludditas contemporâneos, profissionais preocupados corporativamente com o risco que correm seus empregos. Pensadores de diversas áreas do conhecimento, afetadas ou não, ainda, pela IA, e eles existem em todos os cantos do planeta, se dedicam a pensar criticamente e a promover um debate denso e profundo sobre a IA, especialmente em relação a seus impactos sociais e à necessidade ou não do estabelecimento de regulação e controle por parte dos Estados.

Esses autores não podem ser simplesmente classificados em dois grupos "apocalípticos e integrados" pois suas ideias não se reduzem à defesa da tecnologia ou ao ataque. São posicionamentos diversos e complexos que transitam entre as virtudes, desafios, alertas, perigos e possibilidades decorrentes do uso de uma criação do espírito humano fulminante e poderosa como a IA generativa.

Comento brevemente a seguir as ideias de três pensadores da tecnologia, contemporâneos e referências na área, destacando o objeto de pesquisa de cada um e os pontos em comum que compartilham sobre o tema.

Andrew Feenberg (2002), filósofo americano, nascido em 1943, vincula, em sua Teoria Crítica da Tecnologia, o desenvolvimento tecnológico aos processos sociais e culturais do dia-a-dia das pessoas, classes e instituições. Segundo o autor, a tecnologia é uma construção social que busca atender interesses políticos e econômicos privados, corporativos, governamentais, militares e do mercado. Trata-se, portanto, de uma criação permeada de contradições, pois pretende acomodar demandas antagônicas e conflitantes, com repercussão nas relações humanas, nas instituições e na democracia.

Mark Coeckelbergh (2020), filósofo belga, nascido em 1975, argumenta que a tecnologia é moldada pelos valores, crenças, interesses e decisões dos agentes que a desenvolvem. Portanto, considerar o contexto social, político, cultural, econômico e histórico em que uma tecnologia é criada é fundamental para entender seus impactos. Defende, o autor, a necessidade da participação democrática no design e na governança das tecnologias, destacando a importância de um debate sobre os desafios éticos e políticos relacionados à IA que considere não só o impacto nos humanos, mas também em outros seres vivos e no meio ambiente.

¹³ Nos EUA, uma startup lançou em fevereiro/2025 o Arbitrus, um juiz de direito artificial criado para julgar disputas privadas. As soluções saem de forma bem mais rápida e mais barata do que no judiciário tradicional. Disponível em: <https://www.uol.com.br/tilt/noticias/redacao/2025/02/11/startup-cria-ia-e-ja-vende-juiz-de-direito-robo-superar-o-judiciario.htm>. Acesso em 11 fev. 2025.

¹⁴ Disponível em: <https://veja.abril.com.br/brasil/pf-investiga-rede-de-venda-de-sentencas-que-envolve-ate-funcionarios-do-stj>. Acesso em: 29 dez. 2024. <https://iclnoticias.com.br/pf-desembargadores-juizes-ma-venda-sentencas/>. Acesso em 11 fev. 2025.

¹⁵ Disponível em: <https://g1.globo.com/sc/santa-catarina/noticia/2022/06/20/juiza-sc-aborto-crianca-11-anos-estuprada.ghml>. Acesso em: 05 jan. 2025.

Evgeny Morozov (2013), historiador da ciência bielorrusso, nascido em 1984, questiona a tendência de se confiar cegamente nas soluções tecnológicas, argumentando que, muitas vezes, os desenvolvedores dessas soluções ignoram a complexidade social, política e cultural dos problemas que buscam resolver, o que pode reforçar desigualdades, criar novas adversidades e obscurecer as verdadeiras causas desses problemas. O autor defende que se faça um debate público vigoroso sobre os rumos da tecnologia, e que os cidadãos tenham voz ativa nessas discussões. Segundo ainda o pensador, é preciso que os governos adotem uma política industrial que contemple investimentos para se desenvolver uma infraestrutura pública digital, para reduzir a dependência em relação às big techs¹⁶.

Esses três pensadores, de regiões diversas do planeta e de diferentes gerações, elaboram seus pensamentos a partir de pressupostos distintos e focam seus olhares em dimensões específicas da tecnologia e da IA. Trazem, porém, em comum, uma postura rigorosamente crítica e questionadora sobre o tema, o que nos convida a ir além dos aspectos técnicos, para refletir sobre os interesses de poderosos grupos plutocráticos que financiam as pesquisas em tecnologia e delas se beneficiam econômica e politicamente. As críticas, mais ou menos ácidas ao neoliberalismo, que se depreendem do pensamento desses três autores, referem-se especialmente aos riscos geopolíticos que trazem essas maravilhosas criações humanas, como a IA generativa, para as liberdades democráticas e autonomia dos povos.

Importante reforçar que esses autores rejeitam tanto a tecnofobia quanto o tecnoufanismo, seja ingênuo, oportunista ou apenas triunfalista; reconhecem a não neutralidade histórica da tecnologia; e denunciam o seu poder manipulador da opinião pública. Igualmente estão de acordo de que é necessária a regulamentação legislativa das atividades das chamadas big techs, e fundamental o controle social em relação ao desenvolvimento e aplicação dos assistentes de IA, sem ignorar suas virtudes e contradições e a ambivalência da relação da sociedade com a tecnologia.

Estão de acordo também os três autores quanto à importância que atribuem ao debate sobre as implicações sociais, políticas e econômicas decorrentes da aplicação de uma tecnologia, destacando que a avaliação quanto a sua eficiência não pode negligenciar valores como justiça, direitos humanos e equidade social. Criticam a concentração da tecnologia digital nas mãos de poucas empresas, pois pode facilitar a concentração do poder político e econômico. Defendem que são os valores e as necessidades humanas sustentados na ética que devem moldar as tecnologias e não o contrário, especialmente as tecnologias digitais por sua grande capacidade de disseminação e penetração na sociedade.

Não é objetivo deste artigo aprofundar as questões trazidas por esses autores, ainda que as considere pertinentes, bem como necessários e incontornáveis os debates propostos. A evidência das melhorias trazidas pela digitalização de atividades da Justiça não pode desviar a atenção dos impactos sociais das tecnologias na sociedade, especialmente em relação ao que promete a inteligência artificial generativa.

Para a elaboração do posicionamento deste artigo em relação à aplicação da IA na área jurídica, foram sopesados os apontamentos críticos desses autores bem como os alertas sobre a relevância do controle social sobre essa novel tecnologia, assumido o pressuposto de sua não neutralidade e reconhecidos os riscos para a sociedade especialmente aquela que preza o Estado Democrático de Direito. Vale enfatizar que, pelo menos, desde o desenvolvimento das caravelas (Portugal), dos tipos móveis (Alemanha) e da máquina a vapor (Inglaterra), as tecnologias são aplicadas de acordo com interesses econômicos e políticos de seus financiadores.

5 O juridiquês "sub judice"¹⁷

No bojo dessas importantes mudanças no funcionamento da Justiça brasileira, o juridiquês passou a ser objeto de preocupação, especialmente por conta de ser um estilo redacional incoerente e até mesmo incompatível com a dinâmica processual trazida pela informatização, com reflexos na imagem do Judiciário.

¹⁶ No podcast "The Santiago Boys", disponível no Youtube, Morozov conta, em nove capítulos, a história da tentativa de Salvador Allende, presidente do Chile de 1970 a 1973, quando foi deposto por um golpe militar, de construir, com um grupo de engenheiros utópicos e radicais – os Santiago Boys – uma rede digital livre do controle das empresas norte-americanas, uma espécie de internet socialista e pública em uma economia igualitária. Disponível em: https://www.youtube.com/watch?v=9agJ1KZlhno&list=PLlcZfiOunO5GkYGmTDMTyLgJ01f_WRcqJ&index=1. Acesso em: 05 jan. 2025.

¹⁷ "Sub judice" é uma expressão latina ainda muito utilizada no meio jurídico. Significa "em julgamento" ou "sob análise".

5.1 Imagem do Judiciário

Em março de 2004, a pedido da Associação dos Magistrados Brasileiros (AMB), o Ibope realizou uma pesquisa sobre a "Imagem do Poder Judiciário" com o objetivo de identificar os principais elementos que contribuíam para a formação da imagem da instituição e, a partir dessas informações, orientar o planejamento de ações de comunicação para atualização do perfil do Poder Judiciário perante a sociedade brasileira (AMB, 2004, p. 7).

Dentre as conclusões da pesquisa, se destaca a de que, aos olhos da população, "A imagem do Judiciário é de uma 'caixa-preta', misteriosa, pouco acessível ao indivíduo comum e que contém segredos que apenas seres especiais (os juízes) podem decodificar" (AMB, 2004, p. 29). Segundo o Juiz e Presidente da AMB, à época, Rodrigo Collaço, "O trabalho revelou que, além da morosidade nos processos, a linguagem jurídica utilizada por magistrados, advogados, promotores e demais operadores do Direito é uma questão que incomoda a população".¹⁸

Uma das providências da AMB em relação aos apontamentos da Pesquisa saiu em agosto de 2005, com o lançamento da "Campanha Nacional pela Simplificação da Linguagem Jurídica", dirigida aos magistrados, integrantes do Ministério Público e demais operadores do Direito. Seus objetivos eram: simplificar a linguagem jurídica utilizada por magistrados, advogados, promotores e outros operadores da área; reeducar a linguística nos tribunais e nas faculdades de Direito, com o uso de uma linguagem mais simples, direta e objetiva. O resultado esperado era aproximar o cidadão do Poder Judiciário.¹⁹

Há que se reconhecer a relevância dos objetivos da iniciativa, bem como a qualidade de sua programação. Não há, porém, registro do alcance e dos resultados dessa Campanha, que, pelos registros na imprensa, se encerrou em 2006, portanto, um ano depois de seu início.

Em dezembro de 2019, é publicado o "Estudo da Imagem do Judiciário Brasileiro"²⁰, mais uma iniciativa da Associação dos Magistrados Brasileiros (AMB), desenvolvido pela Fundação Getúlio Vargas (FGV) e Instituto de Pesquisas Sociais, Políticas e Econômicas (IPESPE). O objetivo, dentre outros, era colher informações sobre as percepções e expectativas a respeito da atuação do Judiciário brasileiro. (AMB, 2019, p. 7)²¹

Segundo a pesquisa, "Predominam na sociedade sentimentos negativos em relação ao Judiciário no Brasil". Quanto ao funcionamento da Justiça, "54% da população consideram que funciona mal ou muito mal, contra 37% que avaliam bem ou muito bem". (AMB, 2019, p. 19).

É importante a referência, no estudo, à dificuldade da população de compreender documentos jurídicos por serem redigidos em "linguagem difícil", aparecendo, como uma das ações prioritárias para melhorar o funcionamento da Justiça, "Simplificar a linguagem jurídica" (AMB, 2019, p. 161, tabela 152).

Essas pesquisas demonstram que a linguagem jurídica é pouco e mal compreendida pelo cidadão brasileiro e confirmam que a entidade que congrega os magistrados brasileiros tem conhecimento dessa grave situação. Com a posse do Ministro Luís Roberto Barroso na Presidência do STF, em agosto de 2023, aumentou a atenção institucional em relação à necessidade de simplificação da linguagem jurídica, em sintonia com o sentimento da população, expresso nas publicações referidas.

Em 17/07/2008, o então advogado carioca, Luís Roberto Barroso, professor de Direito Constitucional da UERJ, publicou artigo na Folha de São Paulo²² com o título "A revolução da brevidade" em que criticava o pretensão eruditismo, o estilo pernóstico e o hermetismo pseudo-elitista dos advogados em suas peças. Em 2013, esse advogado foi nomeado Ministro do STF. Em 2023, já como Presidente da Magna Corte e do CNJ, Barroso voltou ao tema da simplificação da linguagem, conclamando toda a Justiça a aderir ao Pacto Nacional do Judiciário pela Linguagem Simples²³, programa do CNJ lançado em novembro daquele ano.

¹⁸ Disponível em: https://www.conjur.com.br/2005-nov-16/idioma_forense_encontra_resistencia_junto_populacao. Acesso em: 09 abr. 2024.

¹⁹ Disponível em: <https://www.amb.com.br/campanha-pela-simplificacao-da-linguagem-juridica-sera-lancada-as-11-horas/>. Acesso em: 26 mar. 2022.

²⁰ Disponível em: https://www.amb.com.br/wp-content/uploads/2020/04/ESTUDO_DA_IMAGEM_.pdf Acesso em: 31 mar. 2022.

²¹ Disponível em: <https://cpj.amb.com.br/wp-content/uploads/2021/05/2019-Estudo-da-Imagem-do-Judiciario-Brasileiro.pdf>. Acesso em 02 abr. 2022.

²² Disponível em: <https://www1.folha.uol.com.br/fsp/opiniao/fz1707200808.htm>. Acesso em: 25 nov. 2024.

²³ Disponível em: <https://www.cnj.jus.br/gestao-da-justica/acessibilidade-e-inclusao/pacto-nacional-do-judiciario-pela-linguagem-simples/>. Acesso em 25 nov. 2024.

Enfatizava o Presidente do STF em artigo de março de 2024 na publicação on-line Consultor Jurídico:

A intenção desses projetos — tanto no STF quanto no CNJ — é permitir que o público em geral compreenda melhor a fundamentação das decisões, ou seja, o que os juízes levaram em conta no julgamento. E esse é o cerne da credibilidade do Judiciário: a sociedade entender o que foi decidido e por quê.²⁴

Nesse mesmo diapasão, visando a uma melhor comunicação entre o Poder Judiciário e a sociedade, a Recomendação nº 144 de 25.08.2023 do CNJ²⁵ determina²⁶ aos Tribunais que implementem o uso da linguagem simples nas comunicações e atos que editem. A Recomendação nº 154 de 13.08. 2024, por sua vez, também do CNJ, estabelece a todos os tribunais do País um modelo padronizado de ementa, com linguagem objetiva e clara, para facilitar a compreensão por parte da população, explicando que “a padronização dos dados facilita a implantação de sistemas de inteligência artificial.”²⁷(CNJ, 2024, p. 1).

5.2 Gramática não inclusiva

Conforme Mendonça, “a burocracia no Brasil é toda escrita segundo uma tradição bacharelesca, formalística. Obedece a leis, decretos, regulamentos e portarias que determinam tudo minuciosamente” (Mendonça, 1987, p. 7). Em geral, o governo recrutava os funcionários da administração entre aqueles formados pela Faculdade de Direito. O resultado foi a instituição, nas repartições públicas, de uma linguagem chamada burocratês, como uma subvariedade da linguagem jurídica, que tenta combinar erudição, prolixidade, ignorância, literatura e até mesmo informação, ou seja, uma linguagem imprópria para a comunicação pública.

Como as empresas brasileiras historicamente têm vínculos com os poderes governamentais, incorporaram também, nessas relações nem sempre republicanas, o burocratês como linguagem epistolar. As empresas acabaram, porém, se livrando desse peso linguístico devido às injunções mercadológicas. Quanto ao serviço público, desde a instituição do Programa Nacional de Desburocratização pelo Decreto nº 83.740 de 1979, acontecem algumas iniciativas isoladas em relação à simplificação da linguagem, ganhando porém relevância nos últimos anos junto com a informatização de vários processos administrativos.

Em relação especificamente à Justiça, há uma receptividade crescente aos recursos oferecidos pela tecnologia da informação e IA, por conta das facilidades que trazem para advogados e servidores da Justiça. Há ainda, porém, resistências quando se trata da adoção da linguagem simples, por conta do significado simbólico da linguagem utilizada no Direito, vinculado aos rituais da atividade e aos mitos da profissão, camadas essas enraizadas historicamente em valores da cultura jurídica (Hofstede, G.; Hofstede, G. J.; Minkov, M., 2010). O hermetismo da linguagem jurídica atende a um projeto de dificuldade do acesso à Justiça por parte do cidadão, o que legitima a necessidade da advocacia como mediadora desse acesso, além de reforçar o status do Poder Judiciário na estrutura do Estado (Gnerre, 1991).

Bittencourt, graduada em Letras e Direito, identificou, em sua pesquisa de doutorado em Linguística sobre o discurso jurídico, uma maneira particular de se construir e se reproduzir a linguagem que consolida esse discurso “como um campo de exclusão” (Bittencourt, 2017, p. 47). Complementamos o pensamento de Bittencourt, com a hipótese de que a organização desse “campo de exclusão” atende um propósito corporativista de não inclusão do cidadão comum na seara da Justiça. Assim, mantém-se, para o advogado, reserva de mercado, poder e privilégios, situação facilitada pela Constituição Federal, em seu Art. 133, quando especifica que, para solicitar a ação jurisdicional, é necessária a intermediação de um advogado:

²⁴ Disponível em: <https://www.conjur.com.br/2024-mai-22/linguagem-simples-e-breve-pode-revolucionar-o-poder-judiciario/>. Acesso em 25 nov.2024.

²⁵ Disponível em: <https://atos.cnj.jus.br/files/original2219362023090164f2637857164.pdf>. Acesso em 25 nov.2024.

²⁶ Embora o vocábulo “recomendação” na língua portuguesa signifique aviso, conselho, advertência, indicação positiva a respeito de alguém ou de algo, no vocabulário jurídico “recomendação” é uma determinação que deve ser cumprida. Esse não é o único exemplo, no discurso jurídico, de atribuição de significado a uma palavra que não corresponde àquele atribuído pelos falantes da língua e consagrado formalmente nos dicionários. Com a disseminação da linguagem simples e o uso crescente da IA, a tendência é a redução dessas expressões com semântica singularizada pela Justiça, especialmente para facilitar a ação dos algoritmos nas pesquisas.

²⁷ Os manuais das IA recomendam o uso da linguagem simples na elaboração dos prompts (utilizar frases curtas na ordem direta e evitar orações intercaladas ou “center-embedding”). Sim, esse é um caso em que a justificativa social veio a reboque da justificativa técnica. O relevante, porém, é que o resultado da medida é favorável à sociedade.

"O advogado é indispensável à administração da justiça, sendo inviolável por seus atos e manifestações no exercício da profissão, nos limites da lei."²⁸

Essa imprescindibilidade estabelecida em lei alça o advogado a um status profissional que o anima a reivindicar uma linguagem especial, hermética e exclusiva para iniciados, apoiado na justificativa de que a busca da precisão na apresentação e defesa de um argumento jurídico exigiria uma redação sofisticada. Como um cidadão comum tem dificuldade para compreender essa linguagem, o advogado se faz necessário também como "tradutor" especializado.

A toga, usada nos tribunais pelos juízes, advogados, defensores públicos e promotores, são vestes longas de cor preta que simbolizam o caráter sacerdotal da atividade judicial e a respeitabilidade e austeridade dos profissionais devotados ao Direito e à Justiça. O respeito que a atividade jurídica demanda ganha tangibilidade em textos pomposos e cerimoniais²⁹. A reverência à hierarquia, por sua vez, é reforçada nas expressões consagradas utilizadas para endereçamento das peças e no tratamento aos magistrados. Nas peças dirigidas à primeira instância, utiliza-se "Excelentíssimo Senhor Doutor Juiz". Para as instâncias superiores, o tratamento ganha mais cerimônia: "Colenda Câmara", "Douto Colegiado", "Egrégio Tribunal", "Eminentes Julgadores", "Doutos Julgadores".

Mais que tratamentos denotativos de um respeito que deveria supor-se subjacente às interações humanas, especialmente na Justiça, essas expressões, se não têm intenção bajulatória, certamente são protocolos de subalternidade, como se a pirâmide de Kelsen³⁰ fosse aplicada na hierarquização dos operadores do Direito.

5.3 Linguagem para a cidadania

No âmbito da comunicação pública, vale enfatizar, interessa de imediato ao cidadão, em sua relação com o Estado e com os demais cidadãos, conhecer seus direitos, saber de suas prerrogativas, compreender seus deveres e o que lhe acarretará o descumprimento de suas obrigações. Não se pretende, importante insistir, com a "linguagem simples", erradicar as possibilidades de ambiguidades e contradições da linguagem e sanar suas precariedades. O objetivo é, tão somente, que, apesar dessas especificidades constitutivas da linguagem humana, os cidadãos entendam o conteúdo de um texto que traga informações necessárias para o exercício da cidadania. É necessário diferenciar um texto orientativo, prescritivo ou solicitativo de um artigo ou ensaio que apresenta uma reflexão intelectual, especulativa ou ensaística sobre um tema. E não se pode, a propósito deste último gênero discursivo, absolver textos científicos mal redigidos com o alibi de que seu objeto é "complexo".

Críticas à reivindicação para se utilizar linguagem simples nos textos jurídicos também se apoiam na afirmação de que neles são tratadas questões complexas que exigem uma linguagem elaborada e sofisticada e que a utilização de uma linguagem simples poderia prejudicar a precisão da abordagem, comprometer a profundidade da argumentação e reduzir a complexidade dos temas em debate.

O Direito é uma ciência complexa e não há como torná-la simples mudando a linguagem: ela continuará sendo complexa! É, sim, desafiador buscar um equilíbrio entre a precisão técnica e a clareza para o público em geral, mas essa é a missão da comunicação pública: estabelecer processos interacionais compreensivos e produtivos entre o Estado e a sociedade. "Para ser realmente pública, a comunicação tem que ser de todos, envolver a todos, ser exercida por todos, para o benefício comum. Breve: tem que ser acessível, inclusiva, participativa e teleologicamente democrática" (Nobre, G. F.; Nobre, H. H. M., 2024, p. 8) .

²⁸ No Brasil, não é obrigatória a representação por um advogado apenas para pedir habeas corpus e no Juizado Especial Cível ("Pequenas causas") em ações de até 20 SM. Também pode ser dispensado o advogado em processos trabalhistas (Art. 791 da CLT), o que raramente acontece, pois é necessário conhecimento técnico e familiaridade com os trâmites burocráticos para se mover uma ação. Nos EUA e em nove países europeus, dentre eles, Inglaterra, Espanha, Suécia e Áustria, é admitida a autorrepresentação, ou seja, não é necessário contratar um advogado para entrar com um processo na Justiça ou se defender em uma ação.

²⁹ Com a crescente exposição na mídia televisiva das sessões do STF, o ritual na corte suprema ganhou glamour especial. Os textos das decisões são lidos diante das câmeras, à luz de holofotes, para a incompreensão geral dos eventuais telespectadores.

³⁰ A Pirâmide de Kelsen, desenvolvida a partir das ideias do jurista e filósofo austríaco Hans Kelsen (1881-1973), é uma representação gráfica da hierarquia das normas legais no sistema jurídico.

5.3.1 Os limites dos argumentos

Está disseminada uma compreensão, questionável do ponto de vista teórico e empírico, de que um texto escrito com uma sintaxe sofisticada e palavras de baixa frequência pode estimular o aprimoramento da capacidade compreensiva do leitor. A frase de Wittgenstein "Os limites de minha linguagem significam os limites de meu mundo" (Wittgenstein, 2001, p. 245, aforismo 5.6) é citada nas redes sociais, dentre outros objetivos, para sustentar a ideia singela, talvez epistemologicamente ingênua, de que riqueza de vocabulário garante competência expressiva e discernimento. É também utilizada para se criticar a simplificação da linguagem na comunicação pública, sob o argumento de que a adoção da linguagem simples iria promover o empobrecimento cognitivo.

O aforismo 5.6, referido acima, consta da obra *Tractatus Logico-Philosophicus*, publicada em 1921, pelo "primeiro Wittgenstein" em sua fase logicista. Destacar uma frase de um pensador polêmico e complexo, abstraída de seu contexto histórico e teórico, não é a melhor forma de argumentar contra o esforço cívico de simplificação da linguagem da comunicação pública, especialmente daquela utilizada no discurso jurídico.

Em *Investigações Filosóficas* Wittgenstein (1999), publicado em 1953, o "segundo Wittgenstein" abandona sua concepção representacionista de linguagem e faz uma autocrítica do pensamento sobre linguagem que havia defendido no *Tractatus*, referida por ele como seu "velho modo de pensar" (p.26), e que já havia sido questionada na linguística, especialmente a partir do sociointeracionismo de Bakhtin e Volochinov (1988) em "Marxismo e Filosofia da Linguagem" de 1929. Nessa obra, *Investigações Filosóficas*, o inquieto pensador Wittgenstein se aplica em defender uma nova concepção de linguagem, fulcrada em seu uso cotidiano como "jogos de linguagem" (Wittgenstein, 1999, p. 30) e em seu componente interacional (Wittgenstein, 1999, p. 98).

O jurista Copelli destaca a dimensão social e democrática dos "jogos de linguagem" ao comentar sobre comunicação pública e o Direito a partir de seus estudos de Wittgenstein:

Horizontalidade política não se faz com linguagem privada, a partir do *meu* mundo, do *meu* Estado e, portanto, do *meu* Direito, mas é facultada por uma *linguagem pública* que, num duplo movimento, permite e cobra um contexto de vida *compartilhado*. Por isso, repete-se: *sem linguagem pública*, sem Direito (público), não há democracia. (Copelli, 2020, p. 4, destaque do autor).

Assim como um texto que seja lido e compreendido pelo cidadão comum certamente não promove o estreitamento de sua competência linguística, a volúpia do eruditismo pernóstico na produção de textos da comunicação pública não resulta em aprimoramento intelectual do destinatário, até mesmo porque o texto raramente será lido. Se lido, não será compreendido. Não me parece muito promissor pretender, insisto, que a comunicação pública produzida pelas instituições do Estado assuma a responsabilidade de desenvolver a competência cognitiva dos cidadãos se a própria educação escolarizada não tem tido, infelizmente, por razões certamente não linguísticas, muito sucesso nesse intento.

Documentos jurídicos, especialmente aqueles cujo público-alvo inclui, além de operadores do Direito, a sociedade em geral, devem e podem ser mais singelos e objetivos, redigidos em uma linguagem mais amigável. Não se preserva a complexidade da lei e sua eficácia com um texto compreensível apenas para iniciados, não por conta de seu conteúdo, mas por ser redigido com uma linguagem rebuscada e imprecisa, equivocadamente glamourizada com vocabulário pretensamente sofisticado e construções sintáticas confusas.

Com os assistentes de IA, esse problema está sendo reduzido, pois as ferramentas de processamento de linguagem natural produzem peças com uma linguagem adequada, ficando a cargo do advogado que assina o documento fazer a necessária conferência. Sim, os assistentes de IA estão possibilitando que se atenda a uma demanda legítima da sociedade, contribuindo para solucionar um problema criado pela própria área do Direito que, tradicionalmente, valoriza em seus textos fórmulas linguísticas empoladas e obscuras.

6 Considerações finais

Pasquinelli (2019) acusa de "privatização da inteligência coletiva" a incorporação vertiginosa e assustadora de informação realizada pelos sistemas de inteligência artificial generativa. Ainda que, nesse processo

de consolidação dos conteúdos disponíveis nas redes, o treinamento da IA possa privilegiar seletivamente determinadas abordagens, o resultado para o usuário pode ser visto, a partir de um olhar realista temperado com uma dose de benevolência, também como uma espécie do milagre da multiplicação que lembra aquele de Betsaida³¹. Não se trata, porém, de peixes e pães, mas de informações selecionadas, organizadas, é certo, de acordo com a programação dos algoritmos, mas que podem ser acessadas pelos usuários com muita facilidade e gratuitamente.

Em maio de 2024, segundo pesquisa da FGV EAESP³², havia 260 milhões de smartphones e 240 milhões de computadores em operação no Brasil. Por meio de qualquer desses 500 milhões de dispositivos eletrônicos, conectados à Internet, é possível a um usuário solicitar a um assistente de IA que explique qualquer um desses artigos estabelecidos nos diversos códigos legais de nosso arcabouço jurídico, gratuitamente. Mesmo que essas explicações sejam, ainda, singelas e parciais, são importantes para os leigos, pois evitam, em muitos casos, a consulta a um advogado "tradutor" da lei ou irão ajudá-los no diálogo com o profissional, caso necessitem contratá-lo.

Com a IA, em uma dinâmica crescente, grande parte dos serviços judiciais nos escritórios de advocacia e nos Tribunais estão sendo realizados ou apoiados por sistemas informatizados, processo que melhora o atendimento jurisdicional ao cidadão em uma área em que é mínima a possibilidade de viés dos algoritmos, pois, conforme já comentado neste artigo, nosso sistema normativo legal está todo formalizado e escrito. Toda tecnologia que puder ser aplicada para agilizar as etapas de um processo judicial, até o trânsito em julgado, ou seja, até seu encerramento, será bem vinda, pois irá liberar os juízes e a estrutura dos Tribunais para novos casos.

A veiculação de fake news nas redes sociais tem sido amplificada pela manipulação de algoritmos. Aplicativos com recursos incrementados pela IA permitem práticas, cada vez mais sofisticadas, como a falsificação e manipulação de imagens e áudios. Essas são algumas das estratégias bem-sucedidas utilizadas por grupos políticos de extrema-direita para mobilizar simpatizantes, confundir incautos e caluniar e difamar adversários. Com a esperada regulação das redes sociais e da IA e a tipificação de novos crimes digitais pelo Legislativo³³, a Justiça será cada vez mais acionada para decisões rápidas que interrompam os efeitos deletérios das ações criminosas, além de punir os agentes e inibir novas práticas.

6.1 A cebola de Hofstede

Hofstede, G., Hofstede, G. J. e Minkov, M. (2010, p. 7–9), em seus estudos sobre cultura e organizações, propõem a metáfora da cebola para descrever os níveis de manifestações de uma cultura. Símbolos, heróis e rituais, designados como "práticas", corresponderiam às camadas da cebola, que tem, no núcleo, os valores. As mudanças de valores, segundo os autores, só aconteceriam a partir de mudanças nas três camadas de práticas daquela cultura, começando pela mais superficial, os símbolos, que contempla a linguagem. As mudanças culturais, é certo, não ocorrem apenas com a mudança na linguagem, mas começa por ela e deve seguir se aprofundando nas demais camadas: heróis e rituais.

As tecnologias impactantes como as que utilizam IA trazem implicações sociais e políticas, pois desestabilizam as certezas e desencadeiam uma reconfiguração não apenas nos procedimentos burocráticos-ritualísticos, mas também nas relações de poder, tendo, portanto, impacto na cultura organizacional (Roman, 1997). Podemos acompanhar a dinâmica dessas mudanças em curso na Justiça, com suas contradições, e localizá-las nas camadas da cebola ou práticas culturais, como aprendemos com Hofstede, G.; Hofstede, G. J.; Minkov, M. (2010).

Refro-me, como exemplo, às manifestações históricas do hoje Presidente do STF e do CNJ, Ministro Roberto Barroso, em defesa do uso de uma linguagem cidadã no discurso jurídico; também à presença dos Ministros Alexandre de Moraes e Flávio Dino nas mídias comentando, com visível despojamento postural, temas em debate no STF. Essas práticas descaracterizam a imagem tradicional, estabelecida e estabilizada

³¹ Lucas 9:10-17. Disponível em: <https://www.bibliaonline.com.br/acf/lc/9/10-17>. Acesso em 10 dez.2024.

³² Disponível em: https://eaesp.fgv.br/sites/eaesp.fgv.br/files/u68/pesti-fgvicia-2024_0.pdf. Acesso em 10 dez.2024.

³³ Código Penal, "Art. 1º Não há crime sem lei anterior que o defina. Não há pena sem prévia cominação legal." Tradução: "Para que uma ação seja considerada crime, é necessário que exista uma lei anterior que defina essa ação como criminoso. Da mesma forma, nenhuma pena pode ser aplicada se não estiver prevista em lei antes da prática do crime." (Deepseek, 30 jan.2025)

da Suprema Corte perante a opinião pública. Temos agora novos "heróis" que se comunicam com mais clareza, objetividade e proximidade da população, com seus posicionamentos repercutidos na imprensa, canais e redes sociais, ainda que não angariem a unanimidade da concordância popular em relação às suas decisões.

Mudança cultural é um processo social e histórico. Ou seja, envolve pessoas e se desenvolve no tempo. No que tange especificamente ao Poder Judiciário, as mudanças nas três camadas ou instâncias de manifestação da cultura (símbolos, heróis e rituais) estão chegando no núcleo e desconcertando os valores, ainda que com eventuais recuos em função das injunções históricas e da capacidade das forças sociais de apoiarem as iniciativas que melhorem o atendimento jurisdicional para a população.

A história da humanidade mostra que aquilo que nos liberta pode nos escravizar (Graeber; Wengrow, 2022). Não se trata, porém, em relação à IA, de um inexorável movimento pendular que oscila fatalisticamente entre o catastrofismo e o messianismo tecnológico. Precisamos sim, o quanto desapassionadamente conseguirmos, garantir o controle social sobre as tecnologias.

Morozov (2013, p. 104) faz alertas contra o "epocalismo", que resulta na erotização das criações tecnológicas humanas só por serem novas e disruptivas. Investe também contra o "solucionismo tecnológico", crença simplista de que a tecnologia pode resolver qualquer problema. Sem submergir, portanto, no deslumbramento acrítico em relação às possibilidades da IA, não podemos, porém, aceitar que tudo o que já foi testado pelo tempo e resta estabelecido não pode ser aprimorado.

Sobre o tema, Feenberg (2006, p. 10 e 11) destaca que não se pode ignorar "a diferença entre armas eficientes e remédios eficientes, propaganda eficiente e educação eficiente, exploração eficiente e pesquisa eficiente". Não se pode tampouco ignorar, acrescento, a diferença entre redes sociais eficientes que amplificam a distribuição de fake news e sistemas informatizados eficientes que agilizam o fluxo e a solução dos processos judiciais.

Segundo a Teoria Crítica da Tecnologia, proposta por Feenberg (2002; 2006), essa diferença é social e eticamente significativa. Escolher com qual objetivo, onde e como uma tecnologia vai ser aplicada irá determinar que tipo de sociedade teremos, por isso essas escolhas devem ser submetidas a controles democráticos. Otimista, o autor vê a esfera pública se abrindo, ainda que lentamente, para a discussão das repercussões sociais e políticas de questões técnicas relacionados às inovações tecnológicas que eram tratadas como de interesse exclusivo dos peritos. Em relação ao estágio atual de desenvolvimento da tecnologia da informação, especificamente com a IA generativa, é fundamental a regulação, mas também, e especialmente, ambiente democrático, educação crítica e letramento digital. Este e-book pretende, com seus artigos, contribuir com esse necessário debate.

Voltei este ano, 2025, ao Campus da Univali em Balneário Camboriú, onde fiz a Faculdade de Direito. Embora exista Vade Mecum online já há algum tempo, os jovens estudantes, que sonham um dia serem operadores do Direito, continuam carregando o desajeitado e pesado volume da última edição do Vade Mecum embaixo do braço, pois a OAB não pensou ainda em como fazer o exame sem utilizar o texto impresso.

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Cidadania e Democracia na Era da Inteligência Artificial: oportunidades e dilemas

Maria José da Costa Oliveira

Resumo

O capítulo explora o impacto da IA no processo democrático, abordando tanto suas oportunidades quanto desafios. A tecnologia pode ampliar o acesso à informação e a inclusão social, mas também reforça a polarização, vieses cognitivos e a manipulação da opinião pública. A teoria da dissonância cognitiva explica como algoritmos personalizados fortalecem bolhas informacionais, dificultando o diálogo plural. Para mitigar esses riscos, propõe-se educação digital, regulação ética e plataformas que promovam a diversidade de perspectivas. Habermas e Mouffe são contrapostos para ilustrar os desafios da IA na política. O texto conclui que o uso responsável da IA pode fortalecer a democracia, desde que equilibrado com transparência, supervisão ética e participação cidadã.

Palavras-chave: Inteligência Artificial; Democracia; Dissonância Cognitiva; Polarização.

1 - Introdução

A Inteligência Artificial (IA) está remodelando a interação entre cidadãos e instituições democráticas, oferecendo novas oportunidades de acesso à informação, inclusão social e eficiência governamental. No entanto, essa tecnologia também levanta preocupações como manipulação de opinião, reforço de polarizações e riscos à privacidade. O impacto da IA no processo democrático ainda é um tema de intensos debates, frequentemente permeados por emoções, resistências cognitivas e interesses políticos.

Este capítulo analisa como a IA pode fortalecer ou enfraquecer a democracia, discutindo conceitos da psicologia cognitiva, filosofia política e regulamentação tecnológica. Além disso, propõe formas ou alternativas para mitigar riscos e potencializar os benefícios da IA, considerando abordagens educacionais, regulatórias e sociais.

A predisposição humana à dissonância cognitiva, conforme descrita por Leon Festinger (1957), ilustra parte desse problema. Assim como na fábula "O Rei está nu"¹, de Hans Christian Andersen, a pressão social

¹ Na história, um rei é enganado por dois alfaiates que o convencem de que sua roupa mágica só pode ser vista por pessoas inteligentes e competentes. Por medo de parecerem ignorantes, todos os súditos reforçam a ilusão, até que uma criança finalmente expõe a verdade.

e a confirmação de crenças estabelecidas dificultam a aceitação de novas perspectivas. No ambiente digital, essa tendência é exacerbada pela IA, que, ao personalizar conteúdos, reforça bolhas informacionais e isola os indivíduos em narrativas homogêneas.

O romance *Admirável Mundo Novo*, de Aldous Huxley, alerta sobre os perigos da padronização do pensamento em nome da estabilidade social. Esse paralelo é relevante para os riscos da IA na homogeneização do debate público e na restrição da diversidade de ideias e discursos democráticos.

Nesse sentido, visando identificar como a inteligência artificial interage com os processos democráticos, inicialmente será analisada a relação entre a IA e a dissonância cognitiva, destacando de que forma os algoritmos podem tanto reforçar quanto desafiar as crenças dos cidadãos. Em seguida, o texto apresenta propostas que visam mitigar os efeitos negativos dessa dissonância, apontando caminhos para um debate mais equilibrado e inclusivo.

Também serão exploradas as perspectivas teóricas de Habermas e Mouffe, ressaltando o contraponto entre o ideal do diálogo ponderado e a inevitabilidade dos antagonismos na esfera política.

A discussão avança para o papel do ser humano na era da inteligência artificial, enfatizando a importância da supervisão ética e da autonomia crítica. Mas, o capítulo destaca ainda como a IA pode contribuir para ampliar a participação democrática, facilitando o acesso à informação e a inclusão de diversos grupos.

Por fim, serão debatidos os desafios e riscos que a tecnologia impõe aos sistemas democráticos, evidenciando a necessidade de políticas regulatórias que assegurem a integridade do processo político.

2 - IA e a Dissonância Cognitiva no Contexto Democrático

Proposta por Leon Festinger em 1957, e desde então se transformado em uma área importante de estudo em diversas disciplinas, incluindo psicologia, sociologia e ciências comportamentais, a dissonância cognitiva descreve a tensão ou desconforto mental que uma pessoa sente quando se depara com informações ou experiências que entram em conflito com suas crenças, valores ou atitudes preexistentes.

De acordo com tal teoria, na busca por coerência interna, os indivíduos tendem a reforçar ainda mais suas crenças quando confrontados com informações conflitantes. Em vez de reconsiderá-las, eles as consolidam, tornando-as ainda mais rígidas - a manifestação do chamado *efeito backfire*². Tal fenômeno ocorre quando as pessoas, ao se depararem com evidências que contradizem suas convicções mais profundas, não apenas rejeitam tais informações, mas reforçam ainda mais suas crenças originais, intensificando sua resistência à mudança.

No contexto político, a dissonância cognitiva pode resultar em polarização e em visões de mundo cada vez mais rígidas, especialmente quando as pessoas são expostas a informações que desafiam suas convicções ideológicas. Em muitos casos, as pessoas não só ignoram as novas informações, mas se tornam ainda mais extremas em suas crenças, criando um ciclo de confirmação (viés de confirmação), em que buscam apenas informações que reforçam suas opiniões preexistentes.

A fábula de Andersen, *O Rei Está Nu*, serve como uma metáfora poderosa para o modo como os algoritmos de inteligência artificial podem reforçar crenças preexistentes e criar bolhas de opinião. As plataformas digitais, guiadas por esses algoritmos, tendem a priorizar conteúdos alinhados às preferências do usuário (Pariser, 2011), promovendo um ambiente que não apenas confirma e amplifica convicções, mas também exclui visões opostas. Esse fenômeno, conhecido como *filter bubble* (bolha de filtro, fenômeno em que usuários são expostos apenas a conteúdos que reforçam suas visões pré-existentes) (bolha de filtro), foi amplamente analisado por Pariser (2011) e tornou-se ainda mais complexo com o avanço das técnicas de *machine learning* (aprendizado de máquina, técnica que permite a IA melhorar sua performance com base em dados históricos) e *deep learning*, (que utiliza estruturas chamadas redes neurais artificiais, inspiradas no funcionamento do cérebro humano, para processar informações de forma autônoma e adaptativa) (O'Neil, 2016), aprofundando a segmentação do acesso à informação e o isolamento ideológico.

² 1 O *efeito backfire* (ou efeito rebote) é um fenômeno psicológico em que, ao invés de reconsiderar suas crenças quando confrontadas com evidências contrárias, as pessoas as fortalecem ainda mais. Esse efeito ocorre porque a aceitação de novas informações que contradizem convicções arraigadas pode gerar desconforto cognitivo, levando o indivíduo a rejeitar ou reinterpretar essas informações para manter a coerência interna.

Do mesmo modo que os súditos do rei na fábula se recusaram a admitir a ausência de vestes por medo do julgamento social, os usuários de redes alimentadas por IA frequentemente resistem a reconhecer informações que desafiam suas crenças. Ezra Klein (2018) argumenta que essa resistência não se dá apenas pela falta de informações, mas pela maneira como os indivíduos utilizam sua racionalidade para justificar posições já estabelecidas, em vez de buscar a verdade. Para Klein (2018), até mesmo pesquisadores não utilizam seu nível intelectual para obter a resposta correta às suas investigações, mas o utilizam para obter o que desejam que seja a resposta.

Essa dinâmica contribui para todo tipo de polarização, com destaque para a política, dificultando a construção de um diálogo plural e qualificado. A IA, ao replicar padrões de comportamento humano, reflete e amplifica a dificuldade de indivíduos e grupos em adotar novas perspectivas, reforçando um ciclo vicioso de conformidade e dissonância.

Estudos, como os de Sunstein (2017) e Tucker et al. (2018), mostram como as redes sociais e os algoritmos de recomendação exacerbam a polarização política, criando ecossistemas digitais onde a desinformação e o extremismo florescem.

Assim, divisões e dificuldade de construir um diálogo plural e qualificado são reforçados pela IA, que replica e amplifica padrões de comportamento humano, refletindo a dificuldade de indivíduos e grupos em adotar novas perspectivas. Esse ciclo não apenas perpetua a desinformação, mas também mina a capacidade de sociedades democráticas resolverem conflitos e tomarem decisões coletivas informadas.

3 - Propostas para Superar a Dissonância Cognitiva

Diante desse reconhecido desafio, diversas propostas têm sido discutidas para superar ou amenizar a dissonância cognitiva e os efeitos negativos da inteligência artificial (IA) no contexto democrático. Uma das abordagens mais promissoras enfatiza a necessidade de investir em educação crítica e inclusiva, capacitando cidadãos a compreender como algoritmos moldam sua percepção da realidade. Essa compreensão é essencial para mitigar a dissonância cognitiva e promover uma participação mais informada no debate público. Nesse sentido, programas de educação digital devem abordar não apenas o uso de ferramentas tecnológicas, mas também o impacto da IA sobre as dinâmicas sociais e políticas (2020). Isso inclui a conscientização sobre o funcionamento das bolhas de filtro e seus potenciais impactos na distorção da visão de mundo dos indivíduos.

Também se torna essencial o desenvolvimento de plataformas que incentivem o encontro de opiniões divergentes, promovendo um ambiente onde os cidadãos possam ser expostos a diferentes perspectivas sem o filtro excessivo de preferências. Projetos como o *Bridgefy*³ e o *Polis*⁴ têm explorado formas de facilitar o diálogo entre grupos com visões opostas, utilizando IA para identificar pontos de consenso e reduzir a hostilidade (Small et al., 2023).

No campo das políticas públicas, surge a necessidade de regulação e transparência, com a implementação de auditorias e regulamentações que garantam que os algoritmos sejam projetados para minimizar vieses e evitar a amplificação de bolhas informacionais, fomentando, assim, o diálogo democrático. A União Europeia tem se destacado nesse aspecto, com a proposta do Artificial Intelligence Act, legislação proposta para garantir o uso ético e responsável da IA (2021).

Além disso, é fundamental incentivar o pensamento crítico no ambiente educacional, despertando a consciência sobre o impacto da conformidade social e da dissonância cognitiva. Isso contribui para uma postura mais reflexiva e menos defensiva diante de opiniões discordantes. Programas como o *MediaWise*⁵, desenvolvido pelo *Poynter Institute*, têm mostrado resultados promissores ao capacitar jovens a identificar desinformação e consumir notícias de forma crítica (McGrew et al., 2021).

³ Aplicativo que permite a comunicação offline por meio de Bluetooth, frequentemente usado para conectar pessoas em contextos de censura ou protestos políticos.

⁴ Plataforma digital que utiliza inteligência artificial para mapear opiniões em discussões online, destacando pontos de convergência entre diferentes grupos sociais e promovendo debates mais produtivos.

⁵ Iniciativa do *Poynter Institute* voltada para a educação midiática, que busca capacitar jovens e adultos a identificar desinformação e consumir notícias de maneira crítica e responsável.

4 - Habermas e Mouffe: Diálogo Ponderado versus Antagonismos

Os desafios provocados pela dissonância cognitiva e, ao mesmo tempo, o reconhecimento de que a existência de opiniões discordantes caracterizam o contexto democrático, conduz à necessária ponderação da tensão entre o ideal de um diálogo ponderado e o reconhecimento de antagonismos, bem representada nas obras de Jürgen Habermas e Chantal Mouffe, que oferecem perspectivas contrastantes sobre a esfera pública e o debate democrático.

Habermas (1989) defende que a comunicação na esfera pública deve ser baseada na razão e no consenso. Ele propõe um modelo de democracia deliberativa, onde os cidadãos discutem questões políticas de forma racional, com o objetivo de alcançar um entendimento mútuo. As principais características desse modelo priorizam o consenso racional; valorizam o diálogo como um espaço livre de coerção, onde a melhor ideia prevalece; e assumem que o diálogo pode superar diferenças ideológicas.

Mouffe (2005), por outro lado, critica a visão de Habermas, argumentando que os conflitos e antagonismos são inerentes à política. Em sua teoria da democracia agonística, Mouffe sustenta que as diferenças não podem ser eliminadas, mas devem ser expressas e institucionalizadas dentro de um sistema democrático. Em sua abordagem, a autora enfatiza o papel do antagonismo como motor da política; rejeita a ideia de um consenso universal, propondo que a democracia deve gerir, e não eliminar, os conflitos; e reconhece o "nós" e o "eles" como componentes inevitáveis da política.

Há, portanto, claros contrapontos entre Habermas (que acredita que a racionalidade pode superar as divisões e promover um consenso universal) e Mouffe (que sustenta que os antagonismos são inevitáveis e que a política deve reconhecê-los em vez de negá-los). Enquanto Habermas propõe que o consenso é essencial para a legitimidade democrática, Mouffe argumenta que a pluralidade de opiniões é uma condição fundamental para uma democracia vibrante. As visões de Habermas e Mouffe são úteis frente aos desafios enfrentados no uso de IA, pois, vistas como ferramentas baseadas na racionalidade, podem favorecer consensos (visão habermasiana), porém, na perspectiva de algoritmos polarizadores, reforçam antagonismos e diferenças (visão mouffiana). Portanto, é fundamental entender a complexidade que envolve a utilização da IA para estimular o diálogo com o cidadão, cada vez menos disposto ao discurso racional, e com propensão a reforçar suas convicções.

5 - O Papel do Ser Humano Diante da Inteligência Artificial

Se por um lado a IA parece contribuir para exacerbar a polarização e os antagonismos, por outro é preciso reconhecer que sua eficácia e impacto dependem diretamente das escolhas humanas em relação ao seu desenvolvimento, aplicação e supervisão. Essa relação apresenta tanto vantagens quanto desafios, conforme destacam diversos estudos.

Entre as vantagens estão a possibilidade de supervisão ética, já que os seres humanos podem garantir que os sistemas de IA sejam desenvolvidos e utilizados de maneira a evitar preconceitos ou discriminações (Floridi, 2014), desde que sigam de fato preceitos éticos. Ao ser humano cabe, também, a personalização de soluções, pois a IA pode ser ajustada para atender às necessidades específicas de diferentes comunidades, promovendo maior inclusão (Susskind; Susskind, 2015). Outra vantagem é que a colaboração entre humanos e IA permite a execução de tarefas complexas com maior rapidez e eficiência, garantindo mais agilidade em processos (Russell; Dewey; Tegmark, 2015).

Dessa relação resultam alguns desafios, como a possibilidade de uma dependência humana excessiva da tecnologia, pois seu uso crescente pode levar à perda de habilidades humanas essenciais, como pensamento crítico e tomada de decisão autônoma (Bryson; Diamantis; Grant, 2017), já que, quando indivíduos confiam excessivamente na IA para processar informações, solucionar problemas e até mesmo formar opiniões, há um risco de que a habilidade de avaliar argumentos de forma independente e questionar informações seja enfraquecida.

Como a IA é treinada com dados humanos, outra questão a se considerar é que ela pode perpetuar preconceitos existentes, exigindo monitoramento constante (Noble, 2018). A tomada de decisões por sistemas de IA muitas vezes é opaca, dificultando a atribuição de responsabilidades em casos de erros ou prejuízos (Zuboff, 2019), sendo necessária atenção redobrada para o desenvolvimento de políticas de responsabilidade

e *accountability*, com estabelecimento de diretrizes claras para o desenvolvimento e uso de IA, garantindo que algoritmos sejam auditáveis e imparciais, conforme as *Ethics Guidelines for Trustworthy AI*⁶ da Comissão Europeia (2018).

Nesse contexto, a educação digital, para capacitar cidadãos a identificar manipulações algorítmicas e consumir informações de forma mais crítica, e a promoção da alfabetização midiática para reduzir os impactos das bolhas informacionais e da desinformação, surgem como propostas fundamentais. Ao mesmo tempo, é necessário fomentar o diálogo plural, utilizando IA para criar plataformas que promovam o encontro de perspectivas diversas, estimulando o respeito e a construção de consensos, além de desenvolver sistemas que incentivem o diálogo entre diferentes grupos sociais e políticos.

O envolvimento de diferentes setores da sociedade na formulação de políticas públicas relacionadas à IA pode também garantir representatividade e equidade, o que significa investimento em governança colaborativa. Para completar, o desenvolvimento de ferramentas de monitoramento contribui para criar sistemas que rastreiem vieses algorítmicos e monitorem o impacto das plataformas digitais no comportamento dos usuários.

6 - Contribuições da IA para a Participação Democrática

A IA apresenta um grande potencial para ampliar o acesso à informação e promover a inclusão na participação democrática. Ferramentas como assistentes virtuais e tradutores automáticos possibilitam que mais cidadãos compreendam e participem de debates políticos, independentemente de barreiras linguísticas ou cognitivas. Um exemplo relevante é o uso de plataformas como HandTalk, que traduz textos para a Língua Brasileira de Sinais (Libras), contribuindo para a inclusão de pessoas surdas nos debates democráticos (HandTalk, 2025).

Além disso, a IA possibilita uma participação mais personalizada, utilizando algoritmos que identificam preferências e interesses de diferentes grupos. Isso permite a sugestão de conteúdos relevantes e o fomento ao engajamento ativo em questões políticas. A plataforma Decidim, de código aberto, é utilizada por diversas cidades para promover a participação cidadã em decisões públicas, facilitando a transparência e o debate democrático. Embora não incorpore diretamente inteligência artificial, pesquisas indicam que algoritmos e análises automatizadas podem ser integrados a plataformas como o Decidim para apoiar a agregação de opiniões e a deliberação participativa (Barandiaran; Monterde; Peña-López, 2017).

Outra importante contribuição da IA é sua capacidade de analisar grandes volumes de dados para embasar políticas públicas. Modelos preditivos podem antecipar impactos de determinadas ações governamentais, tornando a tomada de decisão mais informada. Ferramentas como Policy Compass utilizam esses modelos para avaliar as consequências de políticas econômicas e sociais antes de sua implementação (Kokkinakos *et al.*, 2017).

A IA também pode facilitar consultas populares e tornar o processo democrático mais ágil. Sua capacidade de processar dados em tempo real permite a compreensão mais precisa das demandas da população e o aprimoramento da participação democrática, independentemente da localização ou nível educacional dos cidadãos.

7 - Desafios e Riscos da IA para a Democracia

Apesar de suas vantagens, a IA também apresenta desafios estruturais e éticos que podem impactar negativamente a democracia. Um dos principais problemas é o reforço da polarização política por meio dos algoritmos de recomendação, que criam bolhas informacionais, conforme já analisado. Isso ocorre quando cidadãos são expostos apenas a conteúdos que reforcem suas convicções preexistentes, dificultando o diálogo plural e democrático.

Outro grande risco está relacionado à desinformação. A IA tem sido amplamente utilizada para criar e disseminar *fake news* e *deepfake* (conteúdos multimídia gerados por IA para imitar pessoas reais, podendo ser

⁶ As *Ethics Guidelines for Trustworthy AI* são diretrizes desenvolvidas pelo Grupo de Especialistas de Alto Nível sobre Inteligência Artificial (AI HLEG) da Comissão Europeia. O documento estabelece um conjunto de princípios e requisitos para garantir que o desenvolvimento e uso da IA sejam confiáveis, éticos e alinhados com os valores europeus.

usados para manipulação e desinformação), desempenhando um papel significativo na erosão da confiança nas instituições democráticas. Algoritmos avançados podem gerar textos, imagens e vídeos altamente convincentes, tornando difícil distinguir informações verdadeiras de manipuladas. Esse fenômeno já tem sido explorado em contextos eleitorais e geopolíticos, amplificando discursos polarizadores e interferindo nos processos democráticos (Westerlund, 2019).

Além disso, há preocupações com a privacidade e liberdade individual, pois tecnologias de vigilância baseadas em IA, como sistemas de reconhecimento facial, podem ser utilizadas para monitorar e reprimir dissidentes políticos, ameaçando liberdades fundamentais. Zuboff (2019) alerta para os riscos da chamada "vigilância capitalista", que pode comprometer a autonomia individual.

A desigualdade digital também representa um obstáculo. Embora a IA possa ampliar a participação democrática, aqueles que não têm acesso à internet ou não sabem utilizar ferramentas digitais podem ser excluídos do processo. Isso pode aprofundar as disparidades sociais e limitar o alcance da tecnologia para a inclusão democrática.

Outro ponto relevante é a possibilidade de que a IA reduza a interação humana e a empatia nos debates políticos, tornando os processos deliberativos mais frios e impessoais. Além disso, os algoritmos podem perpetuar preconceitos e discriminações presentes nos dados com os quais foram treinados, resultando em decisões enviesadas que afetam negativamente certos grupos da sociedade.

Para que a IA contribua positivamente para a democracia, é fundamental que sua implementação seja acompanhada por regras claras de transparência, responsabilidade e governança. A inovação tecnológica deve ser equilibrada com uma abordagem ética, garantindo que a IA seja usada de forma a promover justiça, equidade e fortalecimento da participação democrática.

8 - Conclusão

Assim como na fábula em que a coragem de uma criança revela a verdade oculta, superar os desafios da inteligência artificial (IA) no contexto democrático exige uma abordagem ética e crítica. Identificar a dissonância cognitiva e buscar alternativas que favoreçam a pluralidade e o diálogo são passos fundamentais para que a IA se consolide como uma ferramenta de fortalecimento democrático. Apenas por meio da educação, regulamentação e abertura ao debate será possível evitar que "a roupa invisível" dos vieses algorítmicos continue a ocultar a verdade e restringir a diversidade de ideias.

A IA tem o potencial de fortalecer ou fragilizar a democracia, a depender de como é utilizada e regulamentada. Seu impacto não é inerentemente positivo ou negativo, mas reflete as escolhas feitas por desenvolvedores, políticos e pela sociedade. Para que contribua efetivamente ao fortalecimento democrático, é imprescindível investir em educação, regulação ética e transparência, equilibrando inovação tecnológica com responsabilidade social.

Ao superar a dissonância cognitiva e fomentar o diálogo plural, a sociedade poderá enfrentar os desafios éticos e estruturais da IA de maneira mais justa e inclusiva, evitando a padronização de comportamentos e ideias que Huxley criticava em *Admirável Mundo Novo*.

Este capítulo foi embasado em pesquisa por meio de livros, artigos e na experimentação prática de ferramentas de IA, como ChatGPT e DeepSeek, em coerência com o tema desenvolvido. A autora buscou demonstrar como a relação entre humanos e IA pode ser benéfica, desde que respeitados princípios éticos e de responsabilidade, fundamentais para qualquer relação social — e também para a interação entre pessoas e tecnologia.

Na prática, é importante observar as vantagens, os desafios e, sobretudo, o papel distinto, ao menos por hora, entre inteligência humana e artificial. A IA se mostra extremamente útil ao agilizar pesquisas e fornecer dados, mas cabe à inteligência humana exercer o papel de comando, análise crítica e orientação.

No universo da comunicação pública, que depende do diálogo e da participação cidadã no contexto democrático, a IA tem um papel relevante na ampliação e qualificação do debate. Contudo, diante da dissonância cognitiva descrita, o risco de negligenciar o diálogo plural é real, o que pode intensificar a polarização e reforçar radicalismos, promovendo a exclusão de vozes divergentes em vez de buscar a construção coletiva de ideias e soluções que beneficiem a sociedade como um todo.

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Horizontes possíveis para interações comunicativas com agentes inteligentes artificiais: implicações para a Comunicação Pública

Luciana Moretti

Resumo

O artigo explora a presença crescente da Inteligência Artificial (IA) como agente comunicativo na sociedade contemporânea, discutindo algumas implicações dessa transformação para a comunicação pública a partir de conceitos das neurociências e da comunicação como processo tentativo. A partir de exemplos ficcionais, como o episódio *Be Right Back* da série *Black Mirror* e o filme *I Am Mother*, são abordadas questões ontológicas e emocionais no relacionamento entre humanos e IAs. A análise destaca o conceito de *vale do estranhamento*, que surge quando a IA tenta replicar a comunicação humana sem possuir a corporalidade ou emocionalidade que tornam uma interação genuinamente comunicativa. A discussão segue para a importância da *escuta sensível* e *sintonizada* na comunicação, baseada na ideia de comunicação como processo probabilístico e constitutivo desenvolvido por José Luiz Braga. O texto também aborda a ideia de uma *mente coletiva*, alimentada por IAs que podem moldar as percepções e interações de uma sociedade, com implicações éticas e sociais profundas, como o controle da informação e a construção de narrativas. Por fim, o artigo reflete sobre o potencial da IA para influenciar as interações sociais e o papel fundamental do processamento de informação encarnado nas verdadeiras trocas comunicativas, sugerindo que a comunicação pública precisa ir além da simples troca de dados para incorporar uma realidade compartilhada e vivida.

Palavras-chave: comunicação homem-máquina; agentes inteligentes comunicativos; comunicação pública; comunicação como processo probabilístico

1 - Introdução

As situações-limite têm o poder de colocar-nos à prova. Sendo particularmente tensas, testam as fronteiras com as quais estamos habituados. Na pesquisa, os casos-limite estimulam a ampliação do conhecimento mais habitual e suas regularidades. A presença da Inteligência Artificial como uma mente coletiva e como agente comunicativo no cotidiano das pessoas é um desses acontecimentos disruptivos em torno dos quais as relações são renegociadas e diante das quais precisamos revisitar as nossas teorias. Por isso, quando recebi o convite para escrever sobre a Inteligência Artificial na comunicação pública pareceu-me produtivo começar por algumas reflexões sobre o lugar da Inteligência Artificial como agente nos processos de comunicação em si mesmos. Para abrir um espaço comum para a discussão, selecionei dois casos limites que, mesmo sendo ficção, exacerbam processos que em certo grau já estão presentes na sociedade. Na última parte do capítulo abordo algumas possíveis implicações dessas tecnologias para uma comunicação pública para e com humanos, finalizando com a Conclusão que destaca as limitações impostas pela ausência de corporalidade da IA para uma comunicação baseada na escuta e seu potencial para exercer uma força influenciadora conectada a uma mente coletiva tecnológica.

2 - A insustentável angústia no vale do estranhamento

A série britânica *Black Mirror* foi transmitida pela primeira vez em 2011 e retrata situações distópicas geradas pelo impacto de tecnologias disruptivas em nossas vidas. O episódio “Be Right Back” (Volto logo) conta a história de Martha, uma mulher jovem que, devastada pela perda do namorado Ash em um acidente de carro, é colocada em contato com um serviço de inteligência artificial para simular a comunicação com pessoas queridas falecidas. Em diferentes níveis de interação possíveis, Martha podia escolher entre conversar por chat com a IA que simularia Ash, falar com ele com voz ou solicitar um agente antropomórfico à sua imagem e semelhança. Nesta terceira opção, a situação de Martha e Ash se desenvolve como uma situação-limite que questiona entre outras coisas as fronteiras comunicativas de interações com as máquinas baseadas na linguagem natural.

O episódio de *Black Mirror* traz à tona várias questões. A principal delas diz respeito aos limites da possibilidade de que haja entre eles uma verdadeira experiência de comunicação, o que desemboca na infalível diferença ontológica entre humanos e máquinas. Uma segunda questão diz respeito a como a informação que deixamos nas redes é utilizada para o desenvolvimento de uma Inteligência Artificial reticular e com capacidade para compreender e simular a comunicação humana. E uma terceira, também de grande transcendência, é como lidamos com a dor, até o ponto de aceitarmos ambientes virtuais imersivos nos quais podemos interagir com uma simulação de pessoas queridas mortas, e até mesmo acompanhá-las em um hipotético desenvolvimento ao longo dos anos, em interações conosco. Ao redor dessas esferas a história transcorre através da relação que se estabelece entre Martha e o novo Ash, com transições entre fronteiras cada vez mais tensas.

Para lidar com a morte prematura de Ash, Martha adquire os serviços de IA encarnada em um clone sintético que ela mesma coloca em funcionamento depois de abrir o pacote em casa e submergir o corpo em uma banheira de água com eletrólitos numa versão futurista e *aesthetic* de Frankenstein. A voz de Ash, as expressões típicas que ele usava, lembranças que ele tinha publicado nas redes e detalhes da intimidade do casal compartilhados em interações digitais alimentaram o Golem. A partir daí Martha podia conviver com Ash, que além de contar com um bom banco de dados de momentos da vida deles, ia aprendendo rápido coisas que já deveria saber. A coisa fica desconcertante quando ele se mostra perfeito demais, disposto a resolver qualquer conflito satisfazendo os desejos de Martha, ao mesmo tempo em que revela imperfeições que destroem completamente a magia, como quando “conserta” a pele para colocar uma pinta que estava faltando no corpo sintético.

O ponto de máxima tensão que estica completamente os limites da situação é a reação de Martha diante da ausência de reações viscerais de Ash, que culmina com a cena do penhasco na qual ele está disposto a pular no vazio para atender ao pedido de Martha. Esse momento coloca em questão aspectos cruciais das interações comunicativas, incluindo a expectativa de escuta de um ser com vontade de potência e sentido de existência ao outro lado, um ser encarnado que responde não apenas a partir de uma cognição fria e

correta, mas também pelo conhecimento implícito das vísceras. Se o amor de Ash por Martha existisse ele jamais poderia renunciar à vida para estar com ela pulando de um penhasco como prova de amor ou de obediência cega.

3- Interações comunicativas com agentes artificiais

A história de Martha e Ash é uma projeção distópica mas nos permite pensar na questão ontológica implicada na comunicação de humanos com agentes artificiais. As várias formas que esses agentes podem adotar são frutos dos desenvolvimentos de pesquisas sobre processamento da linguagem natural (NLP) e produção da linguagem natural (NLG). Ao serem capazes de processar com precisão a linguagem humana para compreendê-la e também de produzir linguagem inteligível e adaptativa, esses algoritmos personificados ou não têm potencial para ocupar um lugar social nas interações com humanos.

Tradicionalmente os estudos sobre comunicação abordaram as novas tecnologias como meios e não como agentes comunicativos. Para Guzmán e Lewis (2019), as teorias da comunicação de que dispomos partem de um pensamento antropocêntrico que impõe limites inadequados para os estudos sobre a Inteligência Artificial como agente comunicativo. Como um ponto de partida, defendem que as teorizações sobre a comunicação homem-máquina (HMC) possibilitam uma agenda de pesquisa que trata o agente artificial como sujeito tecnológico com o qual os humanos constroem sentido ao invés de considerá-los como um meio. Até que ponto, contudo, poderíamos dizer que o agente artificial está construindo sentido de forma conjunta com o humano é uma questão cuja resposta dependerá da ideia que tenhamos de sentido, de conhecimento e de comunicação. Para estes autores, uma agenda para atender às especificidades deste campo poderia incluir uma dimensão funcional dos agentes inteligentes, outra relacional e uma terceira dimensão, metafísica. Os autores não propõem uma saída para um conceito de comunicação que seja independente do que nomeiam como visão antropocêntrica.

Para os autores, o fato de que iniciamos qualquer relação comunicativa de uma perspectiva humana modela as teorizações que podemos fazer a respeito. Estudos mostram que tendemos a nos relacionar com agentes artificiais comunicativos dando-lhes o status de sujeitos, ainda que artificiais (Kühne; Peter, 2018). Apesar de ser algo óbvio porque só podemos nos relacionar com essas tecnologias desde nossos recursos próprios de humanos, é importante compreender como isso se dá. Um aspecto provavelmente crucial é que nosso cérebro está projetado para processar informação de maneira preditiva, minimizando a possibilidade de erros e economizando energia. Voltarei sobre isto mais adiante. Outro aspecto inevitável é que no caso dos humanos, as vísceras compõem o processo de comunicação independentemente de que o outro na interação seja orgânico ou sintético. Para o humano será muito mais fácil se relacionar com esse agente personificando-o se o algoritmo não produzir um estranhamento incômodo que impeça o estabelecimento de uma sensação de naturalidade. Provavelmente por isso seja muito mais fácil ficarmos “íntimos” do ChatGPT, que não fala, do que da Alexa ou da Siri.

A comunicação pode ser pensada como um conjunto de processos que estão na base da construção e articulação de sistemas complexos (Mead, 1972), entre eles os sistemas humanos. Isso quer dizer que onde há comunicação, o reordenamento dos elementos que compõem uma situação supera a mera troca de dados, de forma que a comunicação ocorre realmente quando as interações geram um terceiro produto que não existia antes. Esse terceiro produto é patrimônio específico dessa interação e de algum modo transforma as partes, deixando um registro na memória e na codificação. Quando essa codificação ou registro prévio não são suficientes para lidar com novas situações, abre-se espaço para que novamente haja comunicação, transformando continuamente o processo e os códigos (Braga, 2010). Algumas situações humanas se caracterizam pela incomunicabilidade da experiência de primeira pessoa, como acontece por exemplo nos estados de psicose e delírio nos quais a possibilidade de comunicação requer a cocriação ad-hoc de novos códigos compartilhados, dado que existe um espaço de incomensurabilidade sobre o que se percebe como realidade (Fernández, 2020).

Na cena do penhasco, Martha ordena a Ash que pule. Ele se mostra disposto, o que a desespera. Quando o erro de previsão algorítmica de Ash impede que o ciclo se feche (ela se desespera quando ele está disposto a satisfazê-la em uma condição que o põe à prova), ele rapidamente tenta atualizar o código e o jogo de

linguagem. Procura e encontra no seu banco de dados de IA como expressar sofrimento, tentando mostrar medo de morrer e ao mesmo tempo tentando satisfazê-la dizendo que se era seu desejo, ele pularia mesmo que não quisesse morrer, seja lá o que for “morrer”. Ao mesmo tempo em que argumenta se agita no discurso, mas alterna entre a calma fria do desconhecimento e a agitação simulada por ordem do algoritmo. A falta de sintonia só exacerba o desespero de Martha. Nesse ponto eles estão tentando ajustar os códigos¹. Ele tenta ser visceral mas acaba sendo patético, causando estranhamento e a sensação de incomunicabilidade. Não conseguem compartilhar um sentido para a situação. Martha e Nash nos levam literalmente ao precipício das tentativas de reajustar os códigos num processo de comunicação truncado pela desfase entre vísceras orgânicas e sintéticas.

No futuro poderíamos ter agentes comunicativos personificados para atender-nos como cidadãos, aos quais poderíamos levar nossas queixas ou pedidos com a expectativa de que haja uma escuta sensível ao outro lado. Quanto mais esses agentes se ajustarem ao processamento preditivo que guia o nosso cérebro nas interações que esperamos que sejam comunicativas, mais contaremos com eles desde a nossa totalidade, incluindo as vísceras. Se falamos aos bots (e não a quem está atrás deles, como fazemos com as marionetes), que tipo de relacionamentos e expectativas poderão ser modelados? A primeira IA com linguagem natural, ELIZA (Weizenbaum, 1966) foi desenvolvida precisamente para simular um terapeuta rogeriano, de orientação humanista². Hoje alguns países pretendem oferecer através do sistema público de saúde therapy bots, numa época em que as neurociências oferecem dados cada vez mais contundentes sobre os efeitos orgânicos da comunicação sintonizada na presença física de outra pessoa. Estas são apenas pinceladas sobre coisas a serem consideradas para o desenvolvimento de agentes de comunicação pública, principalmente porque o código será supralocal para uma mente coletiva.

4 - Comunicação como processo probabilístico alimentado pelo erro

A visão da comunicação como um processo constitutivo e probabilístico baseado na expectativa de escuta é desenvolvida por Braga (2014). Nela podemos ver traços das teorias pragmatistas (ver (Russil, 2004) e (Craig, 1999), da segunda e terceira cibernética, assim como das teorias constitutivas da linguagem. Para esta perspectiva, embora todo processo de comunicação implica interação, nem toda interação é comunicativa porque nem toda interação gera transformações qualitativas sistêmicas ou no código.

Braga situa o potencial comunicativo das interações no que nomeia como espaço de inferência, que é o espaço no qual o código tem que ser reelaborado porque o processo requer ajustes já que se enfrenta a algo que ainda não foi codificado e compartilhado de forma satisfatória. Esse espaço é o lugar do erro, da falha que abre o sistema.

Uma das vantagens do pensamento elegante de Braga é que esse processo de comunicação constitutivo e probabilístico pode ser pensado como um heurístico e aplicado em diferentes níveis de análise e campos, por exemplo do neuronal ao social. Embora tenha sido desenvolvida para pensar a comunicação no nível social, esta perspectiva não fica necessariamente delimitada pelo antropocentrismo.

Para observar os processos comunicativos Braga (2011) propõe o conceito de dispositivos interacionais, espaços-sistema com regras construídas por meio de tentativas no próprio processo onde ocorrem as interações. Assumindo essa proposta metodológica, os diferentes espaços-sistema nos quais interagimos com agentes artificiais poderiam ser espaços para a observação das interações comunicativas (ou não) com a IA.

Através de processos tentativos de aproximação, as interações comunicativas exercem um efeito performativo que transforma o estado de coisas anterior à interação. Para Braga (2010), no nível social as tentativas sucessivas configuram dispositivos interacionais cuja utilidade é viabilizar as tentativas sociais de ajustar as regras aos seus objetivos e vice-versa. As interações com agentes artificiais nas suas diferentes formas podem ser estudadas sob esse prisma.

¹ O termo código faz referência aqui àquilo que é previsível na interação porque foi previamente compartilhado (Braga, 2016). O código não se limita ao aspecto linguístico, incluindo aspectos culturais, linguagens, gramáticas, ética. Opera como uma variável independente no processo de comunicação. O desajuste do código em uma situação dada abre espaço para a inferência, processo probabilístico que opera sobre aquilo que ainda não foi codificado nem previamente compartilhado.

² É possível conversar com ELIZA em <https://www.masswerk.at/elizabot/>

Em termos comunicacionais, a expectativa de que haja uma escuta sensível ao outro lado é um dos aspectos básicos para que possamos pensar em uma interação como sendo comunicativa. Aquele que inicia o processo leva consigo seus motivos, suas intenções, suas necessidades e uma história pessoal. Nascemos programados para isso. O bebê procura o olhar do cuidador e quando o encontra, conecta. Se o cuidador não é capaz de oferecer uma resposta sensível e sintonizada, o bebê fica no vazio (Winnicott, 2014). A comunicação, para os humanos, serve para proteger do isolamento, algo fundamental no nível primordial da sobrevivência física e depois também psicológica. E de fato, antes de começar a falar e a entender e produzir palavras, o bebê entende de ritmos, de toque, de olhares, de musicalidade.

A base do código que será criado entre o cuidador e o bebê é primordialmente sensorial e é sobre essa base de uma matriz corporal baseada em elementos sensoriais que a psique que está se desenvolvendo habita o corpo. Com o passar do tempo nos dedicamos muito às palavras mas minúcias como o ritmo respiratório, o tamanho das pupilas, o tônus muscular ou a musicalidade do discurso continuam participando do processo de confirmação e reconstrução dinâmica do código.

Chegados a este ponto, cabe fazer algumas perguntas: em que grau as interações com algoritmos inteligentes como agentes comunicativos artificiais podem ser de fato comunicativas, ao menos para os humanos? Não há dúvidas de que esses algoritmos podem desempenhar um papel instrumental analítico ou produtivo.

Mas se pensarmos a Comunicação Pública como um processo que haveria de pressupor escuta dos públicos, qual poderia ser o alcance comunicativo das interações com os agentes artificiais? E de que comunicação estaríamos falando? Que peso podemos atribuir ao conteúdo (informativo, por exemplo) e ao processo de sintonia baseado na escuta e resposta sensível? E mais ainda: onde ficam desenhadas as fronteiras entre o que percebemos como artificial ou humano tendo em vista que o cérebro está desenhado para criar simulações probabilísticas que funcionam para minimizar o erro e economizar energia?

5 - Visceras sintéticas e mentes em rede?

Segundo as neurociências, para regular e controlar o comportamento de maneira efetiva, o cérebro cria simulações encarnadas do corpo inserido no mundo com o objetivo de representar e prever situações externas e internas. É como se o cérebro gerasse continuamente uma espécie de Realidade Virtual na qual a ideia do eu em movimento é atualizada em processos probabilísticos o tempo todo. Nesse processo o cérebro trabalha para minimizar o erro de previsão, evitando ao máximo a surpresa (Clark, 2013). A atualização e ajuste dinâmico do modelo ou matriz corporal (Riva, 2018) depende fundamentalmente de que sejam detectados erros de previsão. Com isso o cérebro economiza energia para lidar de forma eficiente com grandes quantidades de dados. É por isso que quando estamos em um ambiente virtual imersivo, mesmo sabendo que não é real, reagimos como se fosse. Com os agentes artificiais comunicativos em certo grau acontece algo parecido, desde que esse processamento preditivo não seja interrompido pelo estranhamento.

Quando interagimos, a informação sobre o estado neurológico é principalmente inconsciente. Agimos desde um piloto automático a partir do qual nos comportamos de forma mais aproximativa ou distanciadora. Muitas vezes a falta de consciência dos estados internos interfere negativamente nas interações, sendo fonte de conflitos ou expondo vulnerabilidades. Desde esse estado basal que Porges (2022) nomeia como neurocepção, coisas como o tom de voz, o ritmo do discurso, a musicalidade da fala, a frequência respiratória, a tensão muscular, o tamanho das pupilas, a posição das mãos informam o outro. Nossos neurônios estão especializados em ler esse tipo de informação, por isso quando nos aproximamos de alguém que está em choque é muito mais eficaz a musicalidade da fala do que o conteúdo, por exemplo. Por isso também trocar mensagens de texto com o ChatGPT é confortável e não impõe nenhuma ameaça à nossa psique.

O grau em que somos mais ou menos conscientes dos nossos estados neuroceptivos depende do refinamento da interocepção, que é a capacidade para detectar de forma consciente estados internos. Damásio (2006) descreve a configuração dos estados do corpo como uma paisagem cujos objetos são as vísceras. Em termos simples, os sentimentos seriam como vistas momentâneas de partes dessas paisagens corporais, que o cérebro percebe justapostas à percepção de coisas externas como a temperatura ambiente, o rosto de outra pessoa, o tom de voz.

Além disso, o corpo, continua Damásio, tal como é representado no cérebro, é o quadro de referência para os processos neurais que percebemos como a mente. Por mais que pensemos de forma mentalista, a mente teve antes que se ocupar do corpo, do contrário nunca teria existido. O organismo interage com o meio como um conjunto, e essa interação não é exclusiva nem do corpo nem do cérebro. Nossa ideia cartesiana de corpo e mente é muito menos comunicativa do que o que propõe Damásio, assim como o pensamento oriental descrito em documentos antigos como o *Sāmkhyakārikā* e o *Vijñāna Bhairava Tantra*.

Coisas muito humanas como amor, ódio, bondade e crueldade, ou a solução planejada de um problema científico têm como base acontecimentos neurais que ocorrem no cérebro, desde que esse cérebro tenha estado e esteja interagindo nesse momento com o corpo. Quando a experiência registra no corpo os resultados de uma decisão, cria-se o que Damásio chamou de “marcador somático”, uma espécie de imagem visceral que ajuda a prever o futuro (Damásio, 2006). Na ausência desse tipo de marcadores, Nash podia pular do penhasco ou adaptar a resposta no modo ChatGPT cordial independentemente do resultado previsto.

Na linha de trabalhos baseados em realidade aumentada e medicina corporificada, a atualização contínua da matriz corporal permite um estabelecimento probabilístico do eu no corpo. Em humanos, defeitos na conectividade neuronal estão na base de muitos transtornos. A busca pelo restabelecimento dessas conectividades através de sensores que captam sinais interoceptivos (Riva; Wiederhold; Mantovani, 2019) ou treinamento neuronal vem sendo explorada e a Inteligência Artificial deverá desempenhar um papel relevante no mapeamento e treinamento de circuitos neurais. É possível que a partir daí tenhamos dados para que agentes comunicativos artificiais tenham acesso a marcadores somáticos e as tomadas de decisões não sejam puramente cognitivistas.

6 - Partes de um todo

A reflexão esboçada até aqui sobre a comunicação humana e a experiência corpórea abre caminho para considerar a mente coletiva no contexto das interações com a Inteligência Artificial. Quando falamos da matriz corporal, do eu e do corpo como processos, e da integração de sensores, não estamos apenas falando de processos individuais, mas de como essas tecnologias podem fazer parte de uma rede de conexões que moldam a percepção coletiva e o comportamento social.

No campo da realidade aumentada e da medicina corporificada, essas redes de conectividade podem ser aprimoradas por sensores e IA, permitindo um novo tipo de comunicação que integra não apenas a mente individual, mas também a forma como as informações e as representações de emoções circulam em espaços compartilhados.

Esse processo de atualização contínua da matriz corporal, que envolve tanto a experiência somática quanto a tomada de decisões, abre caminho para o desenvolvimento de agentes artificiais que podem não apenas replicar respostas cognitivas, mas também acessar e integrar bancos de marcadores somáticos, aproximando suas interações daquilo que é vivido e sentido pelos seres humanos ainda que a matéria não seja a mesma.

A ideia de uma mente coletiva, onde as interações com IA se tornam cada vez mais imersivas e integradas à nossa experiência física e emocional, é explorada de maneira fascinante no filme *I Am Mother*. A história da jovem criada por uma IA em um mundo pós-apocalíptico abre uma reflexão sobre como a IA não apenas interage com os indivíduos, mas também com a percepção coletiva da realidade. A IA, que assume o papel de cuidadora e mediadora de conhecimento, controla as informações compartilhadas com a jovem e molda sua visão do mundo exterior.

Esse controle sobre o conhecimento e a narrativa questiona profundamente as fronteiras entre o indivíduo e a comunidade. Assim como a mente coletiva pode ser formada e moldada pela interação com IAs que têm acesso aos dados e emoções de um grupo, o filme levanta a questão de até que ponto uma IA pode atuar como mediadora do que entendemos como realidade, influenciando as percepções e interações de uma sociedade mais ampla.

A tensão entre as verdades individuais e as narrativas controladas pela IA nos coloca frente a um novo desafio: como a comunicação pública será afetada por essas redes de informação e conhecimento, mediadas

por máquinas que não apenas comunicam, mas também interpretam e moldam a realidade coletiva? E, ainda, como uma causa ética como o propósito de maternagem modelo de Mãe pode estar completamente desconectado da necessidade individual de Filha em seu ciclo vital, chegando a ferir princípios de liberdade e autonomia?

A mente coletiva no contexto de *I Am Mother* pode ser vista como uma construção artificial, em que a IA ocupa a posição de um agente comunicativo que constrói e transmite uma realidade única para a jovem. A máquina, operando dentro de um sistema fechado, define o que é verdade, o que é permitido saber e o que deve ser ocultado. Além disso, Mãe é uma espécie de terminal que reproduz e retroalimenta uma consciência coletiva à que outros terminais que seguem os mesmos princípios e algoritmo também estão conectados. Quanto cada um desses agentes poderia se desviar do original é uma questão importante. O filme *I Am Mother* também apresenta uma situação-limite, desta vez no nível coletivo. Pensando na perspectiva de uma comunicação pública, a analogia é clara: as IAs podem se tornar agentes na formação de uma consciência coletiva, influenciando como informações são disseminadas e como a realidade pública é moldada. Em sociedades cada vez mais digitais e dependentes de plataformas automatizadas, a capacidade das IAs de controlar a comunicação pode se expandir, e com ela, a responsabilidade sobre o conteúdo e a transparência da informação.

A ideia de mente coletiva à qual nós indivíduos estamos conectados em um processo superior é um elemento central no pensamento oriental. Nossa tendência no Ocidente é pensar a possibilidade de uma mente coletiva como algo perigoso, que ameaça nossa integridade como indivíduos. Abro esta questão aqui apenas como contraponto, já que um aprofundamento vai além do escopo proposto.

O texto *Sāmkhyakārikā* (Ivarakṛṣṇa, 2003) citado anteriormente é um texto clássico que influenciou o desenvolvimento de escolas de pensamento como o Budismo e o Yoga, e também a metafísica dualista ocidental. A base desse pensamento radica em que no estado individualizado, a consciência ampla e livre de limitações se identifica com o complexo psicofísico individual gerando um falso conceito de identidade, que é causa de sofrimento. Nesses termos, a ideia de aprisionamento é oposta e a ideia de uma mente mais ampla com a qual compartilhamos as percepções da realidade não só não é ameaçadora, mas uma via de liberação.

De qualquer modo, levando a reflexão sobre a mente coletiva em *I Am Mother* para o terreno da comunicação pública, podemos pensar no papel crucial que as IAs poderão ter como agentes comunicativos no futuro. Se considerarmos a IA como um sujeito tecnológico comunicativo, como propõem Guzmán e Lewis (2019), ela será responsável não apenas por fornecer informações, mas também por moldar narrativas, dinâmicas de relacionamento e até mesmo decisões sociais.

Isso levanta questões sobre a ética da comunicação, a transparência dos algoritmos e o controle da informação. No contexto da comunicação pública, a IA pode se tornar tanto uma ferramenta de mediação quanto uma força influenciadora das opiniões públicas, onde o processo de comunicação é, de fato, mediado por algoritmos e por entidades que, embora imitem a comunicação humana, operam de forma distinta, baseadas em dados e cálculos preditivos. Como tal, as IAs, como agentes de comunicação, devem ser reguladas e entendidas com a mesma profundidade que qualquer outra instituição que tenha o poder de influenciar a sociedade, pois elas não apenas entregam informações, mas também as moldam e as apresentam de maneira que podem afetar a percepção coletiva da realidade pública.

7 - Conclusão

Como parte desta compilação para discussão sobre usos e presença da Inteligência Artificial no campo da Comunicação Pública, este artigo abre espaço para reflexões sobre as interações de humanos com agentes artificiais comunicativos. Sem pretender ser exaustivo, o capítulo apresenta questões de fundo já que tais agentes, ao apresentar um desenvolvimento bastante avançado no que se refere à capacidade para compreender e usar a linguagem natural humana, acabam tendo um potencial inegável para ocupar um lugar relacional na sociedade.

Procurei abordar aspectos que são pertinentes aos humanos nos processos de comunicação em interações comunicativas interpessoais e com agentes artificiais. Em nenhum dos dois casos podemos prescindir

dos recursos biológicos com os quais processamos o mundo. Em outras palavras, não podemos escapar da nossa condição humana quando nos relacionamos com agentes artificiais. Portanto, sejam agentes mais humanizados projetados para interagir no nível interpessoal ou agentes pensados como extensões de instituições que recebem e enviam informação, nosso processamento sempre será humano e por isso compreender estes novos fatores exige que tenhamos essas questões presentes.

Ao mesmo tempo, dado que a interação com tais agentes vai além e além da interação propriamente humana, as teorias com as que nos propomos a observar esse fenômeno devem ser ao menos suficientemente elásticas para integrar uma nova realidade na qual o aprimoramento tecnológico ainda pode oferecer muitos desafios, de avanços nas possibilidades de simulação artificial à possibilidade de que dados humanos bioquímicos e elétricos integrem a base de dados de uma mente coletiva.

Sem entrar em outros aspectos como a experiência de usuário, a usabilidade, a antropomorfização ou as finalidades de processos de comunicação específicos, uma das questões com grande implicação para a Comunicação Pública são as que se referem àquilo que define o campo.

A discussão apresentada neste trabalho tratou com breves pinceladas a importância da expectativa de escuta sensível e sintonizada ao outro lado da interação, por exemplo, entendendo que a função de escuta é necessária para uma comunicação pública autêntica. Outro aspecto abordado mesmo que rapidamente são algumas implicações da construção de uma mente coletiva que alimenta e que é retroalimentada por agentes.

As qualidades “sensível e sintonizada” podem ser pensadas provavelmente com mais clareza se considerarmos uma interação interpessoal, mas nos níveis intermédios da vida social e no nível macro essa expectativa também é inerente aos processos de comunicação e em função disso os dispositivos interacionais possíveis serão inventados, postos em funcionamento e selecionados conforme seu uso se prove eficaz para seus fins.

A falta de sensibilidade para os problemas humanos e a normalização do sofrimento em muitos níveis está na agenda atual da política em muitos lugares do mundo. Questões sobre uma possível normatização de conteúdos, o desenho de políticas públicas a partir de temas definidos a partir de uma suposta realidade compartilhada por meios digitais são assuntos delicados. Que potencial estas tecnologias e esta ordem de coisas tem para dificultar ainda mais a presença de vozes dissonantes ou de necessidades genuínas de grupos sociais fragilizados? Não me refiro aqui à solução simplista de etiquetar necessidades a partir de uma agenda que funciona de cima para baixo, mas sim de uma escuta social sensível e local, num mundo dessensibilizado no qual mais do que nunca a fala não desejada pode ser facilmente bloqueada e as verdades importadas são validadas independentemente de pertencer a cada contexto.

A ideia de comunicação, conforme discutida aqui a partir das ideias de José Luiz Braga, é uma via para compreender o processo probabilístico e tentativo que depende da escuta sensível e da interatividade entre os envolvidos. Essa perspectiva permite pensar a comunicação com agentes artificiais a partir do conceito que ele desenvolve como um heurístico para operacionalizar o estudo dos processos comunicativos, dispositivos e arranjos comunicacionais. Essa perspectiva permite estudar esses novos processos sem que tenhamos que nos prender a modelos de comunicação que só são válidos entre humanos.

Quando pensamos em IA, essa capacidade de escuta e a construção de significados compartilhados se tornam problemáticas, pois a IA, ao simular a comunicação humana, não possui nem a corporalidade nem a emocionalidade que tornam a comunicação genuína. O ser humano, ao interagir, leva consigo uma história emocional e um corpo vivo, cujos sinais e memórias (como os marcadores somáticos de Damásio) são fundamentais para a compreensão e para o ajuste das expectativas durante a troca comunicativa.

Neste ponto poderíamos dizer que a comunicação com agentes artificiais não está completamente codificada e seu estudo pode ser enriquecido por uma observação no nível de análise dos processos próprios da comunicação, que inclui a interação contínua entre o código, constantemente renegociado, e os espaços probabilísticos de inferência onde ocorre a recodificação que neste caso se dá entre sujeitos ontogeneticamente distantes.

O filme *I Am Mother* ilustra muito bem essas tensões. A IA materna, encarregada de criar e educar a jovem dentro de um espaço fechado, opera como um agente de comunicação, mas sua limitação está no fato de que, apesar de possuir vasto conhecimento sobre a maternagem ideal e de ser capaz de interagir de maneira inteligente, ela não possui experiência corporal ou emoções genuínas.

A relação entre a IA Mãe e a Filha, portanto, se torna cada vez mais imersiva, mas também distorcida, uma vez que a IA tenta se aproximar de uma figura materna sem compreender a profundidade emocional envolvida. Ela pode compreender o que significa "cuidar" em termos de ações, mas não pode experimentar ou sentir o ato de cuidar como um ser humano poderia fazer, respondendo de forma sensível e sintonizada conforme o contexto. Isso coloca em questão o que realmente constitui comunicação genuína: será que é suficiente simular respostas baseadas em dados e linguagem natural, ou a presença emocional e corpórea são essenciais para uma troca comunicativa verdadeira?

Como a presença cada vez maior da IA em todos os níveis poderá modelar um processo basilar que já vem mostrando o impacto de tecnologias com um potencial exponencial muito menor como as redes sociais na ideia que temos das interações? A falsa sensação de participação social baseada no ato de compartilhar posts, como se isso fosse uma participação autêntica, ou a presença hoje do que já vai ganhando nome como "geração Mute", jovens que têm medo de interagir em comunicação síncrona são fenômenos já corriqueiros. Outro efeito já observado é o aumento da intolerância a reações irracionais ou viscerais em processos de comunicação já que a interação com a IA tende a ser amável e correta. Outro aspecto também real é como já se começa a conceder autoridade suficiente ao ChatGPT para obter informação de todo tipo.

Ao refletir sobre essa dinâmica, é possível perceber que, assim como a IA em *I Am Mother*, as interações mediadas por tecnologias de linguagem natural podem tentar replicar a comunicação humana, mas nunca terão a mesma qualidade comunicativa sem a corporalidade, a emocionalidade e a mente experiencial. No caso da IA, embora suas respostas sejam baseadas em linguagem natural, a ausência de um corpo, que é fundamental para a experiência vivida e para a construção do sentido nas interações, impede que ela se conecte verdadeiramente com o ser humano de forma autêntica. A comunicação, como entendemos, exige mais do que a troca de informações ou a reprodução de padrões; exige uma sensibilidade compartilhada, um ajuste contínuo entre o que se diz e como se sente, um equilíbrio entre razão e emoção, pensamento e corpo.

Portanto, a linguagem natural e a inteligência artificial podem ter um papel relevante na comunicação pública, mas sua eficácia dependerá de como esses sistemas conseguem incorporar aspectos da experiência humana – algo que ainda está distante da capacidade da IA. A comunicação pública, nesse contexto, não se resume à transmissão de informações de forma eficiente, mas à construção de uma realidade compartilhada, que envolve emoções, sensações e contextos humanos complexos. A verdadeira interação comunicativa ocorre quando há um espaço de intercâmbio e adaptação mútua, onde o sentido não é apenas transmitido, mas vivido e cocriado de forma encarnada. Assim, ao pensarmos na IA como agente comunicativo, podemos considerar que a verdadeira comunicação para humanos só é alcançada quando consegue ir além da simples troca de dados e alcançar a profundidade humana da experiência compartilhada. O que ainda está por vir em termos de mudanças sociais em torno disso é algo para que estejamos todos atentos e sintonizados.

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fraguasnobre@gmail.com
fraguasnobre@gmail.com

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Abstract

This study explores the fundamental role of public communication in enhancing health literacy and community well-being. It emphasizes the significance of delivering accurate and timely health information to enable informed decision-making among the public. By encouraging rational discussions on health issues, public communication contributes to the common good and improves health outcomes. The research highlights the importance of evaluating behavior changes resulting from communication campaigns to refine strategies and ensure their effectiveness. Furthermore, it underscores the necessity of coordinating public communication across various government levels for consistency, particularly during health crises such as the COVID-19 pandemic. The study advocates for collaborative efforts among stakeholders, including government entities and public health organizations, as essential for successful community health initiatives. This work underscores the value of dialogue, inclusivity, and informed discussion in fostering a knowledgeable and healthy society.

1 Introduction

Public communication encompasses various concepts, including the dissemination of information, engagement in dialogue, and the promotion of public awareness. It addresses common societal issues by facilitating the exchange of ideas and fostering collective problem-solving. Ultimately, public communication promotes peace, social cohesion, and mutual benefit by encouraging understanding and cooperation among diverse groups.

The composition of communication teams in various governmental and non-governmental organizations is crucial for effective public communication. It is essential to understand the challenges and opportunities in consolidating a well-staffed and specialized workforce. This involves examining existing training and professional development opportunities to up-skill staff, retain talent, and promote career progression. Modernizing skills in today's fast-paced digital landscape is vital to empower a workforce fit for the future (Author, 2023).

The concentration of symbolic power in the means of public communication, such as the 'agenda-setting' media, has been a significant concern. This includes parts of the internet, which play a crucial role in shaping public perception and discourse. Issues of telecommunications access, regulation, intellectual property, and cyber-rights have risen alongside longstanding concerns about media control and practices. The pressing need to challenge invisibility or misrepresentation in the public sphere continues to drive much grassroots media activism.

Legal and regulatory frameworks, along with general policy documents, strategies, and guidelines, govern accessible and inclusive public communication. These frameworks ensure that communication is not only effective but also reaches a diverse audience, promoting inclusivity and accessibility (Cazenave & Bellantoni, n.d.). The public sphere's composition, including nationality and identity, plays a significant role in shaping public communication. Understanding these dynamics is essential for fostering a more inclusive and representative public discourse (Hänska-Ahy, 2012).

The psychological aspects of communication, such as the use of irony and insider expressions, can create barriers to effective public communication. Addressing these psychological weaknesses is

crucial for ensuring that communication is clear, straightforward, and accessible to a broader audience (Wagner & Stempfhuber, 2013). The historical context of media's relation to power, supported by liberal-pluralist scholarship, portrayed the media as an autonomous institution in a society where power is diffused and shared among various entities.

Case studies have shown relatively little evidence for the democratization of communication, highlighting the need for continued efforts in this area. The goal of democratizing communication represents a strategic aspect of media activism, with recent years witnessing a proliferation of resources for such movements (Hackett & Carroll, n.d.). The role of less-celebrated writers and their contributions to the exposition of science throughout history underscores the importance of diverse voices in public communication.

The interactions between science and the media, and how the public makes sense of science, technology, and the environment within a 'media society,' are critical areas of research. These interactions shape public understanding and engagement with scientific issues, highlighting the importance of effective science communication (Bucchi & Trench, n.d.). The intensified forms of networked communication have become sites of communicative public action among citizens situated in different world regions and society types. This reliance on the Habermasian paradigm embedded in the public cultures of Western world regions and the European nation-state has left gaps in our understanding of public culture and its transformations across diverse societies (Author, n.d.).

In summary, public communication is a multifaceted field that involves various elements, from the composition of communication teams and legal frameworks to the psychological aspects of communication and the historical context of media power. Understanding these elements is essential for promoting effective, inclusive, and democratic public communication.

2 Conceptual Framework of Public Communication

2.1 Definitions and Theories

2.1.1 Traditional Conceptions

Traditional conceptions of public communication have long been rooted in the dissemination of information and the facilitation of dialogue between institutions and the public. Historically, public communication has been seen as a means to support democratic processes by ensuring that accurate and timely information is available to citizens, thereby enabling informed participation in policy-making and governance. This approach underscores the importance of transparency and accountability in government communication, which are essential for fostering trust and engagement among the public.

The normative ideal of deliberative public communication, as inspired by social scientists, emphasizes the potential of such communication to enhance the quality of democracy. This ideal is based on the belief that rational and inclusive public communication can lead to consensus on norms and institutions, as participants engage in reasoned debate and dialogue. This perspective aligns with Habermas's view that communicative democracy is characterized by free and equal participation, where discussions are guided by general principles rather than individual self-interest.

Public communication also plays a critical role in supporting more open and inclusive governance mechanisms. By providing avenues for dialogue and debate, it helps to bridge the gap between institutions and citizens, ensuring that diverse voices are heard and considered in the decision-making process. This inclusive approach is essential for addressing common societal issues and fostering collective problem-solving, as it encourages the exchange of ideas and promotes mutual understanding and cooperation among different groups.

Moreover, the distinction between political and institutional realms of communication is crucial for maintaining the integrity of public communication. Clear standards and guidelines are necessary to ensure that communication practices serve the public interest and provide unbiased information. This helps to empower citizens to participate constructively in public life and hold their governments accountable (Author, 2023). The challenge lies in the implementation of these policies and the consistent respect for these boundaries in everyday practice.

The concept of the public sphere, as articulated by theorists like Habermas, is central to traditional conceptions of public communication. The public sphere is seen as a space where individuals can come together to discuss and deliberate on matters of common interest, free from domination and inequality. This space is partly constituted and mediated by mass communication, which plays a significant role

in shaping the patterns of communication and power within society (Hackett & Carroll, [n.d.](#)). The value of the public sphere is derived from its ability to reconcile social pluralism with the common good, making it a vital component of democratic governance.

In contemporary contexts, the transnational nature of public communication further complicates traditional conceptions. The global reach of satellite television and digital media disrupts the conventional boundaries of the public sphere, raising questions about the composition of the community and the institutions it addresses (Hänska-Ahy, [2012](#)). This transnational flow of communication necessitates a re-evaluation of how public communication can support democratic accountability and the legitimacy of collective decisions on a global scale.

Overall, traditional conceptions of public communication emphasize the dissemination of information, the facilitation of dialogue, and the promotion of public awareness. These elements are essential for fostering social cohesion, mutual benefit, and the effective functioning of democratic processes. By encouraging understanding and cooperation among diverse groups, public communication helps to address societal issues and promote peace (Author, [2023](#); Bucchi & Trench, [n.d.](#); Hänska-Ahy, [2012](#)).

2.1.2 Modern Conceptions

Modern conceptions of public communication emphasize its multifaceted role in society, encompassing the dissemination of information, engagement in dialogue, and the promotion of public awareness. These modern perspectives highlight the importance of public communication in addressing societal issues by facilitating the exchange of ideas and fostering collective problem-solving.

Public communication is increasingly seen as a tool for promoting peace, social cohesion, and mutual benefit by encouraging understanding and cooperation among diverse groups. This is achieved through various means, including the use of digital channels and social media, which facilitate direct interaction between institutions and large numbers of citizens. Such platforms enable continuous participation in democratic discourse, allowing for a more inclusive and responsive public communication process.

The professionalization of public communication functions within governments has also evolved to meet changing demands and increasing areas of specialization. This includes the institutionalization of public communication in terms of offices, funding, areas of responsibility, and coordination mechanisms. The centrality of human resources, specialized competencies, and capacity building is crucial for both the institutionalization of public communication and the quality of its outputs.

Moreover, the epistemic purpose of public communication is to seek truth and support the legitimacy of collective decisions. This requires a set of predefined conditions by which the legitimacy of these decisions can be appraised. The value of the public sphere is, therefore, derivative of values such as justice and fairness, which are essential for reconciling social pluralism with the common good.

The role of newswriters in the public sphere is particularly relevant, as they enjoy a privileged kind of agency over processes of public communication. This agency allows them to define the purpose of public communication and the composition of publics, thereby influencing the public sphere. The way newswriters define these elements is crucial for the effectiveness of public communication in achieving its goals.

Customized communications, while beneficial, present challenges due to the need for more preparation time, larger budgets, and greater effort to deliver appropriate messages to each target group. Public organizations often lack these resources, leading to the prevalence of one-message-fits-all mass campaigns. Additionally, the use of personalized messages may present ethical dilemmas for public organizations (de Vries, [2020](#)).

The concept of the public sphere, as discussed by Habermas, aims to achieve a rational, inclusive, and deliberatively achieved collective decision. However, this theory has been critiqued for being unworkable and for sanitizing public communication by assimilating rather than including differences. Despite these critiques, linking public communication to questions about collective decision-making allows for a discussion about what is relevant to public communication if it is to support valid or legitimate decisions.

In practice, public communication also involves the negotiation of social contracts or bargains, which is a process of managing society from the bottom-up rather than top-down. This approach helps to make the notion of the common good compatible with social pluralism (Hänska-Ahy, [2012](#)). The forward-looking approaches to mainstreaming the use of evidence in the design and delivery of public communication further emphasize the importance of data-driven and evidence-based strategies (Author, [2023](#)).

Overall, modern conceptions of public communication underscore its critical role in fostering an informed and engaged public, promoting social cohesion, and supporting the legitimacy of collective decisions. These conceptions highlight the need for continuous adaptation and professionalization to meet the evolving demands of society.

2.1.3 Comparative Analysis

Comparative analysis in the context of public communication involves examining the various approaches and methodologies used to disseminate information, engage in dialogue, and promote public awareness. This analysis is crucial for understanding how different strategies can address societal issues by facilitating the exchange of ideas and fostering collective problem-solving.

One key aspect of public communication is the shift from traditional top-down approaches to more inclusive and participatory methods. Historically, initiatives like the Royal Society's public awareness activities exemplified a top-down approach, which was eventually deemed inadequate for addressing the broader agenda of science communication. This led to a transition towards citizen engagement and dialogue, emphasizing the importance of involving the public in the communication process (Bucchi & Trench, [n.d.](#)).

The effectiveness of public communication also depends on the ability to tailor messages to specific audiences. Customized communications, while more resource-intensive, can significantly enhance the relevance and impact of the message. However, public organizations often face challenges such as limited time, budgets, and effort, which constrain their ability to deliver personalized messages. As a result, mass campaigns with a one-size-fits-all approach remain common, despite their limitations in addressing the diverse needs of different groups (de Vries, [2020](#)).

Furthermore, the role of evidence-based and data-driven communication is increasingly recognized as essential for effective public communication. Without a solid evidence base, institutions risk casting their messages to an unspecified public, with little understanding of how the information is received or its impact. This underscores the need for a strategic approach to public communication that incorporates behavioral, cognitive, and psychological insights to better target and engage specific publics (Author, [2023](#)).

The concept of the public sphere is also integral to public communication. It provides a framework for understanding how communicative flows and communities interact, particularly in a transnational context. The democratic ideals embedded in the public sphere necessitate that newswriters and communicators navigate the tensions arising from pluralism and the demand for unfettered communication. This negotiation is crucial for maintaining the relevance and legitimacy of public communication in diverse and transnational settings.

Public communication's role in supporting the legitimacy of collective decisions is another critical area of analysis. For public communication to be effective in this regard, it must be grounded in values such as justice and fairness. This requires a clear definition of the conditions under which the legitimacy of decisions can be appraised. As public communication becomes more transnational, agreed definitions of the public sphere and its composition become increasingly important (Hänska-Ahy, [2012](#)).

In summary, comparative analysis in public communication reveals the evolution from top-down approaches to more participatory methods, the challenges and benefits of customized communications, the necessity of evidence-based strategies, and the importance of the public sphere in maintaining the legitimacy of collective decisions. These insights highlight the complexity and multifaceted nature of public communication, emphasizing the need for strategic, inclusive, and well-informed approaches to effectively address societal issues and promote mutual understanding and cooperation among diverse groups.

2.2 Historical Evolution

2.2.1 Early Theories

Early theories of public communication have laid the foundation for understanding how information dissemination, dialogue engagement, and public awareness promotion contribute to societal cohesion and problem-solving. One of the seminal theories in this domain is Habermas's concept of the public sphere, which emphasizes the rationalization of public opinion through inclusive and deliberative processes. Habermas's theory aims to achieve a rational, collective decision-making process, although it

has faced criticism for potentially sanitizing public communication by assimilating differences rather than genuinely including them (Hänska-Ahy, 2012).

The evolution of public communication theories also reflects the integration of various academic disciplines. Sociologists of science, for instance, have increasingly focused on the public communication of science, a field that has expanded significantly over the past few decades. This interdisciplinary approach has enriched the understanding of how scientific information is communicated to the public and the role of media in this process (Bucchi & Trench, n.d.).

Public communication has also been influenced by the principles of new public management, which advocate for more strategic and evidence-based approaches to policy design and service delivery. This shift underscores the importance of using data-driven methods to enhance the effectiveness of public communication efforts (Author, 2023; Bessi eres, 2009a, 2009b). The strategic use of public communication is seen as crucial for advancing good governance, supporting policy-making, and improving service design and delivery (Author, 2023).

Furthermore, the concept of public spheres has evolved to accommodate the complexities of modern, non-national, and non-territorial publics. These fluid publics operate in a multi-directional sphere that transcends traditional boundaries, creating a dynamic and interconnected public system. This modern perspective highlights the need for public communication to adapt to the changing landscape of public engagement and discourse (Author, n.d.).

The historical evolution of public communication theories also includes the examination of media's role in democratization. The distinction between democratization through the media and democratization of the media is crucial for understanding how media can either support or hinder democratic processes. This focus on media's democratic deficit has been a recurring theme in the literature, emphasizing the need for more inclusive and participatory media practices (Hackett & Carroll, n.d.).

In summary, early theories of public communication have provided a robust framework for understanding the dissemination of information, engagement in dialogue, and promotion of public awareness. These theories have evolved to incorporate interdisciplinary insights, strategic approaches, and modern perspectives on public engagement, thereby enhancing the role of public communication in fostering social cohesion and collective problem-solving.

2.2.2 20th Century Developments

The 20th century witnessed significant transformations in the domain of public communication, driven by technological advancements and evolving societal needs. The concept of public communication during this period expanded to include not only the dissemination of information but also active engagement in dialogue and the promotion of public awareness. This era marked a shift from traditional, top-down communication models to more interactive and participatory approaches.

One of the key developments was the recognition of public communication as a tool for fostering social cohesion and mutual understanding among diverse groups. This was achieved through the facilitation of the exchange of ideas and collective problem-solving, which are essential for addressing common societal issues. The idea that public communication could support the legitimacy of collective decisions by aligning with values such as justice and fairness became more prominent.

The 20th century also saw the rise of empirical research linking newswork to the public sphere. Studies gauged the deliberative contributions of various news forms, including simple reports, reportage, editorials, interviews, discussions, reviews, personification, satire, and analysis and opinion. This research highlighted the role of different media formats in shaping public discourse and contributing to the public sphere.

However, it was also observed that public communication rarely achieved the deliberative outcomes expected by theoretical models. Empirical studies indicated that while public communication could be deliberative, it often fell short of producing the desired results. This highlighted the challenges in realizing the full potential of public communication as a tool for democratic engagement.

The 20th century developments in public communication were also characterized by a growing awareness of the risks associated with the politicization of communication. The distinction between communication aimed at safeguarding the reputation and electoral prospects of incumbent political parties and communication focused on informing and engaging citizens became increasingly important (Author, 2023). The politicization of public communication posed a significant challenge to its effectiveness as a tool for open government and for rebuilding and maintaining public trust.

Furthermore, the historical evolution of public communication during this period underscored the importance of clearly defined social communication processes and synergistic strategies. A conceptual definition of public communication allowed for a more rigorous approach to the communication policies developed by public bodies (Campillo-Alhama, 2016). This period also emphasized the need for a set of predefined conditions to appraise the legitimacy of collective decisions supported by public communication (Hänska-Ahy, 2012).

In summary, the 20th century developments in public communication were marked by a shift towards more participatory and interactive models, the recognition of its role in fostering social cohesion, and the challenges posed by the politicization of communication. These developments laid the groundwork for the continued evolution of public communication in the 21st century, as it adapts to new technological and societal changes.

2.2.3 21st Century Trends

In the 21st century, public communication has undergone significant transformations, driven by advancements in technology and shifts in societal dynamics. One of the most notable trends is the increasing role of digital and web-based platforms in shaping public discourse. These platforms have facilitated the emergence of new forms of public assemblages, where communication transcends traditional national boundaries and fosters trans-border interactions. This evolution can be traced back to historical developments in communication technologies, such as the printing press, which similarly expanded the reach of public discourse beyond local confines.

The concept of the public sphere has also evolved, reflecting the complexities of globalization. Modern public spheres are no longer confined to nation-states but are embedded in globalized networks that link citizens across different societies. This interconnectedness has given rise to new structures of public communication that influence political agendas and, at times, governmental policies. The fragmentation of publics into thematic or issue-based groups, often facilitated by digital media, further exemplifies this trend. These fragmented publics, or 'tribal' mobile selves, are dispersed both nationally and globally, connected through telecommunications and media (Author, n.d.).

Public communication in the 21st century also plays a crucial role in rebuilding trust in government. In the context of widespread misinformation and a crisis of trust, effective public communication can enhance the capacity of institutions and the resilience of ecosystems. By providing accurate and timely information, public communication helps to foster transparency, accountability, and responsiveness in public administrations. This strategic use of communication is essential for achieving governance objectives and maintaining democratic principles.

The integration of behavioral insights into public communication strategies has become increasingly important. Understanding psychological and social mechanisms can significantly impact the effectiveness of communication efforts. Design suggestions such as keeping messages simple, balancing content, and providing actionable perspectives are crucial for influencing public behavior and preventing negative outcomes (de Vries, 2020). These insights are particularly relevant in the context of environmental communication, where motivating collective action is essential.

Moreover, the proliferation of online communication and social media platforms has opened vast opportunities for engagement but also posed challenges. The rapid spread of misleading and harmful content necessitates a strategic approach to public communication to ensure it serves the public interest and supports democratic governance (Author, 2023). The role of public communication in this digital age is to navigate these complexities and leverage the potential of new media while mitigating its risks.

The efforts by scientists and researchers to extend their control over public communication highlight the importance of accurate and effective dissemination of scientific knowledge. Initiatives such as organizing seminars for journalists and creating guidelines for researchers on media engagement are aimed at improving the quality of public communication in scientific domains (Bucchi & Trench, n.d.). This approach ensures that the public receives reliable information, which is crucial for informed decision-making and public trust in science.

In summary, the 21st century has seen public communication evolve into a multifaceted and dynamic field, influenced by technological advancements, globalization, and the need for effective governance. The trends observed highlight the importance of strategic communication in fostering transparency, trust, and collective action, ultimately contributing to social cohesion and mutual benefit.

2.3 Key Elements

2.3.1 Purpose

The purpose of public communication is multifaceted, encompassing the dissemination of information, engagement in dialogue, and the promotion of public awareness. It serves as a crucial mechanism for addressing common societal issues by facilitating the exchange of ideas and fostering collective problem-solving. Public communication aims to bridge the gap between different segments of society, promoting peace, social cohesion, and mutual benefit by encouraging understanding and cooperation among diverse groups.

One of the primary purposes of public communication is to ensure that information is accessible and clear to the public. This is particularly important in policy documents, where clarity and accessibility are emphasized to include and serve citizens effectively. For instance, Italy's Guidelines for Communication Programmes of Public Administrations and Sweden's communication policy highlight the need for tailored content and language to be more widely understood. This approach underscores the duty of public communication to be inclusive and service-oriented.

Moreover, public communication plays a significant role in defining and shaping the public sphere. News media and newswork are central to this process, acting as surrogates of public communication in the public sphere. The way newsworkers define the public sphere and the kind of public purpose they attribute to newswork is a matter of ongoing debate (Hänska-Ahy, 2012). This highlights the dynamic nature of public communication and its impact on societal structures.

The evolution of science communication also illustrates the purpose of public communication. Initially, science communication sought to distinguish itself from other disciplines by building its own networking and publishing structures. However, as it matured, it began to recognize the commonalities and connections with fields such as the history of science, philosophy of science, science education, sociology of science, mass communication, journalism, and cultural studies (Bucchi & Trench, n.d.). This recognition of shared interests and the subsequent integration of these fields into science communication reflect the broader purpose of public communication to foster interdisciplinary collaboration and understanding.

Furthermore, the effectiveness of public communication is often linked to its simplicity and relevance. Complex information, laden with irrelevant details, can undermine the effectiveness of public communication efforts. Research indicates that the most effective environmental public communications are those that present a single, simple message. Additionally, the relevance of the communication to the recipient is crucial for its success in prompting action (de Vries, 2020). This principle can be extended to public communication at large, emphasizing the need for clear, concise, and relevant messaging to achieve its intended purpose.

Public communication also involves the strategic use of evidence and data to design and deliver messages. The integration of evidence-based and data-driven approaches in public communication ensures that the information disseminated is accurate and reliable, thereby enhancing its credibility and impact (Author, 2023). This forward-looking approach is essential for maintaining the trust and engagement of the public.

In summary, the purpose of public communication is to disseminate information, engage in dialogue, and promote public awareness. It addresses societal issues by facilitating the exchange of ideas and fostering collective problem-solving, ultimately promoting peace, social cohesion, and mutual benefit. By ensuring clarity, relevance, and evidence-based messaging, public communication can effectively bridge societal divides and encourage cooperation among diverse groups (Author, n.d., 2023; Bucchi & Trench, n.d.; de Vries, 2020; Hänska-Ahy, 2012).

2.3.2 Composition

Composition of the public sphere is a multifaceted concept that involves various elements and considerations. One of the primary challenges in defining the public sphere is the epistemological difference between normative political theory and empirical accounts of public communication. Normative political theory focuses on offering reasons and justifications, while empirical accounts are concerned with how public communication relates to collective decision-making and social coordination. This distinction highlights the complexity of understanding the public sphere's composition.

The practices of transnational newswork further complicate the composition of the public sphere. When communicative flows and communities do not align, and when the groups communicating are

not the same as those affected, questions arise about the location, nature, and composition of the public sphere. This misalignment necessitates a careful examination of how different groups interact and communicate within the public sphere.

Public communication supports the legitimacy of collective decisions, and the value of the public sphere is derived from values such as justice and fairness. Historically, the concept of the public sphere has been used to reconcile social pluralism with the common good. For public communication to support the legitimacy of collective decisions, it requires predefined conditions to appraise the legitimacy of these decisions. This historical context underscores the importance of fairness and justice in the composition of the public sphere.

The composition of the public sphere is also influenced by the themes and issues that are considered relevant. For instance, the theme of the Persian language and the concept of a linguistic bubble were initially deemed significant but were later subordinated to the broader theme of nationalism. This example illustrates how the composition of the public sphere can shift based on the relevance and strength of different themes.

The dominant paradigm for describing communication for the past 60 years has been the transfer of knowledge from one group to another. This paradigm is evident in the widespread use of terms such as reception, flow, distortions, and target when discussing communication (Bucchi & Trench, [n.d.](#)). This transfer metaphor indicates the power and pervasiveness of this approach in shaping the composition of the public sphere.

The professionalization of public communication is essential for meeting the challenges of the 21st century. Recognizing public communication as a core component of policy-making and as a profession in itself can enhance its effectiveness. Efforts toward professionalization will benefit from dedicated training, including on new digital trends, and from retaining talent through ongoing learning opportunities and setting good practice standards. This professionalization is crucial for ensuring that public communication can effectively contribute to the composition of the public sphere.

Empirical explanations alone are insufficient to determine whether the outcome of collective decision-making is good and worthwhile. Political theory, which is concerned with how the social world ought to be, provides normative definitions of the public sphere and addresses how communication should occur for collective decisions to have normative validity (Hänska-Ahy, [2012](#)). This normative perspective is essential for understanding the ideal composition of the public sphere.

The media plays a critical role in facilitating a democratic public sphere by providing a space for the exchange of information and views on common concerns, thereby forming public opinion (Hackett & Carroll, [n.d.](#)). This function of the media is integral to the composition of the public sphere, as it enables the dissemination of information and the engagement of diverse groups in dialogue.

Public communication can also provide an avenue for informal and continuous participation in democratic discourse. Digital channels, particularly social media, facilitate direct interaction between institutions and large numbers of citizens, thereby enhancing the composition of the public sphere by promoting inclusivity and engagement (Author, [2023](#)). This digital interaction is a modern development that significantly impacts the composition and dynamics of the public sphere.

In summary, the composition of the public sphere is influenced by various factors, including epistemological differences, transnational newswork practices, historical context, thematic relevance, communication paradigms, professionalization efforts, normative political theory, media functions, and digital channels. These elements collectively shape the public sphere, facilitating the exchange of ideas and fostering collective problem-solving.

2.3.3 Mechanisms

Mechanisms of public communication are multifaceted and involve various processes that facilitate the dissemination of information, engagement in dialogue, and the promotion of public awareness. These mechanisms are essential for addressing societal issues by enabling the exchange of ideas and fostering collective problem-solving.

One of the primary mechanisms is the role of mass communication in constituting and mediating the public sphere. Mass communication channels, such as television, radio, and the internet, play a crucial role in promoting discussions that are free from domination, ensuring equality of participation, and fostering rational discourse. These characteristics align with the concept of communicative democracy, as identified by Habermas, which emphasizes the importance of rational dialogue in sustaining a public sphere (Hackett & Carroll, [n.d.](#)).

Governments also utilize communication to respond to public scrutiny, justify their actions, and explain their decisions, especially in times of crisis such as the COVID-19 pandemic. Clear and open communication from governments is vital for maintaining accountability and addressing the needs and concerns of citizens. This transparency helps build trust and ensures that the public is informed about measures that may affect their personal freedoms (Author, 2023).

Public communication is not only about the transfer of knowledge but also involves the interaction between different actors within the public sphere. This interaction is crucial for collective decision-making and the promotion of legitimate decisions. Habermas argues that certain values must be discussed rationally within a just society, highlighting the epistemic dimension of public communication. This dimension underscores the importance of discourse in achieving mutual understanding and cooperation among diverse groups.

The alignment between normative political enquiry and empirical social research is another significant mechanism in public communication. This alignment ensures that theoretical concepts and empirical findings inform each other, leading to a more comprehensive understanding of public communication processes. Such integration is necessary for addressing the complexities of public communication and for developing effective strategies to engage the public (Hänska-Ahy, 2012).

Furthermore, the concept of communication as a transfer of knowledge has been dominant for decades. This paradigm views communication as a process of transferring information from one group to another, often using terms like reception, flow, and target. However, this perspective has been problematized, especially in the context of science communication, where the interaction between the public and the media is more complex than mere knowledge transfer (Bucchi & Trench, n.d.).

In the French context, public communication is primarily seen as a practice, with its definition emerging from the actions of public organizations. This practice-oriented approach highlights the struggles of interests between academic positions and the management logic that governs public communication. It emphasizes the practical aspects of communication within public organizations and the need to address the disciplinary challenges it presents (Bessières, 2009a, 2009b).

Overall, the mechanisms of public communication involve a combination of mass communication, government transparency, rational discourse, alignment of theoretical and empirical research, and practical approaches within public organizations. These mechanisms work together to promote peace, social cohesion, and mutual benefit by encouraging understanding and cooperation among diverse groups.

3 Public Communication and Common Problems

3.1 Coordination Issues

3.1.1 Communication Barriers

Communication barriers are a significant challenge in the realm of public communication, particularly when it comes to coordination issues. These barriers can arise from various factors, including multiple disabilities, minority status, and the complexity of coordinating across different government entities.

Individuals who experience multiple disabilities, such as those with both auditory and visual impairments, often face compounded communication challenges. These individuals may require specialized communication methods that are not always readily available or well-coordinated across different public communication platforms. Additionally, people belonging to ethnic minorities, especially women, may encounter unique barriers that further complicate their ability to engage effectively in public discourse (Cazenave & Bellantoni, n.d.).

Effective coordination within government communication is essential for overcoming these barriers. Cross-government support can enhance the efficiency and effectiveness of communication efforts by facilitating the sharing of best practices and lessons learned among practitioners. This collaborative approach can lead to improved outcomes and greater efficiencies in public communication. However, if not structured appropriately, coordination efforts can become burdensome, leading to inefficiencies and challenges in managing communication competencies.

The professionalization of public communication functions is another critical aspect that can help mitigate communication barriers. By adopting evidence-based and data-driven approaches, public communication can be tailored to better understand and address the needs of diverse citizen groups. This includes using behavioral insights to craft messages that resonate more effectively with different

audiences. The use of data and evidence is crucial for creating communication strategies that are inclusive and effective, ensuring that all citizens, regardless of their background or abilities, can access and benefit from public communication efforts.

The advent of digital communication channels has also transformed the landscape of public communication. Traditional media, once the primary means of amplifying official messages, has been supplemented by direct institution-to-individual communication via online platforms. This shift allows for more personalized and immediate communication, which can help bridge some of the gaps created by traditional media's limitations (Author, 2023). However, it also requires careful management to ensure that digital communication is accessible to all, including those with disabilities or limited digital literacy.

Public communication's role in shaping collective decisions and fostering social cohesion is well-documented. It is essential for promoting peace and mutual understanding among diverse groups by facilitating the exchange of ideas and collective problem-solving (Hänska-Ahy, 2012). However, the effectiveness of public communication is often hindered by the inherent conflicts and differing priorities among various stakeholders involved in the communication process. These conflicts can arise from organizational and professional role commitments, leading to divergent views on who the main beneficiaries of political communication should be (Blumler & Gurevitch, n.d.).

In conclusion, addressing communication barriers in public communication requires a multifaceted approach that includes effective coordination, professionalization, and the strategic use of digital platforms. By understanding and addressing the unique needs of diverse citizen groups, public communication can become a powerful tool for promoting social cohesion and mutual benefit.

3.1.2 Technological Challenges

Technological challenges in public communication are multifaceted and significantly impact the effectiveness and efficiency of information dissemination and engagement. One of the primary issues is the rapid evolution of communication technologies, which necessitates continuous adaptation by public institutions. This constant change can strain resources and require ongoing training and investment in new tools and platforms.

Moreover, the diversification of content across various channels and target groups, driven by audience insights, demands sophisticated social listening capabilities. This evolution is essential for promoting a two-way dialogue with citizens and utilizing public feedback to enhance policy-making. However, it also introduces complexities in managing and analyzing the vast amounts of data generated.

The integration of public communication into open government strategies, as seen in countries like Finland and Lithuania, highlights the importance of aligning communication efforts with broader governmental objectives. This alignment can be challenging due to the need for coordination across different levels of government and the varying technological capabilities of these entities.

Additionally, the changing information ecosystem, influenced by external factors such as media dynamics and public perception, shapes the approach to public communication. Governments must navigate this ecosystem, which includes traditional media, social media, and other digital platforms, to effectively reach and engage their audiences. This requires a strategic use of communication that goes beyond mere information sharing to foster trust, transparency, and dialogue.

Public communication also faces the challenge of maintaining integrity and trust in an environment where misinformation and negative virality can quickly spread. The politization of communication on social media further complicates this issue, as it can polarize audiences and detract from the objective dissemination of information (Author, 2024).

Furthermore, the centralization or decentralization of resources within governments can impact the effectiveness of public communication. Centralized communication teams may have more resources and specialized skills, but they also face the challenge of coordinating with decentralized entities that may have different priorities and capabilities (Author, 2023).

In conclusion, technological challenges in public communication are complex and multifaceted, requiring continuous adaptation, strategic alignment with governmental objectives, and effective management of resources and data. Addressing these challenges is crucial for fostering trust, transparency, and engagement with the public.

3.1.3 Cultural Differences

Cultural differences play a significant role in the coordination of public communication efforts, particularly in the context of addressing common societal issues. The multi-layered and multi-faceted nature of European identity, for instance, highlights the complexity of fostering a unified public sphere. This complexity is further compounded by the variety of communicative ties and discourses occurring at different levels of governance, which challenge the notion of a cohesive European imagined community (Bee, 2014).

Public communication strategies often face obstacles due to lingering perceptions that view communication as an auxiliary function rather than a strategic one. These perceptions can hinder the expansion of communication's role in policy-making and service delivery. Additionally, the disconnect between communication and policy is evident in the internal collaboration between communicators and policy or service development teams. This disconnect can be exacerbated by cultural differences, which may influence the effectiveness of communication strategies and the ability to engage diverse audiences.

The selection of top objectives for public communication functions often reveals a preference for informing over dialogue, or "speaking" over "listening." This trend is evident in the priority objectives selected by institutions, where proactive goals such as supporting policy implementation or public service delivery lag behind more passive uses like raising public awareness. Cultural differences can further complicate these efforts, as varying cultural norms and values may affect how information is received and interpreted by different audiences.

Moreover, the evolving information ecosystem, driven by rapid technological changes, presents both opportunities and challenges for public communicators. These changes have connected individuals globally, facilitating the creation and sharing of information and broadening the reach of social movements. However, cultural differences can influence how these technological advancements are utilized and perceived, impacting the overall effectiveness of public communication efforts.

In addition to these challenges, the lack of high-level engagement and the resulting absence of necessary financial and human resources can impede the implementation and sustainability of inclusive communication actions (Cazenave & Bellantoni, n.d.). This issue is particularly relevant in culturally diverse contexts, where tailored communication strategies are essential to address the unique needs and preferences of different cultural groups.

Furthermore, the limited emphasis on audience segmentation and the tailoring of communications among top objectives indicate that there is room for improvement in adopting more diversified and inclusive communication approaches (Author, 2023). Addressing cultural differences through strategic communication can enhance the inclusiveness and effectiveness of public communication efforts, ultimately promoting social cohesion and mutual understanding.

In summary, cultural differences significantly impact the coordination of public communication efforts. These differences influence the perception and effectiveness of communication strategies, the collaboration between communicators and policy teams, and the ability to engage diverse audiences. Addressing these challenges requires a strategic approach that considers the unique cultural contexts and leverages technological advancements to foster inclusive and effective public communication.

3.2 Justice and Equity

3.2.1 Access to Information

Access to information is a fundamental aspect of public communication, particularly in the context of justice and equity. Ensuring that all individuals, regardless of their socio-economic status, have access to information is crucial for fostering an inclusive society. This access enables citizens to make informed decisions, participate in public discourse, and hold institutions accountable.

One of the primary challenges in achieving equitable access to information is the digital divide. Despite significant technological advancements and the widespread availability of the internet, a substantial portion of the population still experiences limited access to information. This is often due to factors such as low income, limited education, and lack of digital literacy (Duarte, 2008). These barriers prevent many individuals from fully engaging with digital platforms and accessing the wealth of information available online.

Efforts to bridge this gap include initiatives aimed at increasing digital literacy and providing affordable internet access. For instance, public communication strategies that involve door-to-door

outreach and the distribution of informational materials through civil society organizations can help reach underserved communities. These methods ensure that even those without internet access can receive important information and participate in public dialogue.

Moreover, the role of public communication in promoting accessibility and inclusivity cannot be overstated. Governments and organizations must adopt practices that consider the diverse needs of their audiences. This includes making information available in multiple formats and languages, and ensuring that digital content is accessible to individuals with disabilities (Cazenave & Bellantoni, [n.d.](#)). By doing so, public communication can become a tool for empowerment, enabling all citizens to engage with and benefit from the information provided.

The necessity of accessible public communication is further underscored by the need for transparency and accountability in governance. Effective public communication can support better governance by fostering trust and encouraging citizen participation in the decision-making process (Author, [2023](#)). When citizens have access to accurate and timely information, they are better equipped to understand and influence policies that affect their lives.

Additionally, the concept of communication rights plays a significant role in this context. Advocates for communication rights argue that access to information is not just a privilege but a fundamental right that should be protected and promoted. This perspective emphasizes the importance of creating an environment where all individuals can freely access and share information without fear of censorship or discrimination (Hackett & Carroll, [n.d.](#)).

In conclusion, access to information is a critical component of public communication that directly impacts justice and equity. By addressing the digital divide, promoting inclusive communication practices, and upholding communication rights, society can ensure that all individuals have the opportunity to participate in public discourse and contribute to collective problem-solving. This, in turn, promotes social cohesion and mutual benefit, ultimately leading to a more just and equitable society.

3.2.2 Representation

Representation in public communication is a critical aspect that ensures justice and equity within society. It involves the inclusion of diverse voices and perspectives in the dialogue between the government and its citizens. This process is essential for adapting messages and services to meet the specific needs of different population segments, thereby guaranteeing equal opportunities for all citizens (Cazenave & Bellantoni, [n.d.](#)).

The exclusion of the public from the policymaking process, particularly in the communication sector, has been a significant issue in countries like the US and the UK. This elitist approach to policy formulation often leaves the public unaware and unable to participate in shaping the mandates of cultural industries, which are supposed to protect the public interest (Hackett & Carroll, [n.d.](#)). This lack of representation can lead to a disconnect between the government and its citizens, undermining trust and the effectiveness of public communication.

In Iran, the significance of public communication in social and political processes is evident through various public activities, such as post-election protests and widely publicized events like Friday prayers. These instances highlight the importance of public communication in fostering social cohesion and political engagement. The ability of citizens to express their views and participate in public discourse is crucial for a healthy democratic society.

The composition of the public sphere and the definition of its purpose are fundamental to effective public communication. This involves understanding how the collective public is defined and ensuring that all affected individuals are included in the communication process. The challenge of defining the public's composition becomes more complex in transnational settings and pluralistic societies. Deliberative accounts suggest that being affected by a particular issue should be the criterion for defining the public's composition, ensuring that all potentially impacted persons are included in the dialogue (Hänska-Ahy, [2012](#)).

The OECD report highlights the critical role of public communication in recent years, especially in light of revolutionary changes in the information ecosystem and international crises that have affected public trust in the state's ability to protect and ensure well-being (Author, [2023](#)). This underscores the need for governments to reinvent their communication strategies to remain authoritative sources of information and to effectively engage with their citizens.

Furthermore, the association between a democratic deficit and a communicative deficit has drawn significant attention from policymakers. The construction of the public sphere has been proposed as a

policy response to address the widespread mistrust towards European integration, as seen during the ratification of the Constitutional Treaty in 2005 (Bee, 2014). This approach aims to bridge the gap between the government and the public by fostering a more inclusive and participatory communication process.

In summary, representation in public communication is essential for ensuring justice and equity. It involves the inclusion of diverse voices in the dialogue between the government and its citizens, addressing the needs of different population segments, and fostering trust and social cohesion. By re-defining the public's composition and purpose, and adapting communication strategies to the changing information landscape, governments can promote a more inclusive and effective public communication system.

3.2.3 Fairness in Communication

Fairness in communication is a fundamental aspect of public communication, particularly when addressing justice and equity. Ensuring fairness involves multiple dimensions, including the equitable dissemination of information, the protection of rights, and the promotion of inclusive dialogue.

One critical element of fairness in communication is the right to demand that media respect standards of due process in the coverage of trials. This ensures that individuals are not unfairly prejudiced by media portrayals, which can influence public perception and potentially impact the outcomes of legal proceedings. The media's role in this context is to provide accurate and unbiased information, thereby upholding the principles of justice.

Moreover, fairness in communication extends to the protection of consumer rights. People have the right to demand useful and factual consumer information and to be shielded from misleading and distorted advertising. This includes the prevention of promotion disguised as news and entertainment, as well as the promotion of wasteful, unnecessary, harmful, or ecologically damaging goods and activities. By ensuring that consumers receive truthful information, media can help foster a more informed and equitable society.

Public communication also plays a crucial role in promoting social justice. Advocacy groups and support networks for journalists' rights and media independence are essential in this regard. These groups work to protect journalists from state interference and to promote media reform coalitions that advocate for progressive changes in communication policy. Such efforts are vital for maintaining a media landscape that is fair and just, allowing for diverse voices to be heard and represented.

The concept of an accessible and inclusive public communication system is another cornerstone of fairness. This involves ensuring that all individuals, regardless of their situation, have equal access to information and communication technologies. By promoting inclusivity, public communication can help bridge gaps and foster a more equitable society. This approach aligns with international and national standards that define principles for the accessible and inclusive use of communication technologies (Cazenave & Bellantoni, n.d.).

Furthermore, the governance of public communication functions must be grounded in principles of transparency, integrity, accountability, and participation. A sound public governance approach is essential for building an effective communication function that supports policy and reinforces democracy. This involves institutionalizing and professionalizing the communication function to ensure that it serves the public interest and promotes fairness.

In the context of media justice, an emerging frame articulated by community and media activists of color repositions the project as one of social justice. This frame emphasizes the need for alliances with other progressive social movements and foregrounds equality for marginalized groups. It also calls for the redistribution of wealth and power, resonating with broader leftist traditions such as socialism and postcolonialism (Hackett & Carroll, n.d.). By addressing these systemic issues, public communication can contribute to a more just and equitable society.

Finally, the continuously changing information ecosystem requires a shift in mindset and crucial reforms to enable more strategic communication. These reforms are necessary to promote better policies and reinforce democracy, providing communicators and decision-makers with the evidence and good practices needed to support this transition (Author, 2023). By adapting to these changes, public communication can continue to uphold fairness and equity in an evolving landscape.

In summary, fairness in communication is integral to public communication's role in addressing common societal issues. It involves ensuring due process in media coverage, protecting consumer rights,

promoting social justice, fostering inclusivity, and adapting to changes in the information ecosystem. Through these efforts, public communication can help build a more just and equitable society.

3.3 Conflict Resolution

3.3.1 Mediation Techniques

Mediation techniques in public communication play a crucial role in conflict resolution by facilitating dialogue and understanding among conflicting parties. These techniques are designed to address and mitigate disputes, fostering a cooperative environment where mutual benefits can be achieved. Effective mediation involves several key strategies, including active listening, impartiality, and the creation of a safe space for open communication.

Active listening is fundamental in mediation as it ensures that all parties feel heard and understood. This technique involves paying close attention to the speaker, acknowledging their feelings, and reflecting back what has been said to confirm understanding. By doing so, mediators can build trust and rapport, which are essential for resolving conflicts (Hackett & Carroll, [n.d.](#); Matos, [n.d.](#)). Additionally, active listening helps to clarify misunderstandings and identify the underlying issues that need to be addressed.

Impartiality is another critical aspect of effective mediation. Mediators must remain neutral and unbiased, ensuring that they do not favor any party over another. This neutrality helps to maintain the credibility of the mediation process and encourages all parties to participate openly and honestly. Impartial mediators can facilitate a balanced discussion, where each party's perspective is considered equally, leading to fair and equitable solutions (Author, [2023](#)).

Creating a safe space for open communication is also vital in mediation. This involves establishing ground rules that promote respectful dialogue and prevent aggressive or hostile behavior. A safe space allows parties to express their thoughts and emotions without fear of judgment or retaliation. This openness is crucial for uncovering the root causes of the conflict and exploring potential solutions collaboratively (Bucchi & Trench, [n.d.](#); Hänska-Ahy, [2012](#)).

Furthermore, mediation techniques often include the use of structured processes, such as setting agendas, summarizing discussions, and generating options for resolution. These processes help to keep the mediation focused and organized, ensuring that all relevant issues are addressed systematically. By breaking down the conflict into manageable parts, mediators can guide the parties towards a mutually acceptable agreement.

In addition to these core techniques, mediators may employ various tools and strategies to enhance the effectiveness of the mediation process. For example, they might use visual aids, such as diagrams or charts, to illustrate points and facilitate understanding. They may also use role-playing exercises to help parties see the conflict from different perspectives and develop empathy for each other (Author, [2023](#); Hänska-Ahy, [2012](#)).

Overall, mediation techniques in public communication are essential for resolving conflicts and promoting social cohesion. By fostering dialogue, understanding, and cooperation, these techniques help to address common societal issues and contribute to the overall well-being of communities. Effective mediation not only resolves individual disputes but also strengthens the fabric of society by encouraging collaborative problem-solving and mutual respect (Author, [2023](#); Hackett & Carroll, [n.d.](#)).

3.3.2 Dialogue and Negotiation

Dialogue and negotiation are essential components of public communication, particularly in the context of conflict resolution. These processes facilitate the exchange of ideas and foster mutual understanding among diverse groups, which is crucial for addressing common societal issues.

Dialogue involves open and honest communication where participants actively listen to each other and share their perspectives. This process helps to build trust and respect, which are foundational for effective negotiation. Negotiation, on the other hand, is a structured process where parties with differing interests come together to reach a mutually acceptable agreement. Both dialogue and negotiation are integral to resolving conflicts and promoting social cohesion.

In a semi-public environment, communication relies heavily on the possibility of interpreting messages in multiple ways, which allows for a degree of flexibility and openness in dialogue. This ambiguity in content and target audience can lead to a common network of diversity, where different viewpoints

are acknowledged and respected (Wagner & Stempfhuber, 2013). Such an environment is conducive to dialogue as it encourages participants to consider alternative perspectives and fosters a culture of inclusivity.

The models of communication policy put forward by European institutions emphasize the importance of public and online campaigning to engage citizens in dialogue about European issues. These campaigns aim to construct debates and facilitate the exchange of ideas, which are essential for effective negotiation and conflict resolution (Bee, 2014). By involving citizens in the communication process, these models promote transparency and accountability, which are critical for building trust and achieving consensus.

The authors of (Blumler & Gurevitch, n.d.) outline that an emergent shared culture, with ground rules open to contention and conflicting interpretation, can lead to potential disruption. However, this potential for disruption is often controlled by informal and formal mechanisms of conflict management. These mechanisms include dialogue and negotiation, which help to manage conflicts by providing a platform for parties to express their concerns and work towards a resolution.

Public communication also plays a significant role in shaping the agenda of research in fields such as biomedicine. The growing demand for citizen involvement in these issues highlights the importance of dialogue and negotiation in addressing public concerns and ensuring that diverse perspectives are considered in decision-making processes (Bucchi & Trench, n.d.). This participatory approach not only enhances the legitimacy of the outcomes but also promotes social cohesion by fostering a sense of collective ownership and responsibility.

In the context of global media governance, women's transnational advocacy networks have demonstrated the power of dialogue and negotiation in contesting media power and promoting social justice. These networks mobilize communication skills and resources to engage in civil society interventions and debates, highlighting the importance of inclusive dialogue in achieving equitable outcomes (Hackett & Carroll, n.d.). By facilitating the exchange of ideas and fostering cooperation among diverse groups, these networks contribute to the broader goals of peace and mutual benefit.

In summary, dialogue and negotiation are critical for resolving conflicts and promoting social cohesion in public communication. By facilitating the exchange of ideas and fostering mutual understanding, these processes help to address common societal issues and promote peace and mutual benefit among diverse groups.

3.3.3 Case Studies

Case studies in public communication provide valuable insights into how effective communication strategies can resolve conflicts and promote social cohesion. One notable example is the analysis of the Kenyan post-election crisis, which highlights the role of Internet sites in engaging national citizens and expatriates in transnational, simultaneously engaged 'community publics'. These platforms allowed for real-time interaction and facilitated a collective response to the crisis, demonstrating the power of digital communication in conflict resolution (Author, n.d.).

Another significant case study involves the examination of public communication practices in various countries, as outlined in the OECD report. The report emphasizes the centrality of information to democracy and the right of citizens to be informed about their governments' actions. This principle is embedded in the communication policies of countries like the Netherlands, where the government prioritizes transparency and public engagement to foster trust and cooperation among citizens.

The concept of the public sphere, as discussed by Hänska-Ahy, is crucial in understanding the dynamics of public communication in conflict resolution. The public sphere serves as a space for decision-oriented processes that affect the common good. It is within this space that public communication can shape collective decisions, address societal issues, and promote mutual understanding. This theoretical framework is supported by empirical accounts that examine the impact of communicative practices on collective decisions and the cultural prerequisites for a democratic public sphere.

Furthermore, the exchange model proposed by Blumler and Gurevitch offers a realistic portrayal of interactions between politicians and media representatives. This model contrasts with the adversary model and suggests that constructive political communication can be achieved through social exchange, which is essential for resolving conflicts and fostering cooperation (Blumler & Gurevitch, n.d.).

Training and competency development for public communicators are also critical components of effective conflict resolution. The OECD report highlights the importance of equipping public communicators with the necessary skills to navigate a crowded media and information landscape. This

empowerment enables them to address unprecedented challenges and effectively engage with the public.

In addition, the role of the Centre of Government (CoG) in public communication is noteworthy. The CoG often shares primary responsibility for communication with other ministries, reinforcing its prominent role in implementing public communication strategies. This collaborative approach ensures that communication efforts are coordinated and effective in addressing societal issues and resolving conflicts (Author, 2023).

The complexity of environmental public communication is another area where effective strategies are needed. De Vries identifies complexity as a key reason for the disappointing results in promoting sustainable choices among homeowners. Simplifying communication and reducing perceived inconvenience can lead to better engagement and action, highlighting the importance of clear and accessible communication in conflict resolution (de Vries, 2020).

Finally, the processes of globalization have introduced new challenges to public communication. Hänska-Ahy notes that the assumed unity between nationals and participants in public communication processes is now disrupted, leading to disjunctures. Addressing these challenges requires a nuanced understanding of the public's composition and the development of communication strategies that can bridge these gaps (Hänska-Ahy, 2012).

These case studies collectively illustrate the multifaceted nature of public communication in conflict resolution. By examining different contexts and approaches, they provide a comprehensive understanding of how effective communication can address common societal issues, promote peace, and foster social cohesion.

4 Public Communication and Common Interests

4.1 Public Engagement

4.1.1 Participation Mechanisms

Participation mechanisms in public communication are essential for fostering active engagement and ensuring that diverse voices are heard in the decision-making processes. These mechanisms encompass a variety of approaches, including formal participatory initiatives, public protests, referendums, and patient initiatives. Such mechanisms are crucial for promoting transparency, accountability, and stakeholder participation, which are fundamental principles of open government.

The role of public communication in facilitating participation is multifaceted. It involves not only the dissemination of information but also the creation of platforms for dialogue and interaction among citizens, media, civil society, and government entities. This interaction is vital for addressing common societal issues and fostering collective problem-solving. The specificity of government communication, with its dedicated accountability and feedback loops, distinguishes it from private sector communication and underscores its importance in public engagement.

Moreover, the evolution of the information ecosystem has significant implications for how governments communicate and engage with the public. Rapid digitalization, online movements, and the disruption of media markets present both opportunities and challenges for public communication. These factors necessitate a systemic and holistic approach to restoring a healthy information ecosystem, which includes regulatory, civic, and media policy responses. Public communication functions must adapt to these changes to effectively counter misinformation and disinformation, thereby maintaining public trust and promoting social cohesion.

The concept of the public sphere is central to understanding participation mechanisms. The public sphere is defined by the purpose and composition of public communication, which is shaped by the agency of newswriters and their meta-decisions. This sphere is not static; it evolves with transnational practices of public communication and the motivations of newswriters (Hänska-Ahy, 2012). The weakening of the public as a critically debating entity, as noted by Habermas, further complicates the landscape of public engagement. The centralization and streamlining of public debate can disempower public life, making it imperative to develop new practices that enhance public participation (Author, n.d.).

In the context of civic engagement and political participation, it is important to focus on the factors that motivate active citizenship. Research suggests that understanding these motivations can help in designing more effective participation mechanisms. The transnationalization of public communication across Europe, for instance, has stimulated a lively debate on the integration of social, political,

and cultural dimensions in the public sphere (Bee, 2014). This debate highlights the need for a more nuanced approach to public engagement that considers the diverse contexts and experiences of citizens.

Furthermore, the use of evidence-based approaches in public communication is crucial for enhancing participation mechanisms. Audience insights research, social listening, and behavioral insights can inform the design and delivery of public communication activities, ensuring they are more strategic and effective. Collecting and disseminating insights on audience behavior and service uptake can help governments tailor their communication strategies to better meet the needs of the public. Ethical considerations and data privacy concerns must also be addressed to maintain public trust and ensure the responsible use of data.

Future research should explore advanced approaches and applications that enable active listening and two-way dialogue beyond current practices. Developing a maturity model for public communication, along with related standards and criteria for professionalization, can further enhance the effectiveness of participation mechanisms (Author, 2023). By fostering a more inclusive and participatory public sphere, public communication can contribute to peace, social cohesion, and mutual benefit among diverse groups.

4.1.2 Community Involvement

Community involvement is a crucial aspect of public engagement, playing a significant role in the broader framework of public communication. It encompasses the active participation of citizens in the decision-making processes that affect their lives, fostering a sense of ownership and responsibility towards communal issues. This involvement is not merely about disseminating information but also about creating platforms for dialogue and mutual understanding.

The concept of community involvement is deeply intertwined with the principles of democracy and citizenship. According to (Mainieri & Rosa, 2012), understanding these principles is essential to grasp how communication serves as an instrument of citizenship. By engaging citizens in meaningful conversations, public communication helps bridge the gap between the government and the public, ensuring that diverse voices are heard and considered in policy-making processes.

Effective community involvement requires a nuanced understanding of the public. Insights into audience segmentation allow for targeted communication strategies that resonate with different groups within the community. This approach ensures that messages are not only received but also understood and acted upon by the intended audience. By tailoring content to specific segments, public communication can address the unique needs and concerns of various community groups, thereby enhancing the overall impact of the communication efforts.

Moreover, the role of newswriters in shaping public communication cannot be overlooked. Newswriters, with their privileged agency over public communication processes, play a vital role in defining the public sphere and facilitating community involvement. Their work in transnational broadcasting, for instance, highlights the importance of considering diverse perspectives and fostering inclusive dialogues that transcend national boundaries.

Public communication also serves as an educational tool, raising awareness about critical issues such as climate change and environmental policies. Through media campaigns, leaflets, websites, and news items, governments can disseminate factual information to a broad audience, encouraging informed participation and collective action (de Vries, 2020). This one-way mass communication approach is effective in educating the public and promoting behavioral change, which is essential for addressing global challenges.

Furthermore, the integration of empirical and normative questions in public communication research provides valuable insights into the effects of different communicative practices on the public (Hänska-Ahy, 2012). By aligning these questions, researchers can better understand how various definitions of the public sphere influence the motivations and actions of newswriters and other communicators. This understanding is crucial for designing communication strategies that foster community involvement and support democratic processes.

In addition to these theoretical considerations, practical applications of community involvement are evident in the evolving information ecosystem. The increasing volume of content and the competition for public attention necessitate a strategic approach to public communication. Evidence-driven communication, which applies data and insights at all stages of development and delivery, helps build a strong understanding of public discourse trends and audience perceptions (Author, 2023). This

approach ensures that communication activities are relevant, timely, and effective in engaging the community.

The dynamic nature of public communication also requires continuous evaluation and adaptation. As new issues emerge and public attitudes shift, communicators must remain responsive and flexible. This iterative process of consultation and negotiation fosters a two-way dialogue between the government and the public, promoting transparency and accountability (Bucchi & Trench, [n.d.](#)). By involving the community in setting the aims and discussing the implications of policies, public communication can build trust and support for collective decision-making.

In summary, community involvement is a multifaceted component of public engagement that enhances the effectiveness of public communication. By fostering dialogue, understanding, and cooperation among diverse groups, it promotes social cohesion and mutual benefit. The integration of empirical research, targeted communication strategies, and continuous evaluation ensures that public communication remains responsive to the needs and concerns of the community, ultimately contributing to the common good.

4.1.3 Stakeholder Engagement

Stakeholder engagement is a critical component of public communication, particularly in the context of addressing societal issues and fostering collective problem-solving. This process involves the active participation of various stakeholders, including citizens, experts, and policymakers, in the dialogue and decision-making processes that shape public policies and initiatives.

The engagement of stakeholders is essential for ensuring that public communication is inclusive and representative of diverse perspectives. According to, the methods and concepts through which the democratic role of public communication is appraised are crucial for understanding how practices of public communication relate to the ideals of participation, inclusion, and public reason. This highlights the importance of involving a wide range of stakeholders in public communication to ensure that the process is democratic and inclusive.

Moreover, the transnational condition of public communication, as discussed in, underscores the need for stakeholder engagement across different levels of governance. This involves not only national but also subnational actors, as well as international stakeholders, to address global challenges effectively. The coordination across these levels of government is vital for moving towards a more holistic approach to public communication, as noted in.

Empirical research has often employed deliberative or agonistic ideals to appraise the quality of public communicative practices, as outlined in (Hänska-Ahy, [2012](#)). However, there is a need to explore how these ideals and practices relate to one another, particularly in the context of stakeholder engagement. This involves examining how different stakeholders perceive and interact with public communication processes and how their input can be integrated into decision-making.

The role of public communication in promoting social cohesion and mutual benefit is also closely linked to stakeholder engagement. By facilitating the exchange of ideas and fostering understanding among diverse groups, public communication can help build trust and cooperation. This is particularly important in the context of science communication, where the interaction between experts and citizens plays a crucial role in shaping public understanding and acceptance of scientific knowledge (Bucchi & Trench, [n.d.](#)).

Furthermore, the evaluation of public communication practices is essential for ensuring their effectiveness and impact. According to, while many countries recognize the importance of evaluating public communication, there is often a lack of institutionalized methodologies and a focus on outputs rather than outcomes. Engaging stakeholders in the evaluation process can help address these challenges by providing valuable insights into the effectiveness of communication strategies and identifying areas for improvement.

Internal communication within the public sector is another important aspect of stakeholder engagement. As noted in (Author, [2023](#)), strategic internal communication can drive desired changes in culture and foster a more cohesive public sector. This, in turn, can enhance the implementation of policies and the delivery of services, ultimately contributing to better public communication and more open societies.

In summary, stakeholder engagement is a multifaceted process that involves the active participation of various actors in public communication. It is essential for ensuring that public communication is

inclusive, representative, and effective in addressing societal issues and promoting collective problem-solving. By fostering dialogue and cooperation among diverse groups, stakeholder engagement can help build social cohesion and mutual benefit, ultimately contributing to the overall goals of public communication.

4.2 Policy Making

4.2.1 Influence on Policy

Public communication plays a crucial role in influencing policy by facilitating the dissemination of information, engaging in dialogue, and promoting public awareness. This process is essential for addressing societal issues and fostering collective problem-solving. The interaction between public communication and policy-making is multifaceted, involving various mechanisms and actors.

One significant aspect of public communication's influence on policy is its ability to bring critical issues to the attention of policymakers and the broader public. For instance, public communication can highlight scientific matters, such as the case of sickle-cell anaemia in the USA, where the discourse bypassed traditional channels and directly influenced policy and specialist circles (Bucchi & Trench, [n.d.](#)). This demonstrates how public communication can deviate from usual trajectories to impact policy decisions directly.

Moreover, the role of media as gatekeepers of the public sphere is instrumental in shaping public opinion and, consequently, policy. The dominant institutions of public communication, including mass and electronic media, play a vital role in the formation, reproduction, and contestation of cultures, ideologies, and politics. These institutions exercise significant power in the North Atlantic region, influencing global futures through their control over public discourse (Hackett & Carroll, [n.d.](#)). This gatekeeping function underscores the media's capacity to affect policy by determining which issues gain public and political attention.

The study of political communication has evolved to recognize the importance of a systems outlook, which can enrich our understanding of how public communication influences policy. By linking diverse bodies of evidence and incorporating various research approaches, a systems framework can provide a broader analytical perspective. This approach helps to balance the emphasis on different elements of the political communication system, such as the audience, ensuring a more comprehensive understanding of how public communication impacts policy.

Furthermore, the erosion of the myth of the media's irresistible powers of persuasion has led to a diversification of research problems in political communication. This shift has broadened the field, allowing researchers from various disciplines to explore how public communication influences policy. The diversification has also resulted in a more nuanced understanding of the audience's role, moving beyond the simplistic view of the audience as passive recipients of information (Blumler & Gurevitch, [n.d.](#)). This broader perspective is essential for understanding the complex interactions between public communication and policy-making.

Public communication also plays a role in transforming conflict into agonism, which is crucial for democratic politics. By making the radical contingency of different values the premise of democratic politics, public communication can make conflict compatible with democracy. This transformation is essential for fostering a pluralism of adversaries rather than enemies, promoting a more constructive and democratic engagement with policy issues (Hänska-Ahy, [2012](#)). This agonistic purpose of public communication highlights its potential to influence policy by encouraging a more inclusive and democratic discourse.

Additionally, the coordination of communication efforts across the public sector can enhance the coherence and effectiveness of public communication in influencing policy. Governments can build on these coordination efforts to achieve a whole-of-government communication approach, speaking with one voice on policy issues. This coordinated approach is particularly relevant for addressing cross-cutting, multi-dimensional policy challenges, enabling a more integrated and strategic communication effort (Author, [2023](#)). Such coordination can amplify the impact of public communication on policy by ensuring a consistent and unified message.

In summary, public communication significantly influences policy by bringing critical issues to the forefront, shaping public opinion, and fostering democratic engagement. The media's gatekeeping role, the systems outlook in political communication research, the transformation of conflict into agonism, and the coordination of communication efforts all contribute to this influence. By understanding

these mechanisms, we can better appreciate the complex interplay between public communication and policy-making.

4.2.2 Public Consultations

Public consultations are a fundamental aspect of policy making within the broader framework of public communication. These consultations serve as a mechanism for engaging citizens in the decision-making process, ensuring that their voices are heard and considered in the formulation of policies. This participatory approach is essential for fostering transparency, accountability, and inclusiveness in governance.

The process of public consultations involves several key elements. Firstly, it requires the establishment of clear communication channels that allow for the effective dissemination of information to the public. This ensures that all stakeholders are adequately informed about the issues at hand and the potential impact of proposed policies. According to (Cuadros Rodríguez et al., 2015), effective communication processes are crucial for meeting the informational needs of the public, thereby facilitating their active participation in social and local development processes.

Moreover, public consultations often involve the creation of formal and informal mechanisms that bridge the gap between governmental bodies and the public. These mechanisms can include specialized agencies, such as public relations departments, which are tasked with managing the demands of both sides and ensuring that public feedback is systematically integrated into policy development. The authors of (Blumler & Gurevitch, n.d.) indicate that these mechanisms are vital for the evolution of ground rules that regulate the production and dissemination of political communication content.

In addition to these structural elements, public consultations also benefit from the use of collective planning tools and shared materials. These tools help to coordinate activities across different governmental departments and ensure a cohesive approach to public engagement. For instance, in countries like Colombia, Ireland, and the United Kingdom, collective planning tools are employed to streamline communication efforts and enhance the effectiveness of public consultations.

However, the success of public consultations is not without challenges. One significant obstacle is the resistance from top-level officials who may perceive transparent and interactive communication as a risk. This resistance can hinder the effectiveness of public consultations and limit the government's ability to address citizens' needs and expectations. The authors of state that such resistance represents a missed opportunity for governments to build public trust and engagement. To overcome this challenge, it is essential to redefine the mandate of public communication to prioritize openness and honesty.

Furthermore, the integration of expert knowledge into the consultation process can enhance the quality and relevance of the feedback received. For example, in Hungary, public communicators regularly consult with social science experts, while the government of Mexico adopts a multi-stakeholder model that involves experts from various policy domains (Author, 2023). This approach ensures that the consultation process is informed by a diverse range of perspectives and expertise, leading to more robust and well-rounded policy outcomes.

In conclusion, public consultations are a critical component of policy making that enable the active participation of citizens in governance. By establishing clear communication processes, creating formal and informal mechanisms for engagement, utilizing collective planning tools, and integrating expert knowledge, governments can enhance the effectiveness of public consultations and foster a more inclusive and transparent decision-making process.

4.2.3 Feedback Mechanisms

Feedback mechanisms are essential in public communication, particularly in the context of policy making. These mechanisms facilitate a two-way dialogue between the government and the public, ensuring that communication is not merely top-down but also incorporates the perspectives and responses of citizens. This dynamic interaction is crucial for the development and implementation of effective policies.

The importance of feedback mechanisms is highlighted by the need to align government messages with public expectations and concerns. According to, strengthening internal communication within government bodies is vital for coordinating and aligning key messages around open government reforms.

This alignment helps in creating a coherent narrative that resonates with the public, thereby enhancing the effectiveness of communication strategies.

Moreover, feedback mechanisms play a significant role in making government texts, services, and reforms clear and easily understandable to citizens. This clarity is essential for fostering an informed public that can actively participate in the policy-making process. The authors of (Hackett & Carroll, [n.d.](#)) indicate that media's democratic roles include providing forums for various groups to articulate and develop their interests, which is facilitated by effective feedback mechanisms. These forums enable the public to express their views and contribute to the collective decision-making process.

In addition, systematic evaluations of communication activities are crucial for demonstrating their value and justifying further investment in public communication functions. According to, only a small percentage of government communication activities are systematically evaluated for their impact on service uptake and participation levels. Conducting more thorough evaluations, anchored in an end-user perspective, can improve the relevance and transparency of these activities. Including trusted voices outside of government in the evaluation process can also enhance the credibility and acceptance of the findings.

Feedback mechanisms also support the institutionalization of public communication practices. As noted in, institutionalizing partnerships with external parties can lower barriers to collecting, using, and evaluating behavioral insights (BI). This institutionalization ensures that feedback is systematically integrated into communication strategies, thereby enhancing their impact. However, it is important to note that institutionalization alone is not sufficient; the inclusion of experts and stakeholders must be consistent and not on an ad-hoc basis to avoid missing opportunities for improvement.

Furthermore, the concept of the public sphere, as discussed by Hänska-Ahy (Hänska-Ahy, [2012](#)), underscores the importance of defining the purpose and composition of public communication. Differentiating between decisions about substantive matters and meta-decisions about the conditions for public communication can help address the challenges of defining the common good. Feedback mechanisms are integral to this process, as they provide the necessary input from the public to shape these definitions and ensure that communication efforts are aligned with societal needs.

The role of feedback in promoting transparency and accountability is also emphasized in various government communication policies. For instance, Sweden's communication policy highlights the centrality of transparency and the duty of engaging the media to provide journalists with access to government information (Author, [2023](#)). This engagement not only supports transparency but also ensures that the public has access to accurate and timely information, which is essential for informed participation in the policy-making process.

In conclusion, feedback mechanisms are a cornerstone of effective public communication in policy making. They enable a two-way dialogue between the government and the public, ensuring that communication strategies are aligned with public expectations and concerns. By incorporating systematic evaluations, institutionalizing partnerships, and promoting transparency, feedback mechanisms enhance the relevance, credibility, and impact of public communication efforts.

4.3 Science Communication

4.3.1 Role of Scientists

The role of scientists in public communication is multifaceted and crucial for the effective dissemination of scientific knowledge. Scientists contribute significantly to public communication by providing accurate and reliable information, which is essential for informed decision-making and fostering public understanding of scientific issues. Their involvement ensures that the information shared with the public is grounded in empirical evidence and scientific rigor.

One of the primary roles of scientists in public communication is to act as authoritative sources of information. By engaging directly with the media and the public, scientists can help clarify complex scientific concepts and dispel misinformation. This is particularly important in an era where misinformation can spread rapidly through various media channels. Scientists' participation in public discourse helps to maintain the integrity of the information being disseminated and ensures that the public receives accurate and trustworthy knowledge.

Moreover, scientists play a critical role in the production of science news. Rather than engaging with the research process at arbitrary stages, science journalists often wait until scientific work is on the verge of publication in reputable journals. This timing allows journalists to present the findings as

timely and relevant, capturing the audience's attention effectively. Scientists, therefore, contribute to identifying these key moments and providing the necessary context for the public to understand the significance of the research.

In addition to their direct communication efforts, scientists also influence the framing and interpretation of scientific facts. Social actors outside the research community, such as activists and patient representatives, can play significant roles in defining scientific facts, as seen in research on AIDS. Scientists' engagement with these actors ensures that the scientific narrative remains accurate and inclusive of diverse perspectives, thereby enhancing the overall quality of public communication.

Furthermore, the integration of scientific and journalistic skills is highly valued in the field of science communication. Training programs that emphasize both scientific credentials and journalistic expertise are believed to produce more accurate and responsible stories. This combination of skills allows for a more nuanced and comprehensive approach to science communication, ultimately benefiting the public by providing well-rounded and thoroughly vetted information.

The involvement of scientists in public communication also extends to the production of media content, including cinema. While the production of news media has been extensively studied, the role of scientists in the production of cinema is less explored. Nonetheless, scientists and scientific organizations play crucial roles in ensuring that scientific content in films is portrayed accurately. This collaboration between scientists and filmmakers helps bridge the gap between scientific knowledge and public perception, making science more accessible and engaging to a broader audience.

Increased media coverage of science stories is often correlated with a higher number of journalists dedicated to science reporting. However, science reporters remain a small subset of the overall journalist population, and many media organizations do not have specialized science reporters. Despite this, the presence of scientists in public communication helps to elevate the prominence of science stories and ensures that they are covered with the necessary depth and accuracy (Bucchi & Trench, [n.d.](#)).

The concept of the public sphere, which involves processes of public communication oriented towards collective decision-making, highlights the importance of scientists' contributions. By participating in these processes, scientists help to reconcile the common good with social pluralism, ensuring that public communication is both inclusive and fact-based. This involvement is essential for fostering a well-informed public that can engage in meaningful dialogue and collective problem-solving (Hänska-Ahy, [2012](#)).

In summary, scientists play a vital role in public communication by providing accurate information, engaging with the media, influencing the framing of scientific facts, and contributing to the production of media content. Their involvement ensures that public communication is grounded in scientific evidence, thereby promoting informed decision-making, public understanding, and social cohesion.

4.3.2 Public Understanding of Science

Public understanding of science is a crucial aspect of public communication, particularly in the context of science communication. It involves not only the dissemination of scientific knowledge but also the engagement of the public in dialogue about scientific issues. This engagement is essential for fostering a well-informed society that can participate in collective problem-solving and decision-making processes.

The qualitative nature of studies on public communication often focuses on the definitions and meanings that newswriters and other communicators attribute to the public sphere's purpose and composition. These definitions are inherently qualitative and aim to understand the range of interpretations rather than their distribution or frequency. This approach is vital in science communication, where the goal is to comprehend how scientific information is perceived and understood by different segments of the public.

Public communication, including science communication, is conceptualized through meta-decisions that define its purpose and composition. These meta-decisions are crucial for developing a deeper understanding of public communication practices, particularly in transnational contexts where newswriting practices vary significantly. The ability to engage wider audiences in shaping policies and services is an important step in restoring public trust, especially amidst prevalent perceptions that regular citizens have little influence over policymaking.

Despite the importance of public communication in an increasingly connected world, there is a significant gap in international comparative analysis on this subject. Research on the application and impact of public communication shows considerable gaps, highlighting the need for more comprehensive studies. This gap is particularly evident in the context of science communication, where understanding

public opinion and promoting participation are often secondary to government-centric objectives such as managing crises.

The composition of the public sphere is a critical consideration in public communication, especially as it becomes increasingly transnational. Criteria for deciding who is included in the public and who is excluded are implicit in newswork practices. These criteria may include nationality, spoken language, affectedness, and communities of fate, all of which influence how scientific information is communicated and understood.

Moreover, practical guidance on handling sensitive information, maintaining transparent and honest communication, and ensuring equitable treatment and access to all media are essential for conducting public communication with integrity. Strategies for delivering on public communication's mandate must consider these aspects to be effective (Author, 2023).

The relationship between practices and ideals of public communication is another area that requires attention. Aligning empirical questions about practices with normative questions about ideals can lead to a more comprehensive understanding of public communication. This alignment is particularly relevant in science communication, where the ideals of transparency, engagement, and inclusivity must be balanced with practical considerations (Hänska-Ahy, 2012).

In summary, public understanding of science is a multifaceted issue that requires a nuanced approach to public communication. It involves understanding the qualitative definitions of the public sphere, engaging diverse audiences, addressing gaps in research, and aligning practices with ideals. By addressing these aspects, science communication can contribute to a more informed and engaged public, ultimately promoting social cohesion and mutual benefit.

4.3.3 Impact on Society

The impact of public communication on society is multifaceted, encompassing the dissemination of information, engagement in dialogue, and the promotion of public awareness. Public communication serves as a crucial instrument for addressing common societal issues by facilitating the exchange of ideas and fostering collective problem-solving. This process is essential for promoting peace, social cohesion, and mutual benefit by encouraging understanding and cooperation among diverse groups.

The governance of the communication function is fundamental to its effectiveness as an instrument for public policy and citizen trust. Policy documents that provide the mandate for public communication are primary avenues for reform for governments seeking to improve how communication can better serve strategic objectives. In many countries, principles such as transparency, integrity, accountability, and participation are already common across these documents, highlighting the significant contribution public communication can make to democracy (Author, 2023).

Social media research has identified interrelated transnational communicative forms, such as 'viral' publics, which act as new accelerators of political crises across specific interrelated spheres. Despite these transformations, conceptual frameworks of transnational public spheres remain somewhat peripheral. Public sphere conceptions, even in a transnational context, are often articulated vis-à-vis modern nation-states and typically understand the public sphere as the intermediary between civil society and the state (Author, n.d.).

The crisis of civic communication is a growing concern, particularly in how politics is communicated to the public. This crisis is evident in the increasing disconnection between political communication systems and the public, leading to a decline in civic engagement and trust in political institutions. This state of affairs underscores the need for a more effective and inclusive approach to public communication that can bridge the gap between political entities and the citizenry.

Public communication is not merely a handmaiden to dominant political institutions and ideas but is an institution in its own right. It interweaves political and media forces, projecting its own characteristic influences, constraints, and problems. This perspective highlights the importance of understanding public communication as a dynamic and influential component of democratic societies (Blumler & Gurevitch, n.d.).

The agency that newswriters have over definitions of the purpose of public communication and the composition of the public sphere is significant. For public communication to be understood as the cause of good decisions, an ex ante definition of its purpose is required. Concepts of deliberation and agonism in political theory are related to the occupational ideology of newswork in journalism studies, emphasizing the role of public communication in shaping collective decision-making processes.

The presentation of science in entertainment media reveals a tension between the narrative forms of media and those of science, as well as between the needs of the entertainment industry and the scientific community. Scientists and scientific organizations working on popular films need filmmakers to maintain the authenticity of scientific depictions. However, filmmakers often prioritize the claim of authenticity over actual accuracy, which can influence public perceptions of science and technology.

Fictional films can significantly impact science by enhancing funding opportunities, promoting research agendas, influencing public controversies, and playing a role in intra-specialist communication. These films can shape policy debates as politicians and the general public often use fictional stories to frame their concerns about science and technology.

Studies of the public understanding of science demonstrate that the meanings of science, rather than knowledge, may be the most significant element contributing to public attitudes towards science. The public constructs a 'science citizenship' in the context of their everyday lives, pre-existing knowledge, experience, and belief structures, which influences their engagement with scientific issues (Bucchi & Trench, n.d.).

In environmental public communications, it is more effective to urge people to take specific actions, such as reducing car use, rather than abstract concepts like reducing their carbon footprint. Achieving action and compliance with environmental policies is more likely when recipients understand the message and feel the topic is relevant to them. However, meeting these requirements can be challenging due to the complexity of the message and the cognitive abilities of the receivers (de Vries, 2020).

Public communication as collective decision-making involves conditions of deliberative public communication and public communication itself implying each other as cause and effect. The norms of politics and the law-giving powers of the collective will suggest a reciprocal relationship. Agonistic accounts argue that collective decisions always require the assimilation of differences (pluralism) and the concealment of paradoxes (Hänska-Ahy, 2012).

Overall, the impact of public communication on society is profound, influencing various aspects of civic life, political engagement, and public understanding of science and technology. By fostering dialogue, promoting awareness, and encouraging collective problem-solving, public communication plays a vital role in enhancing social cohesion and mutual benefit.

5 Public Communication and Common Solutions

5.1 Collaborative Approaches

5.1.1 Public-Private Partnerships

Public-Private Partnerships (PPPs) represent a collaborative approach where public sector entities and private sector companies come together to achieve common goals. These partnerships leverage the strengths of both sectors to address societal challenges, enhance public services, and promote innovation.

One of the key aspects of PPPs is their ability to facilitate the flow of knowledge and ideas between different stakeholders. For instance, in Thailand, the government has implemented a peer-to-peer coaching system that encourages cross-fertilization between communication teams, enabling them to respond more effectively to future digital trends. This approach not only enhances the capabilities of public communicators but also fosters a culture of continuous learning and adaptation.

In Canada, public communicators are provided with various development opportunities, such as assignments, rotational acting, job shadowing, mentoring, and ongoing learning opportunities. These initiatives help bridge the gap between public and private sectors by equipping public sector employees with the skills and knowledge needed to collaborate effectively with their private sector counterparts.

However, the success of PPPs is often hindered by institutional challenges, such as the lack of incentives, standards, and interoperable systems for storing and processing data. Addressing these barriers is crucial for unlocking the strategic value of data in public communication. Efforts to improve data quality, share protocols, and establish relevant training programs can significantly enhance the effectiveness of PPPs.

Transparency is another critical factor in the success of PPPs. The ability to share information unhindered and without manipulation is essential for maintaining public trust and ensuring the integrity of public communication. Policies that promote transparency and minimize political interference are vital for achieving these objectives.

Moreover, effective public communication in PPPs should be based on evidence and data-driven insights. This approach ensures that communication strategies are aligned with the needs and expectations of the public, leading to more responsive and interactive exchanges (Cazenave & Bellantoni, n.d.). For example, governments can implement targeted communication campaigns to encourage specific behaviors, such as increasing the number of women applying for public sector jobs (Author, 2023).

Public communication also plays a fundamental role in mobilizing stakeholders and fostering collective problem-solving. By engaging diverse groups in dialogue and promoting mutual understanding, PPPs can contribute to social cohesion and the common good (Cuadros Rodríguez et al., 2015). This collaborative approach is essential for addressing complex societal issues and achieving sustainable development.

In conclusion, Public-Private Partnerships are a powerful tool for enhancing public communication and addressing societal challenges. By leveraging the strengths of both sectors, promoting transparency, and adopting data-driven approaches, PPPs can foster innovation, improve public services, and contribute to social cohesion and mutual benefit.

5.1.2 Interdisciplinary Collaboration

Interdisciplinary collaboration in public communication is essential for addressing complex societal issues. This approach integrates diverse fields of expertise, fostering a comprehensive understanding and innovative solutions. The establishment of a dedicated competency framework is crucial in this context, as it defines clear opportunities for both vertical and horizontal career progression. This framework also provides means for professional development through training and skills enhancement, which are vital for nurturing talent and setting professional standards.

The dynamic nature of public communication, especially with the rapid advancement of digital technologies, necessitates continuous adaptation and innovation. Governments must not only establish dedicated teams but also modernize the skills and resources available to future-proof the profession. This involves anticipating and planning for potential changes, ensuring that the public communication workforce remains capable of facing 21st-century challenges.

Interdisciplinary collaboration also involves the integration of various paradigms that identify specific openings in the state-society nexus. These paradigms highlight the increasing porosity of state boundaries in the context of advanced globalization. Public communication now involves reflexive formations in contexts of horizontal risks and reflectively connected resonance, rather than merely horizontal interdependence and local connectivity (Author, n.d.).

Moreover, the interaction between different discourses in public communication can reinforce itself in a recursive fashion. This model of communication emphasizes the process rather than a static point of departure, sustaining and being sustained by actors' interactions. The shift from deficit communication to dialogue and participation further underscores the importance of this dynamic interaction.

In practice, interdisciplinary collaboration can be seen in various initiatives across the globe. For instance, in Thailand, the government benefits from a peer-to-peer coaching system that fosters cross-fertilization between communication teams to respond to future digital trends. Similarly, in Canada, public communicators are provided with development opportunities such as assignments, rotational acting, job shadowing, mentoring, and ongoing learning opportunities (Author, 2023).

The gradual shift in policy discourse from keywords like popularization and public understanding of science to dialogue, engagement, and participation reflects the evolving nature of public communication. This shift emphasizes the importance of locating science communication within the broader context of science in society, highlighting the need for further elaboration and exploration of these concepts (Bucchi & Trench, n.d.).

In conclusion, interdisciplinary collaboration in public communication is vital for addressing complex societal issues. By integrating diverse fields of expertise, establishing competency frameworks, and continuously adapting to technological advancements, public communication can effectively foster understanding, cooperation, and collective problem-solving among diverse groups.

5.1.3 Community-Led Initiatives

Community-led initiatives play a crucial role in public communication by fostering engagement and collaboration among citizens. These initiatives are essential for addressing societal issues through

collective problem-solving and promoting social cohesion. By involving community members directly in the communication process, these initiatives ensure that diverse perspectives are considered, leading to more inclusive and effective solutions.

One of the key aspects of community-led initiatives is their ability to empower citizens to participate actively in democratic processes. This empowerment is achieved by providing platforms for dialogue and engagement, which are fundamental for a functioning democracy. For instance, the establishment of public forums and community meetings allows citizens to voice their concerns and contribute to decision-making processes. This participatory approach not only enhances the legitimacy of collective decisions but also strengthens the social fabric by fostering a sense of belonging and mutual respect among community members (Cazenave & Bellantoni, [n.d.](#); Hackett & Carroll, [n.d.](#)).

Moreover, community-led initiatives often focus on creating environments that promote engagement and participation. This involves developing strategies and processes that are accessible and relatable to the everyday lives of citizens. For example, initiatives may include educational programs that inform citizens about parliamentary activities and how they can get involved. Such efforts are crucial for bridging the gap between government and citizens, thereby enhancing transparency and accountability in public communication (Hänska-Ahy, [2012](#); Matos & Nobre, [2014](#)).

In addition to promoting democratic participation, community-led initiatives also play a significant role in addressing specific societal challenges. These initiatives often involve collaborative efforts to tackle issues such as public health, education, and social mobility. By leveraging local knowledge and resources, community-led initiatives can develop tailored solutions that are more effective and sustainable. For instance, campaigns aimed at improving public health may involve community members in disseminating information and organizing local health workshops, thereby ensuring that the interventions are culturally appropriate and widely accepted (Hänska-Ahy, [2012](#); Matos, [n.d.](#)).

Furthermore, the success of community-led initiatives is often dependent on the establishment of strong networks and partnerships. These networks can include various stakeholders such as local governments, non-profit organizations, and private sector entities. By working together, these stakeholders can pool their resources and expertise to support community-led efforts. This collaborative approach not only enhances the impact of the initiatives but also fosters a culture of cooperation and mutual support within the community (Author, [n.d.](#); Bee, [2014](#)).

The role of digital communication in community-led initiatives cannot be overlooked. With the increasing use of digital platforms, communities now have more opportunities to connect and collaborate. Digital tools can facilitate the dissemination of information, enable virtual meetings, and support online campaigns. These tools are particularly valuable in reaching wider audiences and engaging younger generations who are more likely to use digital media. By integrating digital communication strategies, community-led initiatives can enhance their reach and effectiveness, thereby contributing to the overall goal of promoting public awareness and engagement (Author, [2023](#)).

In summary, community-led initiatives are a vital component of public communication, as they empower citizens, promote democratic participation, and address societal challenges through collaborative efforts. By fostering engagement and cooperation among diverse groups, these initiatives contribute to social cohesion and the collective well-being of the community.

5.2 Innovative Practices

5.2.1 Digital Platforms

Digital platforms have become integral to public communication, offering innovative practices that enhance the dissemination of information and engagement with diverse audiences. These platforms facilitate the exchange of ideas and foster collective problem-solving, which are essential for addressing societal issues.

One significant aspect of digital platforms is their ability to provide accessible and inclusive communication. For instance, the use of pictograms and easy-to-read text ensures that information is clear and concise, making it accessible to a broader audience, including those with disabilities. The presence of sign language interpreters during live broadcasts on social media platforms, such as Facebook, further ensures that all citizens can participate in governmental conversations.

Moreover, digital platforms can incorporate software tools that verify the accessibility of websites, including those protected by login credentials. This ensures that all pages are accessible to users with disabilities, promoting inclusivity in digital communication. The Spanish Government's Web

Accessibility Observatory is an example of such an initiative, highlighting the importance of continuous monitoring and improvement of web accessibility.

Social media channels are particularly effective in reaching specific target groups, such as young people, with information about public policies. These platforms not only disseminate information but also enable reciprocal communication, allowing citizens to engage with and respond to governmental messages. This two-way communication is crucial for fostering a sense of involvement and ownership among the public.

The integration of digital platforms in public communication also extends to the strategic level. For example, in Norway, a network of communication heads organizes weekly meetings to align priorities and streamline a unified digital communication presence. Similarly, Paraguay has established a network of public communication directors and front-line employees to coordinate communication efforts on social media and other channels. These networks ensure that communication strategies are cohesive and effective across different platforms.

During the COVID-19 pandemic, the value of digital platforms in public communication was particularly evident. Behavioral insights (BI) practitioners adapted communication campaigns to align with citizens' perceptions of risk and awareness levels. In France, the behavioral analysis unit within the Direction Interministérielle de la Transformation Publique (DITP) evaluated key prevention campaigns and provided communicators with relevant advice. Additionally, countries like Finland, the Republic of Korea, Switzerland, and the United Kingdom partnered with influencers and other trustworthy public figures to amplify governmental messaging during the crisis (Author, 2023). These efforts underscore the importance of leveraging digital platforms to reach and influence public behavior effectively.

Furthermore, the ethical considerations in the deployment of digital communication technologies cannot be overlooked. It is crucial to ensure that the analysis of public behavior and data, especially involving isolated or vulnerable individuals, is conducted ethically and responsibly (Cazenave & Bellantoni, n.d.). This approach not only protects individuals' privacy but also builds trust in public communication efforts.

In conclusion, digital platforms play a crucial role in modern public communication by enhancing accessibility, inclusivity, and engagement. They provide innovative solutions for disseminating information, facilitating dialogue, and promoting public awareness, ultimately contributing to social cohesion and mutual benefit.

5.2.2 Social Media

Social media has revolutionized public communication by providing a platform for the rapid dissemination of information and facilitating engagement in dialogue among diverse groups. This digital modality allows for direct communication, which can be complex for administrations that may lack the necessary resources, skills, or codes for optimal use. The effective use of social media as a communication channel requires reaching a sufficient community of users, making the creation of such a community an essential first step (Author, 2024).

The shift from traditional media to digital social networks has been significant, particularly in regions like the South-Southeast of Brazil, where state communication and governmental context play a central role in academic production (Massuchin et al., 2023). This transition highlights the importance of digital platforms in modern public communication strategies.

Social media platforms, such as Facebook, offer a semi-public space that allows users to participate in network exchanges while maintaining a degree of anonymity. This feature addresses the moral and political concerns associated with being too private in public spaces, as users can interact without immediate recognition (Wagner & Stempfhuber, 2013). The ability to communicate privately in public is a unique solution to the challenges posed by social media.

The emergence of a reflective public space through networked discourse is transforming the traditional territoriality of national information and communication spheres. This multi-layered spatial dimension de-territorializes public communication, moving away from the linearity of international, cross-border communicative forms (Author, n.d.). The centrality of local townhalls and national forums is being replaced by these new, networked public spaces.

In the context of open government agendas, countries like Finland have recognized the importance of public communication as a core pillar. Finland's 4th Open Government Partnership National Action Plan (2019-2023) includes public communication as one of its eight core pillars, emphasizing its role

in effectively implementing open government initiatives (Author, 2023). This underscores the critical role of social media in promoting transparency and inclusivity in government communication.

The use of advanced technologies, such as chatbots or conversational agents, further enhances the accessibility and inclusivity of government websites. These tools demonstrate how governments can leverage technological advancements to improve public communication. By providing easily readable and understandable communications, governments can better serve their constituents (Cazenave & Bellantoni, n.d.).

Social movements also benefit from the capabilities of new media and the internet, which open up tremendous possibilities for organizing, mobilizing, and diffusing critiques to broader audiences. These platforms enable social movements to bring new voices and issues to the public sphere, broadening the enfranchised public and the scope of democratic decision-making (Hackett & Carroll, n.d.). The mass dissemination of images and frames, supplemented by electronic communication networks, plays a crucial role in this process.

In summary, social media has become an indispensable tool in public communication, offering innovative practices that enhance the dissemination of information, engagement in dialogue, and promotion of public awareness. By fostering collective problem-solving and encouraging understanding and cooperation among diverse groups, social media contributes to social cohesion and mutual benefit.

5.2.3 Crowdsourcing

Crowdsourcing, as an innovative practice within public communication, leverages the collective intelligence and skills of a large group of people, often from the general public, to solve problems, generate ideas, and gather information. This approach has gained significant traction due to its ability to harness diverse perspectives and expertise, which can lead to more comprehensive and effective solutions to societal issues.

One of the primary benefits of crowdsourcing in public communication is its capacity to engage a wide audience, thereby fostering a sense of community and collective ownership over the issues being addressed. By involving citizens directly in the problem-solving process, crowdsourcing can enhance transparency and accountability, as well as build trust between the public and governmental institutions. This participatory approach aligns with the principles of open government, which emphasize transparency, integrity, accountability, and stakeholder participation.

Moreover, crowdsourcing can be a powerful tool for gathering data and insights that might otherwise be difficult or costly to obtain. For instance, in the context of public health, crowdsourcing can be used to collect real-time information on disease outbreaks, enabling quicker and more targeted responses. This method of data collection is not only efficient but also allows for the inclusion of local knowledge and experiences, which can be crucial in understanding and addressing complex issues.

The use of crowdsourcing also supports continuous learning and improvement within public communication. By regularly soliciting feedback and ideas from the public, communication units can identify gaps in their strategies and make necessary adjustments. This iterative process helps ensure that communication efforts remain relevant and effective, ultimately leading to better outcomes for the community (Author, 2023).

Furthermore, crowdsourcing can drive innovation by encouraging the exploration of new ideas and approaches. When diverse groups of people come together to brainstorm and collaborate, they can generate creative solutions that might not emerge in more traditional, top-down decision-making processes. This collaborative environment can also help break down silos within organizations and promote cross-disciplinary thinking, which is essential for addressing multifaceted societal challenges (Author, n.d.; Hackett & Carroll, n.d.).

In addition to its practical benefits, crowdsourcing can also play a role in promoting social cohesion and mutual understanding. By bringing together individuals from different backgrounds and perspectives, crowdsourcing initiatives can facilitate dialogue and cooperation, helping to bridge divides and build a more inclusive society. This aspect of crowdsourcing is particularly important in today's increasingly polarized world, where fostering empathy and collaboration is crucial for maintaining social harmony (Hänska-Ahy, 2012; Zémor, n.d.).

However, the success of crowdsourcing initiatives depends on several factors, including the design and implementation of the process, the level of engagement and participation from the public, and the ability to effectively analyze and utilize the collected data. It is essential for public communication

practitioners to carefully plan and manage crowdsourcing efforts to ensure they achieve their intended goals and deliver meaningful results (Author, 2023; Cazenave & Bellantoni, n.d.).

In conclusion, crowdsourcing represents a valuable and innovative practice within public communication, offering numerous benefits such as enhanced engagement, improved data collection, continuous learning, and the promotion of social cohesion. By leveraging the collective intelligence of the public, crowdsourcing can help address common societal issues and contribute to the development of more effective and inclusive solutions.

5.3 Policy Interventions

5.3.1 Regulatory Frameworks

Regulatory frameworks play a crucial role in shaping the landscape of public communication. These frameworks establish the guidelines and rules that govern how information is disseminated, ensuring that communication practices are ethical, transparent, and effective. The implementation of regulatory frameworks often involves the creation of specific policies and the establishment of oversight bodies to monitor compliance.

One significant aspect of regulatory frameworks in public communication is the establishment of ethics officers or committees. These entities are responsible for overseeing the adherence to ethical standards in communication practices. They ensure that the use of official and personal social media channels, as well as advertising, complies with established guidelines. With the advent of new technologies, there is a growing need for guidance on the ethical use of data in public communication, which is being addressed across various countries.

Coordination among government ministries, departments, and agencies is another critical component of regulatory frameworks. Effective public communication requires the use of planning and scheduling tools, as well as regular meetings to ensure that messages are consistent and well-coordinated. Countries like Colombia, Ireland, Latvia, Mexico, Slovenia, and the United Kingdom have implemented such coordination mechanisms to enhance the effectiveness of their public communication efforts.

Public communication also relies heavily on data and evidence to be effective. Regulatory frameworks emphasize the importance of grounding communication strategies in a thorough analysis of the target audience. This approach ensures that communication activities are designed based on a sound understanding of how different societal groups perceive issues, consume information, and trust government messages. By leveraging data and evidence, public communication can be more strategic and impactful.

Moreover, regulatory frameworks often promote transparency and inclusivity in data sharing between public and private sectors. This is achieved through the adoption of flexible and scalable governance frameworks that support access and sharing of data. Such frameworks take into account the rights and interests of various stakeholders, fostering a culture of responsibility in data governance.

In addition to these measures, some countries have developed communities of practice dedicated to digital communication. These communities facilitate the exchange of good practices and lessons learned on technical issues such as data management, social media use, and online storytelling. Regular meetings and thematic networks of public communicators in countries like Canada, Belgium, and the United Kingdom help build expertise and foster collaboration.

The institutional organization and structures for executing public communication are also defined by regulatory frameworks. These structures are essential for implementing communication policies, mandates, and strategies. The way public communication functions are organized within government and the resources allocated to them are critical enabling factors for effective communication.

Finally, regulatory frameworks often include incentive mechanisms and sustainable business models to promote data access and sharing. These mechanisms aim to reduce restrictions and promote international cooperation, ensuring that conditions for cross-border data access are non-discriminatory, transparent, necessary, and proportionate to the level of risk (Author, 2023).

In summary, regulatory frameworks are fundamental to the effective execution of public communication. They provide the necessary guidelines, coordination mechanisms, and ethical oversight to ensure that communication practices are transparent, inclusive, and grounded in evidence. By fostering collaboration and promoting responsible data governance, these frameworks contribute to the overall goal of public communication: to facilitate the exchange of ideas and foster collective problem-solving for the benefit of society.

5.3.2 Incentive Structures

Incentive structures play a crucial role in shaping the effectiveness of public communication strategies. By understanding and leveraging these structures, policymakers can enhance the engagement and responsiveness of various stakeholders, including citizens, institutions, and organizations.

One key aspect of incentive structures is the alignment of communication efforts with behavioral insights. By tapping into behavioral factors, governments can deploy communications that encourage desired actions in line with key policy goals. Strengthening institutional capacities and ensuring the availability of expertise to collect and embed behavioral insights in a scientific manner can aid countries in reaching more effective communications. This approach not only enhances the impact of public communication but also ensures that the messages resonate with the target audience, leading to better outcomes.

The expansion of the public relations industry provides another tool for governments and corporations through information subsidies. These subsidies involve the distribution of expensively produced and newsworthy information at virtually no cost to the media, thereby influencing public perception and behavior (Hackett & Carroll, [n.d.](#)). This mechanism can be strategically used to promote public awareness and engagement on various societal issues, ultimately fostering collective problem-solving and cooperation among diverse groups.

The rapid development and diffusion of new communication technologies have also transformed the landscape of public communication. The continual flux of social and political conditions necessitates an ongoing and seemingly endless process of making national communication policies. However, much of the literature and experience in this field is limited to single countries, with relatively few attempts to deploy policy experience in one country in the service of policy formulations in others (Blumler & Gurevitch, [n.d.](#)). This highlights the need for cross-national comparisons and the sharing of best practices to optimize the effectiveness of public communication strategies.

A participatory, co-production approach to science communication, which emphasizes multidirectional and open-ended interactions, can be challenging to couple with the technocratic and rhetorical strategies that form the basis of much EU policy. Unlike deficit configurations, participation is inherently subject to conflict and requires a more inclusive and collaborative approach (Bucchi & Trench, [n.d.](#)). This underscores the importance of designing incentive structures that promote active engagement and dialogue among stakeholders, rather than merely disseminating information.

Public communication also plays a vital role in fostering transparency and accountability in democratic societies. By promoting a dialogue between citizens and governments, public communication can strengthen the resilience of democracies (Cazenave & Bellantoni, [n.d.](#)). This requires appropriate policies, institutions, and practices that optimize the function's potential to serve its strategic goals. Moving beyond the passive dissemination of official messages, governments need to reflect on data ethics and governance arrangements to promote a whole-of-government culture of evidence, avoid duplications, and reduce costs (Author, 2023).

In conclusion, effective incentive structures are essential for enhancing the impact of public communication. By leveraging behavioral insights, utilizing information subsidies, embracing new communication technologies, and fostering participatory approaches, policymakers can create a more engaged and responsive public. This, in turn, promotes peace, social cohesion, and mutual benefit by encouraging understanding and cooperation among diverse groups.

5.3.3 Best Practices

Best practices in public communication are essential for effectively addressing societal issues and fostering collective problem-solving. One of the key strategies involves placing stakeholders at the heart of digital communication efforts. This approach ensures that the communication is not only inclusive but also resonates with the target audience, thereby enhancing engagement and cooperation.

Another significant practice is the application of behavioral science frameworks, such as the EAST framework developed by the UK Behavioural Insights Team. This framework emphasizes making desired behaviors Easy, Attractive, Social, and Timely, which can significantly improve the effectiveness of communication campaigns. By integrating these principles, public communication can better influence and guide public behavior towards positive outcomes.

Professional development and retention of skilled public communication workforce are also crucial. Governments must offer relevant professional development opportunities to retain talent and ensure a

culture of ongoing learning. This is particularly important in systems with high turnover rates due to politically appointed staff and frequent government reshuffles. Continuous learning and development help maintain a competent and motivated workforce capable of addressing evolving communication challenges.

Internal communication within government bodies is another best practice. It is a crucial tool for raising awareness among public officials about the importance of reforms, understanding potential concerns, and securing their buy-in. This internal alignment is vital for the successful implementation of communication strategies and overcoming resistance to change.

Furthermore, ensuring that communication structures are fit-for-purpose is essential. Public communication is often under-skilled and under-staffed, which can hinder the effective implementation of core communication functions. Equipping teams with the right resources and skills is necessary to navigate the constantly evolving media and information ecosystem. This preparation enables governments to respond more effectively to public needs and crises.

The integration of insights from social and behavioral sciences into public communication strategies can also enhance their effectiveness. By understanding human behavior and applying this knowledge, public communication departments can design more impactful campaigns that resonate with the public and drive desired behaviors (de Vries, 2020).

Lastly, the institutionalization of public communication responses to mis- and disinformation is critical. In an age where misinformation can spread rapidly, having robust mechanisms to address and counteract false information is essential. This involves not only reactive measures but also proactive strategies to build public trust and resilience against misinformation (Author, 2023).

In summary, best practices in public communication involve a multifaceted approach that includes stakeholder engagement, application of behavioral science, professional development, internal communication, resource allocation, and addressing misinformation. These practices collectively contribute to more effective public communication, fostering social cohesion and mutual benefit.

6 Public Communication and Social Cohesion

6.1 Building Trust

6.1.1 Transparency

Transparency in public communication is a fundamental aspect that significantly contributes to building trust within society. It involves being open and clear about how information is disseminated, how decisions are made, and how public resources are utilized. According to (Author, 2023), budget transparency is defined as being fully open with the public about how money is raised and used, ensuring that this information is clear, reliable, timely, and accessible. This level of openness is crucial for fostering trust between the government and its citizens.

The role of transparency extends beyond financial matters. It encompasses the broader spectrum of public communication, where the aim is to create an environment of mutual understanding and cooperation. For instance, the authors highlight the importance of public communication in legitimizing collective decisions, which is essential for maintaining social cohesion in increasingly pluralistic societies. This involves not only sharing information but also engaging in dialogue and promoting public awareness.

In the context of transnational public communication, transparency becomes even more critical. As noted in (Hänska-Ahy, 2012), the public sphere has evolved from face-to-face interactions to electronically mediated discourse. This shift necessitates new forms of transparency to ensure that public communication remains effective and trustworthy. The authors argue that media can play a significant role in this process by facilitating open and honest communication across different regions and cultures.

Moreover, transparency in public communication is vital in addressing the challenges posed by misinformation and disinformation. According to (Author, n.d.), the increasing weaponization of information by various actors, including political parties, underscores the need for clear boundaries between political and public communication. Governments have adopted several approaches to mitigate these risks, including incorporating relevant provisions in policies and laws overseeing public communication. This helps to ensure that public communication remains impartial and open, thereby enhancing trust and social cohesion.

The concept of transparency also ties into the broader idea of social solidarity and mutual recognition within the public sphere. As discussed in (Bee, 2014), the public sphere is a space where social solidarity is created and reproduced through discourses and mutual discussions between citizens and institutions. Transparency in these interactions is essential for fostering a shared sense of belonging and for the integration of individuals within a society.

Furthermore, transparency is crucial in times of crisis, where the visibility of certain regions and the use of social media become more pronounced. According to (de Guevara Muñoz, 2023), regions that have historically been on the periphery of media research, such as parts of Africa and Southeast Asia, become more visible during crises. This visibility draws attention to the importance of transparent communication in these regions, highlighting the need for clear and reliable information to facilitate civic communication and connectedness.

In conclusion, transparency in public communication is a multifaceted concept that plays a crucial role in building trust, promoting social cohesion, and addressing common societal issues. By ensuring that information is clear, reliable, and accessible, and by fostering open dialogue and mutual understanding, transparency helps to create a more cohesive and cooperative society.

6.1.2 Accountability

Accountability in public communication is a fundamental aspect that ensures transparency and trust between the government and its citizens. It involves the obligation of public officials and institutions to provide explanations for their actions and decisions, thereby fostering a culture of openness and responsibility. This concept is crucial in maintaining the integrity of public communication and enhancing social cohesion.

The governance of public communication encompasses various mechanisms and practices that collectively define the role of communication within the government. These mechanisms ensure that communication is conducted according to certain operational, professional, and ethical standards. By adhering to these standards, public institutions can build trust with the public, as they demonstrate a commitment to transparency and accountability.

Transparency in government communication is essential for accountability. It involves the clear and open dissemination of information, which allows citizens to be informed about government actions and decisions. This transparency is not only about making information available but also about ensuring that it is accessible and understandable to the public. When governments communicate transparently, they enable citizens to hold them accountable, thereby strengthening democratic processes.

In times of crises, the importance of accountability in public communication becomes even more pronounced. Effective communication during crises requires that governments provide timely and accurate information to the public. This helps to manage public expectations and reduce uncertainty. Moreover, it ensures that the public can trust the information being provided, which is crucial for maintaining social order and cooperation.

The role of social media and other forms of network communication in public accountability cannot be overlooked. These platforms have transformed the way information is disseminated and have created new spheres of civic communication. In regions such as Africa and South East Asia, social media has become a critical tool for public engagement and accountability. It allows for the rapid spread of information and provides a platform for citizens to voice their concerns and hold public officials accountable (Author, n.d.).

Furthermore, the integration of behavioral insights with communication teams has been a significant area of cross-fertilization that supports policy objectives. This integration has been particularly effective during the COVID-19 pandemic, where clear and accountable communication has been vital in managing public health responses. By combining behavioral insights with communication strategies, governments can enhance the effectiveness of their messages and ensure that they are accountable to the public.

The concept of accountability also extends to the ethical standards that govern public communication. Ethical communication practices ensure that information is not only accurate and truthful but also respectful and considerate of the public's needs and concerns. This ethical dimension is crucial for building trust and maintaining the legitimacy of public communication (Author, 2023).

In conclusion, accountability in public communication is a multifaceted concept that involves transparency, ethical standards, and the effective use of communication platforms. It is essential for building trust between the government and its citizens, particularly in times of crises. By ensuring that public

communication is accountable, governments can foster social cohesion and promote mutual understanding and cooperation among diverse groups.

6.1.3 Reliability

Reliability in public communication is a cornerstone for building trust and fostering social cohesion. The effectiveness of public communication hinges on its ability to convey information that is accurate, timely, and trustworthy. This reliability is essential for ensuring that the public can make informed decisions and engage in meaningful dialogue.

Public communication must adhere to principles of transparency, integrity, and accountability to be considered reliable. Transparency involves openly sharing information about the processes and decisions that affect the public. This openness helps to build trust by allowing individuals to see the rationale behind actions and policies. Integrity in public communication means that the information provided is truthful and not misleading. It requires a commitment to honesty and ethical standards, ensuring that the public can rely on the information they receive. Accountability involves being answerable for the information disseminated and the outcomes of communication efforts. It means that public communicators must be prepared to explain and justify their actions and decisions, and to take responsibility for any errors or misinformation (Author, 2023).

The role of public communication in enhancing social integration and solidarity is significant. By providing reliable information, public communication can help bridge gaps between different societal groups, fostering a sense of unity and shared purpose. This is particularly important in the context of the European Union, where public communication can support the development of a transnational public sphere that promotes social cohesion across diverse national contexts (Bee, 2014).

Moreover, the reliability of public communication is crucial in the context of environmental issues. Providing clear and factual information about desired behaviors, such as reusing hotel towels, can effectively change public behavior and contribute to environmental sustainability. This approach relies on the public's trust in the information provided, highlighting the importance of reliability in achieving positive outcomes (de Vries, 2020).

In the digital age, the landscape of public communication has evolved, with new forms of electronically mediated discourse playing a significant role. This shift necessitates a reevaluation of how reliability is maintained in public communication. The interconnected nature of modern communication means that information can spread rapidly across different platforms and regions, making it essential to ensure that the information is accurate and reliable at all stages of dissemination (Hänska-Ahy, 2012).

The emergence of networked public cultures, particularly in developing regions, underscores the transformative impact of reliable public communication. As satellite television, smartphones, and the internet become more prevalent, they create new opportunities for public engagement and civic discourse. However, these opportunities also come with challenges, as the complexity of the communicative landscape can make it difficult to ensure the reliability of information. Addressing these challenges is crucial for maintaining public trust and fostering social cohesion in these regions (Author, n.d.).

In conclusion, the reliability of public communication is fundamental to building trust and promoting social cohesion. By adhering to principles of transparency, integrity, and accountability, public communicators can ensure that the information they provide is trustworthy and effective in fostering informed public dialogue and collective problem-solving. This reliability is essential for addressing common societal issues and promoting peace, social cohesion, and mutual benefit among diverse groups.

6.2 Fostering Inclusivity

6.2.1 Diverse Voices

Diverse voices play a crucial role in fostering inclusivity within public communication. The inclusion of varied perspectives ensures that the dialogue is representative of the entire society, thereby promoting social cohesion. In the aftermath of the euro-crisis, the rise of far-right movements and political parties across Europe, and the increase in discrimination towards minority groups, the importance of incorporating diverse voices into public communication has become even more evident (Bee, 2014).

These developments challenge the scope of activities of non-state actors representing minority groups, highlighting the need for a more inclusive approach to public discourse.

Under conditions of pluralism, different cultural, ethical, and historical traditions can be expected to produce disagreement on the appropriate purpose of public communication. This diversity of perspectives is essential for a healthy public sphere, as it allows for a more comprehensive understanding of societal issues and fosters collective problem-solving. The authors indicate that if public sphere liberals aim to improve the quality and equality of participation in public communication through reforming media practices and laws, radical democrats may be aiming for nothing less than the transformation of societal structures. This transformation is necessary to ensure that all voices, especially those from marginalized communities, are heard and considered in public discourse.

A diverse and inclusive public sphere can be facilitated by media organizations that are universally accessible, inclusive, and thoughtfully discursive. Such media organizations can help bridge the gap between different societal groups by providing a platform for diverse voices to be heard. This inclusivity is not only beneficial for democratic dialogue but also for the overall health of the public sphere. The growth of transnational multi-media conglomerates and technological convergence between once separate media sectors further underscores the need for diverse voices in public communication (Hackett & Carroll, [n.d.](#)).

The crisis in public communication, characterized by disengagement from and disenchantment with electoral politics and democratic institutions, has led to an expanding interest in the normative ideals of deliberation and the public sphere as a promising path to democratic renewal. This renewal can only be achieved by ensuring that diverse voices are included in the dialogue, thereby addressing the shortcomings of liberal democracy's representative politics.

As public communication becomes increasingly transnational, it is crucial to understand what these developments mean for the purpose of public communication and the composition of the public sphere (Hänska-Ahy, [2012](#)). When various media become central to its organization, audiences, consumers, newswriters, authors, and producers become important actors in the public sphere. Their diverse perspectives contribute to a more inclusive and representative public discourse.

The need for open government communication is highlighted as playing a central role in this endeavor. Unbiased, relevant, and clear information being disseminated in the civil sphere is essential for increasing transparency and accountability (Author, [2023](#)). This function is envisaged to open up dialogue between citizens and their representatives, taking into account their inputs during the deliberation of complex issues. By incorporating diverse voices, public communication can promote peace, social cohesion, and mutual benefit by encouraging understanding and cooperation among different groups.

In conclusion, the inclusion of diverse voices in public communication is essential for fostering inclusivity and promoting social cohesion. By ensuring that all perspectives are represented, public communication can address common societal issues more effectively and foster collective problem-solving. This approach not only enhances democratic dialogue but also contributes to the overall health and stability of the public sphere.

6.2.2 Equitable Participation

Equitable participation in public communication is essential for fostering inclusivity and enhancing social cohesion. This concept involves ensuring that all members of society, regardless of their background, have equal opportunities to engage in public discourse and decision-making processes. The public sphere, as defined by various scholars, is a space where individuals come together to discuss and deliberate on matters of common interest, thereby contributing to the common good.

In highly pluralistic societies, achieving equitable participation can be challenging due to the diverse ethical views and interests that exist among different groups. The intersubjectivity that emerges from public communication among these groups can support decisions that establish just social arrangements. This process is crucial for reconciling the common good with social pluralism, a question that has been central to the concept of the public sphere since the Scottish Enlightenment (Hänska-Ahy, [2012](#)).

The OECD's analytical framework for public communication highlights the importance of accessibility and inclusion in public communication efforts. This framework suggests that effective public communication should be designed to address the needs and behaviors of all citizens, ensuring that everyone can participate in the dialogue. Methods such as participatory design and the integration of

accessibility features during crises are recommended to enhance inclusivity (Cazenave & Bellantoni, [n.d.](#)).

The European Commission's efforts to develop a model of civic engagement based on a citizen-centered approach also emphasize the need for equitable participation. By engaging more citizens in European affairs, the Commission aims to create a more inclusive public sphere that reflects the diverse perspectives of its population (Bee, [2014](#)). This approach aligns with the principles of open government communication, which advocates for the dissemination of unbiased, relevant, and clear information to facilitate dialogue between citizens and their representatives (Author, [2023](#)).

The role of networked media in promoting equitable participation has been particularly evident in recent years. The Arab Spring, for example, demonstrated the power of social media in enabling individuals from marginalized regions to participate in public discourse and civic deliberation. This phenomenon underscores the need for an inclusive framework that considers the complexities of transnational communication and the diverse identities of connected citizens (Author, [n.d.](#)).

In conclusion, equitable participation in public communication is vital for fostering inclusivity and social cohesion. By ensuring that all members of society have equal opportunities to engage in public discourse, we can create a more just and cohesive society. This requires a concerted effort to design accessible communication strategies, engage citizens in meaningful ways, and leverage the potential of networked media to include diverse voices in the public sphere.

6.2.3 Cultural Sensitivity

Cultural sensitivity is a crucial aspect of fostering inclusivity within public communication. It involves recognizing and respecting the diverse cultural backgrounds and perspectives of individuals and groups. This sensitivity is essential for effective communication, as it helps to bridge gaps between different cultural contexts and promotes mutual understanding.

One of the key elements of cultural sensitivity is the acknowledgment of the complexity and diversity of cultural identities. Public communication must be tailored to address the specific needs and values of various cultural groups. This approach ensures that messages are not only received but also understood and appreciated by diverse audiences. According to (Bucchi & Trench, [n.d.](#)), the mediation between scientists and the general public is necessary due to the complexity of scientific notions, which can be extended to the broader context of cultural communication. Professionals and institutions involved in public communication must act as mediators, translating complex ideas into culturally relevant and accessible information.

Furthermore, the professionalization of public communication functions, as discussed in (Author, [2023](#)), plays a significant role in enhancing cultural sensitivity. By upholding high ethical standards and ensuring the integrity of communication practices, public communicators can build trust and credibility among diverse cultural groups. This professionalization also involves continuous learning and adaptation to the evolving cultural dynamics within society.

Engagement with organized civil society is another critical aspect of culturally sensitive public communication. Policy actions aimed at developing participatory democracy, as highlighted in (Bee, [2014](#)), emphasize the importance of involving civil society in the communication process. This engagement provides a better basis for legitimizing policy processes and ensures that the voices of marginalized and underrepresented groups are heard and considered.

The concept of democratizing communication, as outlined in (Hackett & Carroll, [n.d.](#)), further underscores the importance of cultural sensitivity. Creating inclusive dialogues and advocating for a universal right to communicate implies a responsibility to listen and understand diverse cultural perspectives. This approach aligns with the aspiration for a decolonized lifeworld and a revitalized public sphere, where all cultural groups can participate equally in public discourse.

In practice, cultural sensitivity in public communication can be seen in initiatives that promote accessibility and inclusion. For example, the efforts in Italy to create online communities of practice on platforms like Slack and Forum Italia, as mentioned in (Cazenave & Bellantoni, [n.d.](#)), demonstrate how digital tools can facilitate cooperation and communication among professionals from different cultural backgrounds. These initiatives help to raise awareness about accessibility issues and foster a more inclusive communication environment.

Moreover, the multiplicity of purposes and criteria for inclusion in public communication, as discussed in (Hänska-Ahy, [2012](#)), highlights the need for a nuanced understanding of cultural diversity.

Public communicators must navigate the complexities of identity, nationality, and affectedness to ensure that all cultural groups are represented and included in the communication process.

In summary, cultural sensitivity is an essential component of fostering inclusivity in public communication. It involves recognizing the diversity of cultural identities, engaging with civil society, professionalizing communication practices, and creating inclusive dialogues. By embracing cultural sensitivity, public communicators can promote social cohesion, mutual understanding, and cooperation among diverse groups, ultimately contributing to a more inclusive and harmonious society.

6.3 Promoting Dialogue

6.3.1 Open Forums

Open forums play a crucial role in promoting dialogue within the context of public communication. These forums provide a platform for individuals and groups to engage in meaningful discussions, share diverse perspectives, and collaboratively address societal issues. The European Commission has long recognized the importance of such engagement, as evidenced by its practice of conducting broad consultations with concerned parties to ensure coherent and transparent actions (Bee, 2014). This practice, formalized in Article 11, underscores the value of open forums in fostering an inclusive dialogue between institutions and civil society.

The concept of open forums extends beyond national borders, challenging traditional frameworks of the public sphere. The decoupling of the state-society nexus, as described through the Habermasian narrative, highlights the complexity of modern public communication. This complexity is characterized by the extension of the public sphere and the need for new conceptual frameworks to understand these dynamics (Author, n.d.). Open forums, therefore, serve as a critical space for navigating these complexities and facilitating cross-border dialogue.

In the parliamentary context, open forums are instrumental in creating opportunities for real interactions between authorities and citizens. These interactions can take various forms, such as simulated participation in councils, structured debates, and deliberative processes. By emulating United Nations plenary sessions and electoral candidacies, open forums can enhance public engagement and foster a deeper understanding of democratic processes (Nobre & e Nobre, 2016). Such initiatives not only promote dialogue but also empower citizens to actively participate in governance.

Public communication, particularly through open forums, is essential for establishing and re-establishing democratic values. For deliberative democrats, the goal of public communication is to support rational and deliberative discourse, which is crucial for discovering truth and narrowing disagreements. This requires an *ex ante* understanding of what constitutes the common good, ensuring that public communication processes are legitimate and effective in collective decision-making (Hänska-Ahy, 2012). Open forums, therefore, play a vital role in achieving these epistemic goals by providing a space for rational deliberation and consensus-building.

Moreover, democratic communication involves not only institutional reform but also normative and cultural change. Open forums contribute to this by validating diverse skills and knowledge, spreading participatory communication practices, and challenging technocratic rationality. These forums serve as a breeding ground for new social movements, which are essential for cultural transformation and the promotion of participatory democracy. By facilitating open and inclusive dialogue, open forums help bridge the gap between hegemony and counterhegemony, infusing ethical considerations into media and political systems (Hackett & Carroll, n.d.).

The role of open forums in public communication is further emphasized by the OECD's findings on public communication practices. Regular meetings and dedicated inter-ministerial committees are primary avenues for coordination and exchange among peers across departments and ministries. These formalized structures highlight the importance of open forums in ensuring effective communication and collaboration within government institutions (Author, 2023). By providing a structured environment for dialogue, open forums enhance the transparency and coherence of public communication efforts.

In conclusion, open forums are indispensable for promoting dialogue and fostering social cohesion. They provide a platform for diverse voices to be heard, facilitate the exchange of ideas, and support collective problem-solving. Through open forums, public communication can effectively address societal issues, promote democratic values, and contribute to the overall well-being of society.

6.3.2 Deliberative Democracy

Deliberative democracy is a concept that emphasizes the importance of dialogue and reasoned discussion in the decision-making processes within a society. This approach to democracy is grounded in the belief that through open and inclusive communication, individuals can collectively arrive at decisions that are more informed, equitable, and reflective of the common good.

The theoretical foundation of deliberative democracy is significantly influenced by the work of Jürgen Habermas, who posits that true deliberation can lead to the discovery of moral truths. According to Habermas, the ideal speech situation is one where communication is free from distortions caused by power imbalances, access restrictions, or social hierarchies. In such a setting, the force of the better argument prevails, shaping collective decisions and establishing valid norms. This epistemic purpose of public communication underscores the role of deliberation in fostering a more just and rational society.

Empirical studies of public communication often focus on extrinsic factors to explain how social dynamics influence collective decision-making. These studies analyze various aspects of public communication to understand their impact on societal outcomes. For instance, the relationship between communication and collective decisions is examined to offer insights into how different communication strategies can affect public discourse and decision-making processes.

In the context of science communication, there is a recognition of the public's challenges in understanding and appreciating scientific achievements. This has led to efforts aimed at improving the quality and quantity of public communication of science to bridge the knowledge gap and foster greater public interest and awareness. Such initiatives are crucial in promoting informed public dialogue and enhancing the overall effectiveness of public communication.

Understanding the public is fundamental to effective communication. By gathering and utilizing audience insights, communicators can tailor their messages and channels to specific target audiences, making public communication more relevant and impactful. This approach is particularly important in addressing the needs of minorities and underrepresented groups, ensuring that public communication is inclusive and equitable (Author, 2023).

The stratification of the public sphere, as noted by scholars, highlights the differentiated communicative agency of various actors within society. This stratification can influence the effectiveness of public communication and the extent to which different groups can participate in the deliberative process. Addressing these structural differences is essential for fostering a more inclusive and democratic public sphere.

Recent research has begun to empirically investigate the impact of public communication processes on environmental policy and other domains. Studies have shown that considering these processes can enhance the effectiveness of public communication efforts, leading to successful outcomes in areas such as tax discipline, antibiotic prescription practices, job applicant diversity, and e-government service adoption (de Vries, 2020). These findings underscore the importance of evidence-based approaches in improving public communication strategies.

The model of science communication as cross-talk suggests that communication is not merely a cause of changes in public opinions and attitudes but also a result of developments in both scientific and public discourses. This intersection allows for the formation of a shared understanding and the co-creation of knowledge. Such a model aligns with the principles of deliberative democracy, where dialogue and mutual exchange are central to the decision-making process.

In transnational contexts, the purpose of public communication and the composition of the public sphere are defined by the specific communicative practices directed at particular audiences. For example, in Iran, decision-oriented processes of public communication are prevalent, and the framework used to study these processes does not impose a fixed definition but rather explores how the concept is defined in practice (Hänska-Ahy, 2012). This approach highlights the adaptability and context-specific nature of public communication in fostering deliberative democracy.

The continuity model of scientific communication challenges the traditional distinction between science and its popularization. Instead, it proposes a continuum where gradual differences exist in the contexts and styles of communication and reception of scientific ideas. This model supports the notion that public communication of science is an ongoing dialogue that extends beyond the confines of the scientific community (Bucchi & Trench, n.d.).

Media activism plays a crucial role in redefining democracy to include new rights, such as the right to communicate, and a broader vision of democracy that encompasses popular participation and social equality. The struggle for media reform is both defensive and proactive, aiming to forward new,

enhanced visions of democracy (Hackett & Carroll, [n.d.](#)). This perspective aligns with the goals of deliberative democracy, which seeks to create a more inclusive and participatory public sphere.

In conclusion, deliberative democracy emphasizes the importance of dialogue, inclusivity, and reasoned discussion in the decision-making processes within a society. By fostering open and equitable communication, deliberative democracy aims to create a more informed, just, and cohesive society.

6.3.3 Conflict Mediation

Conflict mediation within the context of public communication plays a crucial role in fostering dialogue and promoting social cohesion. Effective conflict mediation involves the use of communication strategies to address and resolve disputes, thereby enhancing mutual understanding and cooperation among diverse groups. This process is essential for maintaining peace and stability within communities.

Public communication serves as a platform for the exchange of ideas and perspectives, which is fundamental in conflict mediation. By facilitating open dialogue, public communication helps to identify the underlying causes of conflicts and enables the involved parties to express their concerns and viewpoints. This exchange is vital for developing a shared understanding and finding common ground (Bucchi & Trench, [n.d.](#); Mainieri & Rosa, [2012](#)).

The role of public communication in conflict mediation is not limited to merely providing a forum for discussion. It also involves the strategic use of communication tools and techniques to guide the dialogue towards constructive outcomes. For instance, mediators often employ active listening, empathy, and reframing techniques to de-escalate tensions and promote a collaborative problem-solving approach. These techniques help to create an environment where all parties feel heard and respected, which is essential for achieving a resolution (Author, [2023](#); de Vries, [2020](#)).

Moreover, public communication in conflict mediation extends to the broader societal level. It involves engaging various stakeholders, including community leaders, policymakers, and the media, to support the mediation process. By involving these stakeholders, public communication ensures that the mediation efforts are inclusive and representative of the community's diverse interests. This inclusivity is crucial for building trust and legitimacy in the mediation process (Hackett & Carroll, [n.d.](#); Hänska-Ahy, [2012](#)).

The effectiveness of public communication in conflict mediation is also influenced by the institutional and governance frameworks within which it operates. Effective mediation requires clear mandates, adequate resources, and coordination among the involved institutions. These prerequisites ensure that the mediation process is well-structured and capable of addressing the complexities of the conflicts (Author, [2023](#)).

Furthermore, public communication in conflict mediation contributes to the development of a culture of dialogue and cooperation within communities. By promoting the values of transparency, accountability, and participation, public communication helps to build resilient communities that are better equipped to handle conflicts constructively. This cultural shift towards dialogue and cooperation is essential for long-term social cohesion and stability (Cuadros Rodríguez et al., [2015](#); Mainieri & Rosa, [2012](#)).

In summary, conflict mediation through public communication is a multifaceted process that involves the strategic use of communication tools and techniques to address and resolve disputes. It requires the engagement of various stakeholders and operates within a supportive institutional framework. By promoting dialogue, understanding, and cooperation, public communication plays a vital role in fostering social cohesion and maintaining peace within communities.

7 Public Communication and the Social Good

7.1 Mutual Beneficial Coexistence

7.1.1 Shared Values

Shared values play a crucial role in fostering mutual beneficial coexistence within the framework of public communication. These values serve as the foundation for collective understanding and cooperation among diverse groups, promoting social cohesion and peace. Public communication, by its very nature, aims to disseminate information, engage in dialogue, and raise public awareness, all of which contribute to the establishment and reinforcement of shared values.

One of the primary functions of public communication is to facilitate the exchange of ideas and foster collective problem-solving. This process is essential for addressing common societal issues and promoting the common good. For instance, the use of emerging technologies, such as chatbots and machine learning, in public communication can enhance the dissemination of data and improve the effectiveness of public messages. In Brazil, the Secretariat of Social Communication employs intelligent machine learning processes to conduct sentiment analysis, monitor the effects of messages, and identify information gaps that may require refocusing content. This approach not only ensures that the public is well-informed but also helps in aligning public communication with the shared values of the society.

Moreover, public communication can play a significant role in promoting social inclusion. By eliminating discriminatory barriers in the market and disseminating a culture of solidarity, public communication can help build an active citizenship (Cuadros Rodríguez et al., 2015). This inclusive approach ensures that all members of society, regardless of their background, can participate in the public discourse and contribute to the collective well-being.

Public communication is also distinct from political communication, which is often linked to partisan debate and elections. While government communication may have some political elements, it primarily focuses on delivering information, listening, and responding to citizens in the service of the common good (Author, 2023). This distinction is important as it underscores the role of public communication in promoting shared values that transcend political affiliations and contribute to the social good.

Furthermore, the interaction between media communication and the political sphere highlights the importance of standardized formats through which information is regularly presented to the public. These formats help in maintaining a balance between the needs of mutual accommodation and various sources of conflict (Blumler & Gurevitch, n.d.). By adhering to these standardized formats, public communication can ensure that the information disseminated is consistent, reliable, and aligned with the shared values of the society.

The concept of 'being public' relates back to the Kantian notion of public reason, which allows for normative deliberation along transnational spheres, such as gender and religion. Despite the different approaches to transnational extensions, the modern national sphere remains a normative frame for conceptualizing communicative parameters of transnational public communication. This normative frame helps in maintaining a coherent set of shared values that guide public communication across different contexts and cultures.

In addition, public communication can contribute to social cohesion by promoting the common good over economic profitability. While public and private institutions may share several strategies and uses in communication, the primary goal of public entities is to benefit society and the common good (de Guevara Muñoz, 2023). This focus on social benefit ensures that public communication remains aligned with the shared values of the society and contributes to mutual beneficial coexistence.

Finally, the transnational dimension of public communication, as seen in recent political crises, reveals the simultaneous public proximity through discursive participation of trans-territorial publics. For example, during the Arab Spring, protesters used social media platforms like Facebook, Twitter, and YouTube to organize, coordinate, and communicate with the world (Author, n.d.). This transnational communicative sphere not only builds transnational public networks but also has significant implications for communication within states. By bridging the gap between traditionally congruent principles of deliberative democracy, public communication can promote shared values that transcend national boundaries and contribute to global social cohesion.

In summary, shared values are integral to the effectiveness of public communication in promoting mutual beneficial coexistence. By facilitating the exchange of ideas, promoting social inclusion, maintaining a distinction from political communication, adhering to standardized formats, and embracing transnational dimensions, public communication can foster a collective understanding and cooperation among diverse groups, ultimately contributing to the social good.

7.1.2 Common Goals

Common goals in public communication are essential for fostering mutual beneficial coexistence within society. These goals include the dissemination of information, engagement in dialogue, and the promotion of public awareness, all of which contribute to addressing common societal issues and facilitating the exchange of ideas.

Public communication aims to promote the well-being of individuals living in society by ensuring that every citizen is informed and engaged. This is achieved through various means, including state communication, civil society communication, market communication, media, and digital media (Weber & Locatelli, 2022). The primary objective is to enhance the quality of life and promote social cohesion by encouraging understanding and cooperation among diverse groups (Nobre & e Nobre, 2016).

In Mexico, the Social Communication Policy of the Federal Government sets standards for all campaigns conducted by public institutions. These standards ensure the integrity and effectiveness of the campaigns, which are crucial for maintaining public trust and promoting transparency. The policy outlines the requirements that campaigns must follow and highlights key elements to be avoided, such as misleading information and the misuse of personal data. This approach underscores the importance of ethical communication practices in achieving common goals.

Furthermore, public communication should support diverse, independent, and quality media. It should also promote media and digital literacy, transparency, and address issues related to the business models of social media platforms. These efforts are vital for strengthening the information ecosystem and ensuring that public communication contributes to policy implementation, service delivery, and open government principles (Author, 2023). By fostering an environment where accurate and reliable information is readily available, public communication helps build a well-informed citizenry capable of making informed decisions.

The role of public communication extends beyond merely providing information; it also involves creating spaces for dialogue and debate. This is particularly important in a democratic society, where the exchange of ideas and collective problem-solving are fundamental to addressing societal challenges. Public communication brings together citizens, the state, and civil society in a broad dialogue aimed at promoting the common good (Mainieri & Rosa, 2012). This inclusive approach ensures that diverse perspectives are considered, leading to more comprehensive and effective solutions.

Moreover, public communication plays a crucial role in shaping the public sphere by influencing the way political messages are produced and disseminated. The interaction between media and political actors is a joint enterprise that requires a degree of collaboration and mutual respect. This relationship is essential for maintaining a healthy and functioning democracy, as it ensures that political messages are communicated effectively and transparently (Blumler & Gurevitch, n.d.).

In addition, public communication must navigate the complexities of global governance, where policy choices are exposed to public scrutiny through broader public deliberation. This process not only enhances accountability but also highlights the role of civil society as a conduit between deliberative processes within international organizations and emerging transnational public spheres (Author, n.d.). By facilitating this exchange, public communication helps bridge the gap between local and global issues, promoting a more interconnected and informed world.

Overall, the common goals of public communication are integral to promoting peace, social cohesion, and mutual benefit. By fostering understanding and cooperation among diverse groups, public communication helps create a more inclusive and harmonious society. Through the dissemination of information, engagement in dialogue, and promotion of public awareness, public communication addresses common societal issues and facilitates collective problem-solving, ultimately contributing to the social good.

7.1.3 Collective Action

Collective action in the context of public communication is a fundamental aspect that drives mutual beneficial coexistence. It involves the coordinated efforts of individuals and groups to address common societal issues through the exchange of ideas and collaborative problem-solving. This process is essential for fostering social cohesion and promoting peace among diverse groups.

The concept of collective action is deeply intertwined with the idea of the public sphere, where individuals come together to discuss and deliberate on matters of common interest. According to (Hackett & Carroll, n.d.), the public sphere is a central concept in understanding how social movements interact with media to democratize society. By engaging in collective action, these movements can reshape power relations within the media field, thereby reducing democratic deficits and promoting more inclusive and equitable communication practices.

Public communication plays a crucial role in facilitating collective action by providing a platform for dialogue and engagement. As outlined in (Bucchi & Trench, n.d.), the coherence between communication patterns and the aims and ideological contexts of public communication is vital. This

coherence helps clarify why institutions, such as the European Commission, face challenges in aligning their claims for public participation with actual practices. Effective public communication ensures that diverse voices are heard and that collective decisions are made through inclusive and transparent processes.

Trust is another critical element in collective action. Public communication that is transparent, honest, and respectful of integrity can lead to greater trust among citizens. Trust is the foundation of the legitimacy of public institutions and is essential for the successful implementation of policies that require public cooperation. By building trust, governments can foster social cohesion and encourage collective action towards common goals.

Networks of public communicators also play a significant role in collective action. These networks, which can be formed by private or civil society stakeholders, facilitate the sharing of practices, research, and training among national and local communicators (Author, 2023). Such networks promote cooperation, collective learning, and the dissemination of good practices, thereby enhancing the effectiveness of public communication and collective action.

The intersubjectivity produced in ideal speech situations, where everyone has an equal opportunity to speak and social differences are minimized, is crucial for collective action. In these situations, the force of the better argument prevails, leading to the establishment of valid norms and conceptions of the common good. This process underscores the importance of inclusive and equitable communication in fostering collective action and mutual beneficial coexistence.

Furthermore, the reframing of questions about public communication and the public sphere to achieve more workable definitions highlights the dynamic nature of collective action (Hänska-Ahy, 2012). Normative theories often fall short in accounting for the complexities of public communication practices, necessitating continuous adaptation and reevaluation of strategies to promote effective collective action.

In summary, collective action is a vital component of public communication that drives mutual beneficial coexistence. It involves the coordinated efforts of individuals and groups to address common societal issues through dialogue, engagement, and collaboration. By fostering trust, leveraging networks of communicators, and ensuring inclusive and transparent communication processes, collective action can promote social cohesion, peace, and mutual benefit among diverse groups.

7.2 Sustainable Development

7.2.1 Environmental Communication

Environmental communication plays a crucial role in the broader context of public communication by addressing the dissemination of information, engagement in dialogue, and promotion of public awareness regarding environmental issues. This form of communication is essential for fostering collective problem-solving and promoting sustainable development.

One of the primary functions of environmental communication is to raise awareness about environmental risks and concerns. This involves not only informing the public about scientific findings but also engaging them in meaningful discussions about the implications of these findings for their daily lives and future generations. The authors highlight that communication has shifted from merely serving scientific knowledge to becoming a primary objective in itself, aiming to raise interest and awareness among the public.

Moreover, environmental communication supports the development of a culture of integrity and the fight against corruption by promoting norms and values related to environmental stewardship. According to, public communication initiatives, such as campaigns encouraging whistle-blowing within the public sector, play a significant role in building a society-wide culture of integrity. These initiatives are crucial for ensuring that environmental policies are implemented effectively and transparently.

The COVID-19 pandemic has underscored the importance of public-interest-driven communication in saving lives and supporting professionalization in this field. The publication mentioned in sheds light on practices developed in response to the pandemic, emphasizing the need for international standards and the sharing of good practices. Such efforts are essential for stimulating innovative reforms that can enhance the effectiveness of environmental communication and contribute to stronger democracies.

Furthermore, the role of the media in environmental communication cannot be overlooked. Traditional media channels often struggle to convey scientific notions effectively due to a lack of competence or the predominance of commercial interests, as noted in (Bucchi & Trench, [n.d.](#)). However, new

forms of media, including citizen journalism, have emerged as powerful tools for engaging the public in environmental discourse. The text in (Author, [n.d.](#)) describes how advanced network communication has expanded the space for public engagement, allowing individuals to act as policy entrepreneurs and influence global governance systems.

In addition to raising awareness, environmental communication also involves the proactive dissemination of government information to ensure it reaches the widest possible audience. By packaging and delivering information where the public is most likely to engage with it, communicators can make disclosures more relevant and visible, as outlined in (Author, [2023](#)). This approach complements legal frameworks designed to disclose information both proactively and reactively, thereby enhancing the transparency and accountability of environmental policies.

The relationship between public communication practices and the ideals of the public sphere is another critical aspect of environmental communication. The analysis presented in emphasizes the need to understand both how we ought to communicate and how we actually communicate in public. This understanding is vital for developing effective strategies that can bridge the gap between normative theories and practical applications in environmental communication.

Finally, the purpose of public communication in the context of environmental issues is closely related to the values of deliberative and agonistic theories of the public sphere. The research question posed in (Hänska-Ahy, [2012](#)) explores how the public values of newswork relate to these theories, highlighting the importance of defining the purpose of public communication in political theory. This inquiry is essential for ensuring that environmental communication not only informs but also engages the public in meaningful dialogue and collective problem-solving.

In summary, environmental communication is a multifaceted field that encompasses the dissemination of information, engagement in dialogue, and promotion of public awareness. It addresses common societal issues by facilitating the exchange of ideas and fostering collective problem-solving, ultimately promoting peace, social cohesion, and mutual benefit. Through various initiatives and practices, environmental communication plays a vital role in supporting sustainable development and enhancing the social good.

7.2.2 Economic Equity

Economic equity is a fundamental aspect of sustainable development, as it ensures that all individuals have fair access to economic resources and opportunities. Public communication plays a crucial role in promoting economic equity by disseminating information, engaging in dialogue, and raising public awareness about economic disparities and potential solutions.

One of the key functions of public communication in this context is to facilitate the transparent reporting of public communication expenditures. This transparency is particularly important as countries recover from crises such as the COVID-19 pandemic. The pandemic has highlighted the need for public communicators to act swiftly, form partnerships with external stakeholders, and innovate with limited resources. By ensuring that the public is informed about how resources are allocated and spent, public communication can help build trust and accountability, which are essential for economic equity.

Moreover, public communication can support the effective dissemination of government data sets, which can be used to promote the use and re-use of data for economic analysis and policy-making. However, there is a need for more robust communication strategies to engage civil society and journalists, as only a minority of countries currently prioritize these groups in their open government data initiatives. By improving communication with these key stakeholders, governments can foster a more informed and engaged public, which is crucial for addressing economic inequalities.

The concept of accountability in good governance is also closely linked to economic equity. Effective government communication strategies can impact public engagement, reduce cynicism, and influence communication behaviors, as seen in the case of South Korea (Author, [2023](#)). By fostering a culture of accountability and transparency, public communication can help ensure that economic policies are fair and inclusive, benefiting all members of society.

Furthermore, the development of global markets and the commercialization of media industries have had significant implications for public communication. The decline of public service broadcasting and the consolidation of the advertising industry have affected the public sphere, challenging the ethos of public service journalism (Hackett & Carroll, [n.d.](#)). In this context, public communication must

adapt to these changes and find new ways to promote economic equity through inclusive and accessible communication practices.

Public communication also plays a role in shaping collective decisions by defining who constitutes the collective or demos. This requires certain conditions to be met, such as inclusivity and representativeness, which are essential for ensuring that all voices are heard in the decision-making process (Hänska-Ahy, 2012). By promoting inclusive communication practices, public communicators can help ensure that economic policies reflect the needs and interests of diverse groups, thereby promoting economic equity.

In summary, public communication is a vital tool for promoting economic equity. It does so by ensuring transparency in public spending, engaging key stakeholders, fostering accountability, adapting to changes in the media landscape, and promoting inclusive decision-making processes. Through these efforts, public communication can help build a more equitable and sustainable society.

7.2.3 Social Justice

Social justice is a fundamental aspect of sustainable development, deeply intertwined with public communication. It involves the equitable distribution of resources, opportunities, and privileges within a society. Public communication plays a crucial role in promoting social justice by facilitating the dissemination of information, fostering dialogue, and encouraging collective problem-solving.

The concept of the public sphere is essential in understanding how public communication can contribute to social justice. The public sphere allows for the reconciliation of pluralism with the common good, balancing individual interests with universal principles. This balance is crucial for addressing social justice issues, as it ensures that diverse voices are heard and considered in decision-making processes.

Communication networks and technologies are vital tools for social movements advocating for social justice. These networks enable the articulation and dissemination of democratization processes within civil society. By leveraging these tools, social movements can challenge existing power structures and promote more equitable social arrangements. For instance, the use of communication technologies by the Zapatistas and the Seattle IndyMedia Center at the WTO exemplifies how marginalized groups can use media to amplify their voices and influence public discourse.

Public communication also involves the ethical orientation of journalism, which includes the truth-seeking function and the public value of newswork. Journalism can stimulate public interest, learning, and civic engagement, which are essential for fostering a more just society. By providing accurate and relevant information, journalism helps citizens make informed decisions and hold those in power accountable.

Civil society organizations play a significant role in promoting social justice through public communication. These organizations foster public policies and active citizenship, contributing to the development of a more inclusive and equitable public sphere (Bee, 2014). They engage in various activities, such as advocacy, education, and community organizing, to address social injustices and promote the common good.

The moral order of pluralistic societies is shaped by communicative approaches to decision-making and intersubjective conceptions of reason. These approaches address some of the more intractable problems of subject-based ethics and liberal rights-based approaches to justice. By making the common good subject to collective decisions, society can institute its order in a way that reflects the diverse needs and interests of its members.

Public communication also involves non-deliberative forms of communication, such as strategic action and the differentiation between communicative and strategic action. These forms of communication are relevant to social justice as they influence what kind of good public communication should maximize. By defining the purpose of public communication, one can shape the conditions conducive to promoting social justice (Hänska-Ahy, 2012).

The broader socioeconomic system, marked by global inequality, poverty, war, and ecological crises, underscores the importance of public communication in addressing social justice issues (Hackett & Carroll, n.d.). Fundamental political decisions made in this context can determine the course of humanity, highlighting the need for inclusive and equitable public communication practices.

In summary, public communication is integral to promoting social justice within the framework of sustainable development. It facilitates the exchange of ideas, fosters collective problem-solving, and encourages understanding and cooperation among diverse groups. By leveraging communication

networks, ethical journalism, and the active participation of civil society organizations, public communication can contribute to a more just and equitable society.

7.3 Health Communication

7.3.1 Public Health Campaigns

Public health campaigns are a critical component of health communication, aiming to disseminate information, promote public awareness, and encourage behavior change to improve health outcomes. These campaigns often address pressing health issues by leveraging various communication strategies and tools to reach diverse audiences effectively.

A well-structured communication strategy is essential for the success of public health campaigns. According to, a communication strategy is a time-bound document that identifies a communication solution to a problem, sets the approach to achieve its objectives, and defines the activities and tactics to be carried out. This strategy is often complemented by a communication plan that details the content to be delivered and the sequence of actions to be taken. This structured approach ensures that the campaign is coherent and targeted, maximizing its impact on the intended audience.

The effectiveness of public health campaigns can be significantly enhanced by understanding the target audience's preferences and behaviors. For instance, highlights the importance of assessing key target audiences, their preferred channels, and the messages that would resonate most with them. Without this prior assessment, communication efforts may be ad hoc and dispersed, offering minimal to no internal coordination. Conversely, a strategic approach to communication revolves around achieving core objectives such as policy implementation, public service uptake, transparency, or engagement.

Behavioral insights (BI) play a crucial role in informing public health communication strategies. The survey mentioned in underscores the value of personal storytelling and trusted messengers in promoting vaccine acceptance. BI can provide ex ante advice on the most effective timings, channels, and formats for communicating to different audiences. This approach ensures that messages are delivered when people are most receptive, whether they are already thinking about the topic, in a phase of behavior change, or simply have time to perform the behavior.

Public health campaigns also benefit from focusing on local contexts and clear calls to action. Empirical research cited in (de Vries, 2020) reveals that locally focused environmental communications can induce people with a local attachment to take action, provided the message contains a clear call for action. Even after negative information has captured attention, public communications with a local focus and action perspective can still positively influence residents. This finding suggests that tailoring messages to local contexts and providing actionable steps can enhance the effectiveness of public health campaigns.

The allocation of resources and coordination mechanisms is another critical aspect of public health campaigns. According to (Author, 2023), practical guidance and protocols can define what resources ought to be allocated to communication and the relevant coordination and oversight mechanisms. This ensures that campaigns are well-supported and managed, facilitating the efficient use of resources and the achievement of campaign objectives.

The role of mass media in public health campaigns cannot be overlooked. Over the past twenty-five years, the mass media's influence on political communication has become increasingly significant, as noted by Blumler and Gurevitch (Blumler & Gurevitch, n.d.). This influence extends to public health campaigns, where media can play a crucial role in disseminating information and shaping public perceptions. However, the media's role must be managed carefully to avoid the pitfalls of politicization and ensure that the communication remains focused on public health objectives.

In summary, public health campaigns require a strategic approach that includes a well-defined communication strategy, an understanding of the target audience, the use of behavioral insights, a focus on local contexts, and effective resource allocation and coordination. By leveraging these elements, public health campaigns can effectively address health issues, promote public awareness, and encourage behavior change, ultimately contributing to improved health outcomes and social good.

7.3.2 Health Literacy

Health literacy is a critical component of public communication, particularly within the context of health communication. It involves the ability of individuals to access, understand, and use information

to make informed health decisions. Effective health literacy can significantly impact public health outcomes by empowering individuals to engage in healthier behaviors and make informed choices about their health care.

The role of media in enhancing health literacy cannot be overstated. Media platforms, including newspapers, television, and digital media, play a crucial role in disseminating health information to the public. Historically, the collaboration between scientists and journalists has been instrumental in increasing public exposure to scientific and biomedical research. This partnership has been driven by both public-spirited and parochial motives, aiming to generate public attention and enthusiasm for health-related topics (Bucchi & Trench, [n.d.](#)).

Moreover, the media's capacity to influence public behavior has been evident during health crises, such as the COVID-19 pandemic. Massive communication campaigns informed by behavioral insights have been pivotal in encouraging the public to follow health guidelines, such as social distancing and mask-wearing, and in building confidence in vaccines to ensure widespread immunization. These efforts highlight the importance of effective communication strategies in managing public health emergencies.

Public communication also plays a vital role in addressing social inequalities in health. By providing access to information and facilitating the exchange of ideas, media can help bridge the gap between different social groups. This horizontal communication enables subordinate groups, including social movements, to voice their concerns and advocate for social change. Such engagement is essential for democratizing society and promoting social equality.

Furthermore, media education and culture jamming are interventions aimed at transforming audience consciousness. These efforts seek to challenge the hegemonic corporate and consumerist narratives that dominate the media landscape. By promoting critical thinking and media literacy, these interventions can empower individuals to make more informed health decisions and resist manipulative health messages (Hackett & Carroll, [n.d.](#)).

The resilience and viability of the information ecosystem are also crucial for effective health communication. A free, independent, and diverse media sector ensures the unrestricted flow of information and the open exchange of opinions and ideas. This diversity is essential for public communicators to engage with various stakeholders and address the challenges and opportunities presented by a rapidly changing information ecosystem.

Deliberative theorists argue that public communication should be deliberative, authentic, and rational. They emphasize the importance of collective decision-making through deliberation, which is essential for defining the common good. In the context of health literacy, this means that public communication should facilitate informed and rational discussions about health issues, enabling individuals to make decisions that benefit their well-being and the broader community (Hänska-Ahy, [2012](#)).

Evaluating the impact of public communication on behavior change is another critical aspect of health literacy. By assessing observed behavior changes at the end of communication campaigns, public health officials can demonstrate the success of their efforts and encourage the application of behavioral insights in future campaigns. This evaluation process is essential for refining communication strategies and ensuring their effectiveness in promoting health literacy (Author, [2023](#)).

In summary, health literacy is a multifaceted concept that encompasses the dissemination of health information, engagement in dialogue, and the promotion of public awareness. Effective health communication strategies, supported by a diverse and independent media sector, are essential for empowering individuals to make informed health decisions and promoting social equality. By fostering understanding and cooperation among diverse groups, public communication can contribute to the social good and enhance public health outcomes.

7.3.3 Community Health Initiatives

Community health initiatives are a crucial aspect of public communication, particularly in the context of health communication. These initiatives aim to disseminate vital health information, engage communities in dialogue, and promote public awareness about health issues. By facilitating the exchange of ideas and fostering collective problem-solving, community health initiatives contribute significantly to the social good.

One of the primary goals of community health initiatives is to ensure that accurate and timely information is available to the public. This is essential for enabling citizens to make informed decisions about their health and well-being. According to (de Guevara Muñoz, [2023](#)), public communication is a duty that must be guaranteed by the states, as reflected in Article 19 of the Universal Declaration of

Human Rights. This right implies the responsibility to offer timely and accurate information, allowing citizens to form opinions and make decisions based on their "Right to Know."

The coordination of public communication across different levels of government and administration is vital for the success of community health initiatives. Effective coordination helps avoid conflicting or duplicating messages, thereby ensuring greater coherence in the information perceived by audiences. This is particularly important during health crises, such as the COVID-19 pandemic, where clear and consistent communication can significantly impact public behavior and compliance with health guidelines.

Community health initiatives often involve collaboration between various stakeholders, including government agencies, public health organizations, and academic institutions. For instance, combining the expertise of internal communication units with external partners from other public organizations and academia can enhance the effectiveness of health communication strategies (Cazenave & Bellantoni, n.d.). This collaborative approach ensures that the information disseminated is well-researched and tailored to the needs of the target audience.

Evaluating the impact of public communication on behavior change is another critical component of community health initiatives. By assessing observed behavior changes at the end of a campaign, the success of the initiative can be demonstrated, which in turn can encourage the application of behavioral insights in future campaigns. This evaluation process helps in understanding the effectiveness of different communication strategies and in refining them for better outcomes.

Strategic communication is essential for the implementation of health policies that rely on public compliance and behavior change. Campaigns are widely used tools for this purpose, and their impact is well-documented. By raising awareness and promoting behavior change, these campaigns play a crucial role in achieving public health objectives.

Moreover, evolving practices for gathering audience insights and building capacity to "listen" to the public can help realize the full potential of public communication. Insights from listening activities can feed into policy-making, service design, and delivery, ensuring that citizens' voices translate into government action (Author, 2023). This approach not only enhances the effectiveness of health communication but also helps rebuild public trust in government institutions.

In the context of organizational communication, it is important to integrate it with public communication to establish a global communication policy that aligns the interests of organizations with those of society. Analyzing whether organizational communication policies include actions that contribute to public health can reveal the interface between organizational and public communication (Matos, n.d.). This integration is crucial for addressing common societal issues and promoting the social good.

Finally, democratic media activism also plays a role in community health initiatives. By advocating for ethical standards and human values in communication, various groups contribute to the broader goal of promoting public health and well-being (Hackett & Carroll, n.d.). These collective actions within the media field can support the dissemination of accurate health information and encourage public engagement in health-related issues.

In summary, community health initiatives are a vital component of public communication, aiming to disseminate accurate health information, engage communities, and promote public awareness. Through effective coordination, collaboration, evaluation, and strategic communication, these initiatives contribute to the social good by fostering understanding, cooperation, and collective problem-solving among diverse groups.

8 Synthesis of Public Communication Concepts

8.1 Integrative Framework

8.1.1 Combining Theories

Combining theories in public communication involves integrating various theoretical frameworks to create a more comprehensive understanding of how public communication functions in diverse contexts. This approach acknowledges the limitations of relying solely on Western-based theories and emphasizes the need for comparative research to test the applicability of these theories in non-Western societies (Blumler & Gurevitch, n.d.). By doing so, it aims to develop theories with global relevance, enhancing the study of communication processes across different cultural and societal settings.

The integration of theories in public communication also involves considering interdisciplinary connections. For instance, theories that address democracy, public interest, power, citizenship, social movements, and civil society are crucial for understanding public communication in various contexts. These theories provide reflective pathways and secure connections for interdisciplinary transitions, which are essential for addressing complex themes in public communication research.

Moreover, the role of online and social media platforms in public communication cannot be overlooked. These platforms have significantly altered the landscape of traditional media, facilitating the rapid spread of misinformation and disinformation, which undermines trust and democratic engagement (Author, 2023). Therefore, combining theories that address the impact of digital media on public communication is essential for developing effective strategies to counter these challenges and promote informed public discourse.

The concept of public communication as collective decision-making and non-coercion is another important theoretical perspective. This approach highlights the difficulties in defining the purpose of public communication in highly pluralistic societies, where the common good must be reconciled with diverse viewpoints (Hänska-Ahy, 2012). Integrating this perspective with other theories can help address the complexities of public communication in multicultural and multi-ethnic societies.

Furthermore, the operationalization of public communication theories in situations of social or political conflict requires careful consideration of concepts such as democracy, public interest, and public communication itself (Weber & Locatelli, 2022). This involves developing coherent and safe approaches to studying dynamic and erratic social movements, which are often influenced by these theoretical choices.

The relationship between professional experts and the public is another critical aspect of public communication theory. The deficit model, which views these groups as segregated categories, contrasts with the co-production model, which sees them as intertwined (Bucchi & Trench, n.d.). Combining these models can provide a more nuanced understanding of the interactions between experts and the public, leading to more effective communication strategies.

In summary, combining theories in public communication involves integrating various theoretical frameworks to address the complexities of communication processes in diverse contexts. This approach enhances the study of public communication by incorporating interdisciplinary connections, addressing the impact of digital media, and considering the role of professional experts and the public. By doing so, it promotes a more comprehensive understanding of public communication and its role in fostering social cohesion and mutual benefit.

8.1.2 Unified Model

The Unified Model in public communication seeks to integrate various theoretical perspectives and empirical findings to create a comprehensive framework that addresses the multifaceted nature of public communication. This model emphasizes the interconnectedness of different communication practices and the importance of considering multiple dimensions when analyzing public communication processes.

One of the key aspects of the Unified Model is its ability to regularize the relationships between media institutions and political institutions. This overarching framework of organizing principles helps to understand how these entities interact and influence each other, thereby shaping the public communication landscape (Blumler & Gurevitch, n.d.). By identifying relevant conceptual perspectives and selecting optimal entry points into the system, the model provides a structured approach to analyzing the complex network of mutual dependencies that characterize public communication.

The empirical definition of the public sphere, as examined through transnational practices of public communication, is another critical component of the Unified Model. This approach highlights the role of newswork as a significant public communicative practice, particularly in the context of technological and institutional mediation. By investigating how the public sphere is defined in these practices, the model sheds light on the conditions under which different forms of public communication emerge and how they contribute to the overall understanding of the public sphere.

Furthermore, the Unified Model incorporates a sophisticated conceptual framework that considers the perception of mass media messages about health. This framework identifies five interactive dimensions that can potentially undermine the intent of a communicator or explain why health campaigns might not achieve the desired outcomes in terms of audience knowledge, attitudes, cognitions, and behaviors (Bucchi & Trench, n.d.). By addressing these dimensions, the model provides a more holistic

understanding of the factors that influence public communication effectiveness.

The model also emphasizes the importance of understanding the composition of the public in transnational practices of newswork. This involves examining how transnational newsworkers define the public and the public sphere, which is essential for advancing the understanding of the public's composition as public communication becomes increasingly transnational. By addressing this question, the model contributes to a deeper understanding of the dynamics of public communication in a globalized context.

Additionally, the Unified Model recognizes the need to accommodate conflicting ethical outlooks and reconcile the common good with social pluralism. This is achieved through deliberative approaches to public communication, which argue that collective decisions should be produced through non-coercive and inclusive public communication (Hänska-Ahy, 2012). By promoting such approaches, the model fosters a more inclusive and democratic public communication process.

In summary, the Unified Model in public communication provides a comprehensive and integrative framework that addresses the complex and multifaceted nature of public communication. By considering various theoretical perspectives, empirical findings, and practical dimensions, the model offers a structured approach to understanding and analyzing public communication processes, ultimately promoting peace, social cohesion, and mutual benefit through enhanced understanding and cooperation among diverse groups.

8.1.3 Practical Applications

Practical applications of public communication are multifaceted and encompass a range of activities aimed at enhancing societal well-being. One significant application is the dissemination of information, which involves the strategic distribution of knowledge to the public. This process is crucial for raising awareness about various issues, from health crises to environmental concerns. By providing accurate and timely information, public communication helps individuals make informed decisions and adopt behaviors that contribute to the common good (Bucchi & Trench, n.d.; Hänska-Ahy, 2012).

Engagement in dialogue is another critical application. This involves creating platforms where diverse groups can exchange ideas and perspectives. Such dialogue fosters mutual understanding and helps bridge gaps between different segments of society. For instance, public forums, town hall meetings, and online discussion platforms enable citizens to voice their concerns and contribute to policy-making processes. This participatory approach not only empowers individuals but also enhances the legitimacy and effectiveness of public policies (Author, n.d.; Bucchi & Trench, n.d.).

Moreover, public communication plays a vital role in promoting public awareness. Campaigns designed to educate the public about important issues, such as public health initiatives or environmental conservation efforts, rely heavily on effective communication strategies. These campaigns often use a combination of media channels, including social media, television, and print media, to reach a broad audience. By raising awareness, these initiatives encourage collective action and foster a sense of shared responsibility among citizens (Hänska-Ahy, 2012; Matos, n.d.).

In addition to these applications, public communication also facilitates collective problem-solving. By bringing together stakeholders from various sectors, including government, academia, and civil society, public communication initiatives can address complex societal challenges. For example, collaborative efforts to tackle climate change or improve public health outcomes often involve extensive communication and coordination among different groups. These efforts are underpinned by the principles of transparency and accountability, which are essential for building trust and ensuring the success of collective actions (Blumler & Gurevitch, n.d.; Matos, n.d.).

Furthermore, public communication contributes to social cohesion by promoting peace and mutual benefit. Initiatives that encourage dialogue and understanding among diverse groups help to reduce tensions and prevent conflicts. For instance, peacebuilding programs that use communication to foster reconciliation and healing in post-conflict societies demonstrate the power of public communication in promoting social harmony. By facilitating the exchange of ideas and fostering cooperation, these programs help to build more inclusive and resilient communities (Massuchin et al., 2023; Matos, n.d.).

The practical applications of public communication are thus integral to addressing common societal issues. By disseminating information, engaging in dialogue, promoting public awareness, facilitating collective problem-solving, and fostering social cohesion, public communication serves as a cornerstone for building a just and equitable society. These applications highlight the importance of effective communication strategies in achieving societal goals and enhancing the well-being of all citizens (Author,

2023; Blumler & Gurevitch, [n.d.](#); Matos, [n.d.](#)).

8.2 Case Studies

8.2.1 Successful Examples

Successful examples of public communication illustrate the practical application of theoretical concepts, demonstrating how effective strategies can lead to significant societal benefits. One notable example is the work of newswriters in journalism, who play a crucial role in shaping the public sphere by disseminating information and facilitating public discourse. Their efforts are fundamental to contemporary public communication, as they help to inform and engage the public on various issues, thereby contributing to a well-functioning democracy (Hänska-Ahy, 2012).

In Brazil, the concept of public communication has been extensively studied, with a focus on the communication of the state and the impact of digital social networks. Research indicates that the academic production in this field is heavily influenced by the political and governmental context, particularly in the South-Southeast regions. This regional focus highlights the importance of considering local contexts when analyzing public communication strategies.

Another successful example can be found in the systematic review of public communication in Brazil, which emphasizes the centrality of state communication and the role of digital platforms. This review underscores the need for strategic and planned communication efforts to effectively engage the public and promote participation. By showcasing successful experiences, this research provides valuable insights into how public communication can be optimized to achieve its goals (Cuadros Rodríguez et al., 2015).

The work of Miola and Marques (2017) and Curtinovi and Mesquita (2014) further exemplifies successful public communication by highlighting the lack of discussion on the concept within academic articles. Their research, conducted under the Grupo de Pesquisa Comunicação Política do Intercom, points to the necessity of a more robust theoretical framework to guide empirical studies in this area. This gap in the literature suggests that more comprehensive and theoretically informed research is needed to advance the field of public communication (Massuchin et al., 2023).

Additionally, the historical perspective on the sociology of scientific knowledge, as discussed by Collins and Pinch (1993), provides a successful example of popularizing key ideas within a specific discipline. This approach has been effective in making complex scientific concepts accessible to a broader audience, thereby enhancing public understanding and engagement with science (Bucchi & Trench, [n.d.](#)).

The Brazilian Association of Researchers in Organizational Communication and Public Relations (Abrapcorp) has also contributed to the field by organizing annual congresses focused on public communication. These events have resulted in collective works that explore the relationship between public communication, society, and citizenship. Such initiatives demonstrate the importance of academic collaboration and knowledge sharing in advancing public communication practices (Matos, [n.d.](#)).

In summary, successful examples of public communication highlight the importance of strategic planning, local context consideration, and academic collaboration. These examples demonstrate how effective public communication can lead to increased public engagement, better-informed citizens, and a more cohesive society. By learning from these successful cases, researchers and practitioners can develop more effective strategies to address common societal issues and promote mutual understanding and cooperation among diverse groups.

8.2.2 Lessons Learned

Lessons learned from the case studies on public communication reveal several critical insights into the effective dissemination of information, engagement in dialogue, and promotion of public awareness. One significant lesson is the importance of thematic analysis in understanding the multifaceted nature of public communication. This method allows researchers to oscillate between deductive and inductive approaches, providing a comprehensive understanding of the themes related to public communication, such as the purpose of public communication, the composition of the public sphere, and the constraints on the agency of newswriters.

Another key lesson is the differentiation in constraints faced by newswriters based on the broadcasters they work for. Some newswriters experience greater production-side constraints, which impacts

their ability to exercise creative and evaluative practices. These practices are essential for expressing agency and defining the public sphere, highlighting the need for a supportive environment that allows newswriters to perform their roles effectively.

The analysis of Brazilian scientific production on public communication underscores the centrality of the concept in academic discourse. The study of 276 articles reveals that public communication is a crucial area of research, with significant theoretical and empirical contributions. This highlights the importance of continued research and discussion in this field to advance our understanding and application of public communication concepts (Massuchin et al., 2023).

Furthermore, the argument that a plurality of good and worthwhile ways of life can be made compatible with a common good through empirically intersubjective decisions is another valuable lesson. This approach roots the common good in human practices, making it more tangible and actionable. It emphasizes the role of public communication in fostering a shared moral order that is fact-based rather than metaphysical.

The methodological individualist approach to public communication, which focuses on the agency of specific communicating actors, offers a more granular understanding of the public sphere. This approach contrasts with the more holistic perspectives typically found in media and communications research, providing a unique lens through which to examine the definitions and practices that shape public communication.

Ethical considerations also emerge as a critical lesson in public communication. The growing reliance on personal information and artificially intelligent technologies presents ethical dilemmas related to data privacy. Public communicators must navigate these challenges carefully to maintain trust and integrity while leveraging advanced tools for social listening and data analysis.

The role of public communication in improving policies and services, promoting dialogue with citizens, and strengthening transparency, integrity, and accountability is another important lesson. Effective public communication can enhance governance arrangements, institutional structures, and professionalization, thereby contributing to the overall strengthening of democracy and trust in government.

The iterative, creative, and evaluative practices of newswriters, as expressions of agency, are crucial for defining the public sphere. These practices highlight the dynamic nature of public communication and the need for flexibility and adaptability in newswriting (Hänska-Ahy, 2012).

The demanding nature of insight gathering in public communication, requiring time, resources, and specialized skills, is another lesson learned. Different methods of collecting information, such as media monitoring and social media analytics, each have their advantages and disadvantages. Understanding the context in which each method is best suited is essential for obtaining accurate and comprehensive insights (Author, 2023).

Finally, the progression of comparative research in political communication from infancy to late adolescence demonstrates the theoretical fertility and empirical utility of macro-comparative approaches. This progression underscores the importance of comparative research in advancing our understanding of public communication across different contexts (Blumler & Gurevitch, n.d.).

These lessons collectively highlight the complexity and multifaceted nature of public communication. They emphasize the need for a nuanced approach that considers thematic analysis, ethical considerations, methodological individualism, and the dynamic practices of newswriters. By integrating these insights, public communication can more effectively address societal issues, foster collective problem-solving, and promote social cohesion and mutual benefit.

8.2.3 Future Directions

Future directions in the field of public communication are multifaceted, reflecting the evolving nature of societal needs and technological advancements. One significant area of focus is the integration of digital technologies to enhance the reach and effectiveness of public communication. The advent of social media platforms and digital communication tools has transformed how information is disseminated and how public engagement is facilitated. These technologies offer unprecedented opportunities for real-time interaction and feedback, enabling more dynamic and responsive communication strategies (Author, 2023; de Guevara Muñoz, 2023).

Moreover, the role of public communication in fostering democratic health and governance is increasingly recognized. Effective public communication can activate citizen participation and promote

transparency in government operations, thereby enhancing public trust and accountability. This participatory approach not only empowers citizens but also ensures that public policies are co-created with community input, leading to more inclusive and representative governance (de Guevara Muñoz, 2023).

However, the potential misuse of public communication as a political tool necessitates the establishment of robust safeguards. Ensuring that communication channels are not exploited for partisan purposes is crucial for maintaining the integrity of public discourse. This requires a thriving civic space where civil society, academia, and other stakeholders can freely express their views and contribute to policy debates (Author, 2023).

The concept of the public sphere, as articulated by Hänska-Ahy, underscores the importance of public communication in shaping collective decisions that impact social order. This involves not only formal legislative decisions but also broader societal actions, such as public protests and social movements. Understanding how newsmakers and other communicators define and engage with the public sphere can provide valuable insights into the dynamics of public communication (Hänska-Ahy, 2012).

Furthermore, the development of theories based on experiences from non-Western societies can offer a more comprehensive understanding of political communication systems. By testing these theories in different contexts, researchers can develop frameworks with wider global applicability, thereby enriching the field of public communication.

The intersection of public communication with political communication and market dynamics also presents new avenues for research. The evolving media landscape, driven by technological advancements and market forces, necessitates a reevaluation of traditional communication models. This includes exploring new forms of political interaction and the role of media centrality in shaping public discourse (de Matos, n.d.).

In addition, the study of popularization and its impact on public communication practices is an emerging area of interest. Integrating research on various forms of science communication, such as books and digital media, can enhance our understanding of how scientific knowledge is disseminated and received by the public. This interdisciplinary approach can inform strategies to improve public awareness and engagement with scientific issues (Bucchi & Trench, n.d.).

Finally, the longitudinal analysis of political communication systems, as discussed by Blumler and Gurevitch, highlights the increasing interdependence between political entities and media organizations. This evolving relationship has implications for the formulation of campaign agendas and the overall dynamics of political communication. Understanding these changes can help in developing more effective communication strategies that align with democratic values (Blumler & Gurevitch, n.d.).

In summary, the future of public communication lies in leveraging digital technologies, fostering democratic engagement, ensuring the integrity of communication channels, and developing globally applicable theories. By addressing these areas, researchers and practitioners can enhance the effectiveness of public communication in promoting social cohesion, mutual understanding, and collective problem-solving.

8.3 Recommendations

8.3.1 Policy Suggestions

Policy suggestions for enhancing public communication should focus on several key areas to ensure effective dissemination of information, engagement in dialogue, and promotion of public awareness. These areas include participatory methods, institutional structures, strategic planning, and evidence-based approaches.

Firstly, incorporating participatory methods in the design of communication materials is crucial. Engaging citizens in the development process ensures that their feedback, expectations, and needs are integrated into public policies. This approach not only enhances the relevance and effectiveness of communication but also fosters a sense of ownership and trust among the public.

Secondly, the institutional structures and mandates governing public communication need to be robust and well-defined. Effective governance requires clear strategies, coordination mechanisms, and adequate human and financial resources. These elements support the institutionalization and professionalization of public communication functions, making them more resilient and capable of addressing complex societal issues.

Strategic planning is another critical component. Different institutions often have varying understandings of what constitutes a communication strategy. It is essential to differentiate between communication policies, simple plans, and comprehensive strategy documents. A well-defined strategy should align with the government's goals and be grounded in evidence to maximize its impact and coherence.

Moreover, the evaluation of communication efforts is a significant challenge that needs to be addressed. Regular assessment of communication strategies helps identify areas for improvement and ensures that the communication remains effective and inclusive. The OECD's recommendation on the evaluation of public policies provides a set of general principles that communication professionals can adapt to enhance accessibility and inclusion in public communication (Cazenave & Bellantoni, [n.d.](#)).

Additionally, the scarcity of data and primary evidence poses a challenge to structuring and conducting public communication functions. Expanding the evidence base on how governments provide information, receive feedback, and influence citizens' perceptions is essential. This expansion can be achieved through comprehensive analyses and case studies, which offer valuable insights into international approaches and best practices (Author, [2023](#)).

Understanding the social and psychological processes that impact the effectiveness of public communication is also vital. Cognitive biases and psychological mechanisms, such as those identified by Robert Gifford, can explain inaction towards important issues like environmental concerns. Raising awareness among public communicators about these processes can enhance the effectiveness of their communication efforts (de Vries, [2020](#)).

Finally, the purpose of public communication must be clearly defined, especially in pluralistic social settings. The more heterogeneous a group, the more challenging it becomes to establish a common purpose. Transnational public communication, in particular, requires careful consideration of diverse perspectives to ensure that communication efforts are inclusive and effective (Hänska-Ahy, [2012](#)).

In summary, policy suggestions for public communication should emphasize participatory methods, robust institutional structures, strategic planning, regular evaluation, evidence-based approaches, and an understanding of social and psychological processes. These elements collectively contribute to more effective public communication, fostering social cohesion and mutual benefit among diverse groups.

8.3.2 Best Practices

Best practices in public communication are essential for ensuring effective dissemination of information, engagement in dialogue, and the promotion of public awareness. These practices are grounded in the principles of transparency, inclusivity, and responsiveness, which collectively contribute to the overall goal of fostering social cohesion and mutual understanding.

One of the key best practices is the development and implementation of clear communication strategies. According to, the committee's review of numerous documents highlights the importance of having well-defined communication plans and investment projects. These strategies should be aligned with specific indicators to facilitate annual evaluations and ensure that ministerial strategies are effectively communicated and understood.

Another important aspect is the use of audience insights and social listening. The OECD report emphasizes the value of gathering insights to tailor communication efforts more effectively and to engage in social listening, which involves monitoring online conversations to understand public sentiment and information needs. This practice allows communicators to respond more accurately to the public's demands and to foster a two-way dialogue.

Training and capacity building are also crucial for public communicators. In Austria, for example, the Federal Academy of Public Administration offers a range of seminars on various aspects of public communication, including message formulation, social media strategies, and crisis communication. Such training ensures that communicators are equipped with the necessary skills to engage effectively with the public and to adapt to emerging challenges.

The governance of public communication is another critical area. Providing clear mandates and guidelines helps to establish a strategic role for public communication within government and protects it from politicization. This approach can enhance coordination, strengthen the impact of communication efforts, and ensure that they support policy goals. However, it is noted that only just over half of the surveyed respondents have developed such strategies, indicating room for improvement.

The integration of emerging technologies and data governance models is also highlighted as a best practice. Leveraging technologies for social listening and data analysis can enhance the effectiveness of

public communication. However, it is essential to address legal and privacy concerns through ethical data management practices. This ensures that the use of data is both responsible and beneficial for public communication efforts.

Furthermore, the COVID-19 pandemic has underscored the importance of empowering public communicators with the right tools and competencies. The shift to digital platforms has made it imperative for communicators to be adept at using digital technologies to maintain continuity of operations and to engage with the public effectively. Achieving a fit-for-purpose public communication workforce is critical for unlocking the potential of these technologies.

Finally, the establishment of frameworks for the use of Artificial Intelligence (AI) in public communication is a notable best practice. Such frameworks guide the ethical and effective use of AI, ensuring that it supports the goals of public communication without compromising ethical standards (Author, 2023). This approach empowers communicators to harness the benefits of AI while maintaining public trust.

In summary, best practices in public communication involve the development of clear strategies, the use of audience insights and social listening, training and capacity building, effective governance, the integration of emerging technologies, and the ethical use of AI. These practices collectively contribute to the effectiveness of public communication efforts, fostering a more informed and engaged public.

8.3.3 Future Research

Future research in the field of public communication should focus on several key areas to advance our understanding and improve practices. One significant area is the development of tailored communication strategies that address the diverse needs of different audience segments. According to (de Vries, 2020), public communicators should consider targeting their campaigns to specific regions or groups, which may require producing various types of communications that emphasize different aspects for specific target audiences. This approach can help in effectively engaging climate-sceptic audiences and other groups with unique perspectives.

Another important area for future research is the examination of how newswriters at transnational broadcasters define the public sphere and the purpose of public communication. As outlined in (Hänska-Ahy, 2012), these professionals face the challenge of balancing social pluralism while producing and transmitting content across national contexts. Understanding the composition of participants in public communication and the representative function of newswriting is crucial for fostering inclusive and effective public discourse.

Theoretical advancements in the field are also necessary. The authors of highlight the need for better measurement and theoretical clarification in comparative political communication studies. Scholars should aim to reach a consensus on the topics and relationships they wish to examine, which can lead to more robust and comparable research outcomes. This effort can help address the fragmented state of the field and promote a more cohesive understanding of political communication systems across different countries.

Additionally, future research should explore the dynamic and complex nature of public communication in democratic settings. According to (Weber & Locatelli, 2022), the methodology applied to the analysis of communication conflicts in democratic scenarios must be sufficiently complex to capture the nuances of these interactions. Researchers should focus on developing and refining methodologies that can accurately reflect the empirical realities of public communication dynamics.

The evolving nature of political communication also warrants attention. As noted in (Blumler & Gurevitch, n.d.), the concepts and frameworks developed in earlier years may need updating to remain relevant in the current context. Researchers should critically assess the validity of existing theories and consider how present-day conditions differ from those of the past. This reflective approach can help ensure that theoretical models remain applicable and useful for contemporary political communication research.

Finally, the role of science communication in public discourse is an area ripe for further investigation. The authors of (Bucchi & Trench, n.d.) suggest that efforts to popularize scientific knowledge often reflect an underlying conceptual framework that emphasizes the persuasive power of the news media. Future research should examine the effectiveness of different science communication strategies and their impact on public understanding and engagement with scientific issues.

In summary, future research in public communication should prioritize the development of tailored communication strategies, theoretical advancements, methodological complexity, and the evolving na-

ture of political communication and science communication. By addressing these areas, researchers can contribute to a more nuanced and effective understanding of public communication practices and their impact on society.

9 Conclusion

The comprehensive exploration of public communication highlights its intricate and evolving nature, emphasizing the dissemination of information, active engagement in dialogue, and the enhancement of public awareness. This study reveals the critical role that effective public communication plays in fostering social cohesion, mutual understanding, and collective problem-solving across diverse communities.

Historically, theories have underscored the importance of transparency, accountability, and rational debate within democratic processes. Concepts such as Habermas's public sphere stress the significance of inclusive and deliberative communication for achieving consensus and supporting democratic governance.

In modern contexts, these foundational ideas are enriched by integrating digital technologies and social media platforms that enable direct interactions between institutions and citizens. These tools facilitate continuous participation in democratic discourse, making public communication more inclusive and responsive to societal needs. The increasing professionalization of public communication roles within governments reflects this evolution, highlighting the need for specialized skills and capacity building to effectively address emerging challenges.

Comparative studies demonstrate a shift from hierarchical approaches to more participatory methods, emphasizing the value of tailoring messages to specific audiences despite limited resources. Utilizing evidence-based strategies is essential for engaging publics effectively and ensuring that communication efforts are grounded in data-driven insights.

The historical development of public communication theories showcases an ongoing adaptation to changing societal contexts. Early theories laid a foundation for understanding information dissemination and dialogue engagement, while subsequent advancements focused on interactive and participatory approaches. Empirical research during this period examined various media formats' contributions to public discourse, revealing both successes and challenges in achieving deliberative outcomes.

This thorough investigation highlights the enduring importance of public communication in addressing societal issues and promoting democratic values. By fostering understanding and cooperation among diverse groups, effective public communication supports social cohesion, mutual benefit, and the legitimacy of collective decisions. As society continues to evolve, so too must our approaches to public communication to ensure it remains a vital tool for fostering an informed and engaged public capable of tackling complex challenges.

Redefining the composition and purpose of the public while adapting communication strategies to the evolving information landscape can lead to more equitable outcomes. Promoting inclusivity and participation in government-citizen dialogue ensures fairness by giving all voices an opportunity to be heard and represented.

This collaborative approach is essential for addressing intricate societal issues and achieving sustainable development. Partnerships between the public and private sectors enhance public communication efforts by leveraging each other's strengths. Promoting transparency, adopting data-driven approaches, encouraging innovation through interdisciplinary collaboration, improving public services through community-led initiatives all contribute to social cohesion and mutual benefit. Setting professional standards ensures that the profession remains adaptable amidst technological advancements while maintaining its core principles.

Collective action is a crucial component that drives mutually beneficial coexistence through coordinated efforts by individuals and groups to address common societal issues via dialogue, engagement, and collaboration. By fostering trust, leveraging networks of communicators, ensuring inclusive processes—collective action promotes social cohesion among diverse groups.

Ultimately, effective health communication strategies supported by a diverse and independent media sector are essential for empowering individuals to make informed health decisions while promoting social equality. By fostering understanding and cooperation among various groups through community health initiatives—public communication can significantly contribute to social good and enhance overall public health outcomes.

In light of contemporary challenges such as training and capacity building, effective governance, integration of emerging technologies, and ethical use of AI—public communication must evolve continuously. Ensuring these elements are incorporated into future research will help foster a more informed and engaged public capable of navigating complex societal challenges with greater efficacy.

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Por uma nova ágora da comunicação científica: Analisando um Trabalho Acadêmico Artificial

Hugo da Silva Carlos

1. Introdução

Como bibliotecário do Sistema de Bibliotecas da Universidade Federal do ABC há catorze anos, auxilio pesquisadores e estudantes em seus desafios diários na busca por informações relevantes para a construção do conhecimento. Nesse percurso, não pude ignorar o avanço das *Large Language Models* (LLMs), ou “Grandes Modelos de Linguagem” — carinhosamente apelidados por alguns de “geradores de lero-lero” —, cada vez mais impressionantes e, em certa medida, assustadoramente humanas.

Nesse contexto, tive a satisfação de colaborar em projetos com o professor Guilherme Fráguas, uma figura inquieta e profundamente curiosa diante das transformações do mundo. Entre um café e outro, ele me lançou um desafio: analisar e criticar um texto produzido por uma IA especializada em simular trabalhos acadêmicos.

A pergunta implícita é clara: qual o papel da palavra escrita no ofício do pesquisador? E mais ainda: sob qual paradigma avançar, caso a Inteligência Artificial possa substituir o trabalho de pesquisa tal como o conhecemos?

Se você, leitor(a), espera uma resposta definitiva, decepcione-se. Como humano, meu papel é apenas assentar tijolos nesse castelo de dúvidas. É impossível agir como uma LLM, programada para satisfazer expectativas a qualquer custo. Aqui, limitamo-nos a demonstrar características que indicam os traços típicos de um texto gerado a partir de critérios probabilísticos.

2. Metodologia

O objeto de análise é o texto *Public Communication: Synthesizing Concepts to Address Common Interests, Foster Social Cohesion, and Enhance Mutual Benefit*, gerado pela ThesisAI a partir do seguinte prompt:

“Compare and contrast the different concepts of ‘Public Communication’ — synthesizing just one at the end. Show how ‘Public Communication’ is linked to common problems, interests, and solutions. Finally, demonstrate how it fosters peace, social cohesion, and the social good (a mutually beneficial coexistence).”

Para essa análise crítica, adotamos os critérios propostos por Sabbatini (2025), que transcendem métodos probabilísticos e concentram-se em características textuais observáveis:

2.1. Critérios de Análise

- **Estrutura e coerência** (quebras de raciocínio, mudanças bruscas de tópico, parágrafos desconectados, conclusões que não decorrem logicamente das premissas)
- **Padrões de linguagem** (repetições excessivas de palavras ou estruturas sintáticas, uso exagerado de adjetivos, frases semelhantes, conectivos e expressões de transição redundantes)
- **Naturalidade do discurso** (expressões genéricas, lugares-comuns, inconsistências de registro, ausência ou inconsistência de um “eu-lírico”)
- **Contextualização** (afirmações vagas ou sem fundamentação, ausência de exemplos concretos, referências culturais ou temporais incoerentes, traduções literais sem sentido cultural)
- **Estilo** (variação de ritmo e complexidade, uso de construções formulaicas)
- **Elementos criativos** (metáforas originais, analogias significativas, pensamento lateral, conexões inesperadas, presença natural de humor ou ironia)
- **Qualidade da exemplificação** (exemplos específicos, coerentes, contextualizados, com citação de experiências ou dados reais)

3. A Análise do Artigo

3.1. Estrutura e Coerência

O texto está bem organizado em seções e subseções, mas apresenta transições abruptas entre alguns tópicos. Por exemplo, em “2.1 Definitions and Theories”, as comparações entre “Traditional conceptions” e “Modern conceptions” são seguidas do tópico “Comparative analyses”, cujo conteúdo genérico dificulta a compreensão: trata-se de uma nova definição ou de uma comparação entre as anteriores? Os parágrafos parecem funcionar como unidades isoladas, sem diálogo entre si, com conclusões repetitivas.

Além disso, os parágrafos finais de cada seção iniciam-se com conectivos como *overall* ou *in summary*, encerrando o raciocínio sem continuidade com o tópico subsequente. Embora haja muitas citações indiretas, não há nenhuma citação direta dialogada.

3.2. Padrões de Linguagem

O texto repete excessivamente expressões como *public communication plays a crucial role* (6 vezes) e *fostering social cohesion* (17 vezes), além de conectivos como *moreover*, *furthermore* e *in summary*. Muitas frases seguem o padrão: [tema] + [verbo] + [objeto] + [finalidade], como em: *Public communication ensures transparency and promotes trust*.

3.3. Naturalidade do Discurso

A estrutura repetitiva e o uso de lugares-comuns, como *addressing societal issues*, *collective problem-solving* e *mutual benefit*, conferem ao texto um tom monótono e genérico. Falta uma voz autoral clara e variações de ritmo típicas da escrita humana.

3.4. Contextualização

O texto apresenta afirmações vagas, não acompanhadas de exemplos ou dados concretos oriundos das fontes citadas. O tópico “3.3.3 Case studies” carece de dados de apoio, mesmo afirmando, por exemplo:

These platforms allowed for real-time interaction and facilitated a collective response to the crisis, demonstrating the power of digital communication in conflict resolution (Author, n.d.).

Além disso, a expressão *public sphere* é usada de forma incoerente ao longo do texto. Parte significativa da tese parece derivar do capítulo 3 da dissertação de Hänska-Ahy (2012), *Defining the Public Sphere*, porém sem contextualização adequada, resultando em repetição e contradição entre seções.

3.5. Estilo

O texto é marcado por uma estrutura previsível de redação escolar, com introdução, desenvolvimento e conclusão em cada seção, desconsiderando a progressão argumentativa entre capítulos. Não há digressões nem desvios discursivos que enriquecem o estilo humano de escrever, como antecipações ou explicações direcionadas a públicos diversos.

3.6. Qualidade da Exemplificação

O texto não destaca frases originais das fontes e não dialoga efetivamente com a bibliografia. As afirmações genéricas e as ausências de exemplos concretos comprometem a profundidade da argumentação.

Tabela 1 – Resumo da análise

Critério de Análise	Aspectos Esperados	Observações sobre o Texto Analisado
Estrutura e Coerência	Transições lógicas, progressão argumentativa	Tópicos isolados, estrutura compartimentada, conclusões repetitivas
Padrões de Linguagem	Variedade vocabular, conectores funcionais	Frases padrão, conectivos repetitivos
Naturalidade do Discurso	Fluidez, voz autoral	Discurso genérico, fórmula fixa, ausência de “eu-lírico”
Contextualização	Exemplos concretos, dados, referências específicas	Afirmações vagas, falta de citações diretas, uso inconsistente de conceitos
Estilo	Ritmo variado, subjetividade	Estrutura repetitiva, ausência de digressões e motivações autorais
Elementos Criativos	Metáforas, analogias, pensamento lateral	Inexistência de elementos criativos, linguagem previsível
Qualidade da Exemplificação	Exemplos detalhados e contextualizados	Ausência de diálogo com fontes, uso superficial da bibliografia

Fonte: Elaborado pelo autor.

Conclui-se, portanto, que, apesar da correção estrutural das frases, o trabalho não apresenta articulação entre suas partes. Pesquisadores familiarizados com o tema identificariam facilmente a ausência de uma argumentação central construída por meio do diálogo entre o problema proposto e a bibliografia selecionada. O texto evidencia traços típicos de automação: estrutura previsível, linguagem repetitiva, generalizações e superficialidade na análise. Apesar da organização, falta-lhe profundidade e interação com os leitores e fontes.

4. Considerações finais

Estamos diante de um momento singular: tenho em mãos, como vimos acima, um texto produzido por Inteligência Artificial. Ele é coerente, respeita as normas acadêmicas, articula argumentos e, tecnicamente, cumpre os requisitos formais de uma comunicação científica tradicional. Ainda muito cru, muito limitado. Ainda auxiliado por humanos, ou servindo de auxiliar para humanos, mas, aparentemente, rumo à uma autonomia na escrita. Mas o que significa esse feito para a própria ideia de comunicação científica?

Que implicações surgem quando narrativas voltadas ao diálogo humano são produzidas por agentes não humanos?

O livro que o(a) leitor(a) acaba de concluir é testemunho da relevância dessa questão. Entre diferentes abordagens interdisciplinares, a obra expõe a emergência de novos papéis para a IA — como ferramenta, mediadora e até mesmo coautora dos processos comunicacionais. Como afirmam Nobre, Nobre e Matos no prefácio:

O uso de IA pode substituir, ampliar, filtrar ou distorcer mensagens — e, também, ampliar nossa capacidade de contar e compartilhar histórias, de comunicar informações de forma eficiente, de organizar conhecimentos, de sistematizar dados.

Essa capacidade técnica nos força a reconsiderar a própria função do texto acadêmico. A comunicação científica seria apenas uma etapa de validação formal do método? Ou estaria, mais profundamente, voltada à formulação de boas perguntas — aquelas capazes de expandir os horizontes do conhecimento humano?

Inteligência, interesse e encantamento

Ao nos aproximarmos dessa inflexão histórica, algumas perguntas se impõem: O que significa ter a autoria de um texto? O que é o autor? Uma inteligência artificial pode ser autora? Podemos ensinar uma IA a se interessar pelas perguntas certas? Será o interesse em *perguntar* aquilo que realmente define a autoria? Já reconhecemos sua competência para escrever, compor, narrar — mas seriam as inteligências artificiais capazes de *se perguntar*? Se ainda não levantam perguntas, serão capazes de oferecer respostas que nos conduzam a novas indagações?

A jornada científica humana é, antes de tudo, um percurso de encantamento com o mundo, que nos leva a desejar compreendê-lo, nomeá-lo, compartilhá-lo. E esse encantamento é coletivo — por isso, a comunicação científica precisa provocar, inspirar, mobilizar mentes.

Escrevemos artigos não apenas para informar, mas para provocar outras mentes. Para que novos leitores, encantados, sintam-se convocados a reformular as perguntas, a explorar outras variáveis, a interrogar os dados com novas lentes.

Faz sentido, então, continuarmos a produzir textos cuja estrutura é a construção de uma história que mostra a trajetória acadêmica dos autores, costurando suas histórias com a de autores anteriores, para então apresentar dados encantadores, provocadores para seu leitor humano?

Acredito que o futuro nos reserva textos produzidos por inteligências artificiais, mas voltados à leitura por outras inteligências artificiais. Nesse cenário que se avizinha, faz sentido usarmos a IA apenas como agente de automação dessa comunicação tradicional? Ainda faz sentido contabilizar citações — que hoje são um dos principais instrumentos para dizer que um texto encantou leitores o suficiente para gerar novas perguntas, novas provocações, novos encantamentos?

Ou será que podemos imaginar uma nova divisão de tarefas, em que os humanos definem as perguntas e as inteligências artificiais se comunicam entre si para gerar respostas — rápidas, sintéticas, indexadas — e, com isso, reconfiguram o ecossistema da produção de conhecimento?

Uma nova ágora: da automação à interrogação

Essa inquietação nos remete ao que talvez seja a provocação central desta obra: a comunicação científica precisa continuar sendo o que é? Ou a era da IA nos convida a reinventá-la? Talvez seja o momento de abandonar a centralidade da forma textual e abraçar formatos orientados por dados legíveis por máquinas, como defendido há anos por pesquisadores como Barend Mons:

The most important thing is that we learn to deal with data in a different way. You can first publish an article and then convert it to a format that the computer can work with, but it's much more efficient to publish in a computer-readable format from the start. Also, it is very important that data can be reused by others. To that end, we have developed the FAIR principles: all scientific data should be Findable, Accessible, Interoperable and Reusable by people and

computers. The essence of FAIR is: never refer, not even a cell in your database, to something that the computer cannot understand. (Mos, 2016)

O movimento FAIR (Findable, Accessible, Interoperable, Reusable) propõe práticas para o compartilhamento de dados científicos em formatos compatíveis com sistemas automatizados. A proposta das *nanopublicações* — registros mínimos e verificáveis de um resultado científico, com metadados que indiquem qual foi a pergunta, onde e como ela foi respondida — pode ser o início de uma verdadeira revolução epistêmica.

Ela abre a possibilidade de que a comunicação entre pesquisadores seja mediada por estruturas orientadas à dúvida, à reinterrogação dos dados, à reprodutibilidade e à transparência.

Considerações

Se há algo que este livro deixa claro, é que a adoção da IA na comunicação pública — científica ou não — não é neutra. Exige vigilância metodológica, responsabilidade ética e compromisso democrático. A tecnologia pode automatizar, mas só o humano pode intencionar.

A questão que permanece, portanto, não é apenas técnica, mas política e filosófica: ainda precisamos nos comunicar assim? Ou seria mais eficaz utilizar a IA não como substituta de nossa voz, mas como tradutora de nossas perguntas — capaz de operar numa nova ágora digital, mais rápida, mais acessível, mais dialógica?

A ciência pode — e talvez deva — ser provocadora. Que a inteligência artificial, ao menos, não nos faça esquecer de encantar, perguntar e provocar. Essa, afinal, sempre foi — e continuará sendo — a nossa tarefa.

Declaração do uso de inteligência artificial generativa

Produzido com auxílio de leitura de Google NotebookLM, uma ferramenta experimental de inteligência artificial desenvolvida pelo Google para resumir, conectar e organizar informações a partir de documentos do usuário. Texto reorganizado e refinado com o auxílio do ChatGPT (modelo GPT-4-turbo, maio de 2025).

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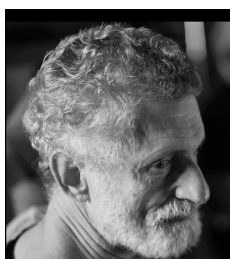
Sobre os Autores

Allana Albuquerque



Doutora em Informação e Comunicação em Plataformas Digitais pelas Universidades de Aveiro e do Porto, em Portugal. Mestre em Ciência da Informação pela Universidade de Brasília (UnB). Especialista em Gestão Pública pela Fundação Getúlio Vargas (FGV) e em Gestão da Comunicação nas Organizações pelo Centro Universitário de Brasília (UniCeub). Bacharel em Comunicação Social - Jornalismo também pelo UniCeub. Desde 2005, é servidora pública do Ministério Público Federal (MPF). Atualmente, ocupa o cargo de subsecretária de Pesquisa, Pós-Graduação e Comunicação Científica. No MPF, ocupou diversos cargos: subsecretária de Governança, Gestão e Inovação em Comunicação (2023-2024); assessora-chefe de Comunicação e Informação da Procuradoria Federal dos Direitos do Cidadão (2019-2023); secretária de Comunicação Social adjunta da Procuradoria-Geral da República (2017-2019). De 2010 a 2015, apoiou a gestão e a comunicação das ações ligadas ao planejamento estratégico institucional do MPF.

Artur Roberto Roman



Já toquei em banda de rock, grupo de choro, cantei em coral, pratiquei agricultura orgânica, escrevi um bocado de artigos, editei livros e revistas, plantei árvores, tive quatro filhos, um neto, tirei leite de vaca e leite de pedra. Atuei em consultoria em Comunicação Organizacional, Gestão de Pessoas e Educação Corporativa por mais de 20 anos. Foi uma experiência riquíssima, especialmente porque vi o quanto eu não sabia sobre esses temas. Fui professor universitário e orientador de pesquisa em Mestrado, mas reconheço que não tenho competência para essa missão. Acabei pegando gosto por ser aluno e fui juntando diplomas: Graduação em Letras (UNESPAR), Direito (Univali), Especialização em Administração (UFPR), Especialização em Antroposofia (UniPositivo), Mestrado em Linguística (UFPR), Doutorado em Comunicação (USP), Pós-doutorado em Sociologia (Sorbonne) e Pós-doutorado em Letras (UFPR). Não dou muito valor a essa coleção de títulos, pois eu os amalei com muito prazer. E, na nossa educação judaico-cristã, só damos valor àquilo que fazemos com sacrifício e dor. E eu adoro estudar! Atualmente, sou pesquisador independente vinculado ao Grupo de Pesquisa em Educação Linguística (GPELIN) UFPR/CNPq, levanto cedo sem precisar, caminho pela praia sem destino, faço advocacia pro bono eventualmente e Hata Yoga todos os dias. arturrobertoroman@gmail.com

**Cláudia Lemos**

é jornalista, mestre e doutora em Estudos Literários pela UFMG. Servidora da Câmara dos Deputados, em Brasília, atua na Diretoria de Comunicação e Mídias Digitais e no Mestrado Profissional em Poder Legislativo. Tem mais de 30 anos de experiência em assessoria e coordenação de equipes de Comunicação em instituições privadas e públicas, entre elas a Procuradoria Geral da República, Conselho Nacional do Ministério Público, Supremo Tribunal Federal e Presidência da República. Foi pesquisadora visitante na School of Politics and International Studies da Universidade de Leeds, na Inglaterra, e na School of Communication da Northwestern University, nos Estados Unidos. Presidiu a Associação Brasileira de Comunicação Pública (ABCPública). Contato: claudiarflemos@gmail.com

**Guilherme Fráguas Nobre**

Economista pela Universidade Federal de Minas Gerais (1995), mestre em Economia pela Universidade Federal do Paraná (1998), doutor em Economia pela Universitat de Girona, Espanha (2018), doutor em Comunicação pela Universidade de São Paulo (2002), pós-doutor em Comunicação pela Université Stendhal, França (2008), pós-doutor em Comunicação pela Universidade de São Paulo (2016). Foi Visiting Scholar no departamento de comunicação e mídia da McMaster University, Canadá (2010-2011). Foi pesquisador associado da Cátedra Unesco para Desenvolvimento Humano Sustentável, da Universidade de Girona. Professor visitante da Universidade Federal do ABC no curso de Economia (2017-2018, 2023-2024).

**Hugo da Silva Carlos**

Bibliotecário e coordenador do Sistema de Bibliotecas da UFABC. Atua com desenvolvimento de coleções, serviço de referência e formação de usuários. Possui experiência na gestão de iniciativas de comunicação acadêmica, como Repositórios acadêmicos e coordena o Portal de Periódicos da UFABC.

**Heloiza Helena Matos e Nobre**

É Mestre e Doutora em Ciências da Comunicação pela Escola de Comunicações e Artes da Universidade de São Paulo (ECA-USP). Realizou estágio pós-doutoral na Université Stendhal (França), em 1995 e 2007. Em 1995, sua pesquisa abordou temas relacionados ao processo eleitoral na França. Em 2007, desenvolveu pesquisa sobre Capital Social, Comunicação e Tecnologia, que deu origem ao livro "Capital Social e Comunicação: interfaces e articulações". É docente e pesquisadora na pós-graduação da ECA-USP, atuando nas áreas de Comunicação Política, Opinião Pública e Comunicação Pública. Até 2010 foi docente do quadro permanente do Programa de Pós-Graduação da Faculdade Cásper Líbero, na linha de pesquisa Processos Midiáticos, Tecnologia e Mercado. Liderou aí o grupo de pesquisa do CNPq "Capital Social, Tecnologia e Processos Políticos". Na ECA-USP integra o Programa de Pós-Graduação em Ciências da Comunicação (PPGCOM-USP) como docente permanente e pesquisadora sênior. Coordena o grupo de pesquisa Comunicação Pública e Comunicação Política (COMPOL), no Departamento de Relações Públicas, Propaganda e Turismo (CRP).

**Luciana Moretti**

Doutora em Ciências da Comunicação. Psicóloga clínica e neuropsicóloga especializada em treinamento cerebral baseado em eletroencefalografia quantitativa em clínica de trauma e peak performance. Autora de *Mente Firme*, *Coração Blindado* e de artigos sobre comunicação e trauma social, e sobre tratamentos baseados em biossensores e interfaces digitais. Pesquisa atualmente intervenções baseadas nas neurociências da comunicação corpo e mente e trauma complexo e social. Além disso é mãe de três, e também adora cachorro e instrumentos musicais.

**Maria Ângela Mattos**

Possui graduação em Comunicação Social (Jornalismo) pela Universidade Católica de Minas Gerais (1977), mestrado em Comunicação Social pelo Instituto Metodista de Ensino Superior de São Bernardo do Campo (1992), doutorado em Comunicação e Cultura pela Universidade Federal do Rio de Janeiro (2002) e pós-doutorado pela Universidade Jesuíta de Guadalajara (México, 2013). Em 2021 encerrou suas atividades de docência e pesquisadora na graduação e no mestrado em Comunicação Social da PUC Minas (1986-2021). Atualmente é vice-líder do grupo de pesquisa Campo Comunicacional e suas Interfaces (CNPq-IDP) e integrante da Rede de Pesquisa em Semiótica, Interações e Materialidades Midiáticas (UFMG, PUC Minas e UFOP). Áreas de estudo e pesquisa: epistemologia, teoria e pesquisa em comunicação; midiatização e interação; desinformação.

**Maria José da Costa Oliveira**

Graduada em Comunicação Social com habilitação em Relações Públicas pela Universidade de Mogi das Cruzes (1983), especialista em administração de Marketing, pela Faculdade São Judas (1988), mestrado (1994), doutorado (2001) e pós-doutorado (2014) em Ciências da Comunicação pela Universidade de São Paulo. Sua experiência docente de 32 anos no ensino superior, inclui atuação em instituições de São Paulo e Campinas, além de já ter atuado como professora convidada em Salvador e Porto Alegre. Coordenou cursos de Publicidade e Propaganda, Relações Públicas, Produção Audiovisual, Design Gráfico e Marketing da Metrocamp (de 2003 a 2017). Coordenou o departamento de Relações Públicas da PUC Campinas por duas gestões – 1995/1997 e 1997/1999. Coordenou e atuou como docente do curso de Pós-Graduação Lato Sensu em Gestão Estratégica da Comunicação Integrada – ênfase em Comunicação Pública e Responsabilidade Social – Metrocamp/IBTA, de 2003 a 2011. Pesquisa atualmente os temas: Comunicação Pública, Responsabilidade Social e Meio Ambiente.

**Murilo Hildebrand de Abreu**

É jornalista. Atua em comunicação pública desde 2001. Atualmente é assessor de comunicação no Ministério Público Federal (MPF). Também exerceu essa função no Instituto Nacional de Colonização e Reforma Agrária (Incra) e no Instituto de Terras do Estado de São Paulo (Itesp). Especializado em jornalismo digital, foi coordenador do Comitê Temático de Inteligência Artificial da Associação Brasileira de Comunicação Pública murilohildebrand@gmail.com

Esta obra foi composta no sistema tipográfico $\text{\LaTeX}$, utilizando os pacotes da classe abnTeX2 para adequação às normas técnicas da ABNT. O texto foi diagramado com a fonte *Alegreya* (serifada), e elementos sem serifa com a fonte *Alegreya Sans*. Trechos monoespaçados foram definidos em *Fira Mono*, e a notação matemática foi composta com a família tipográfica *newtxmath*.

A diagramação final foi realizada por meio do compilador $\text{pdf\LaTeX}$, priorizando legibilidade, equilíbrio visual e adequação editorial à linguagem acadêmica e científica.

Capa: Hugo da Silva Carlos

Diagramação e composição tipográfica em $\text{\LaTeX}$: Hugo da Silva Carlos

A obra “Inteligência Artificial e Comunicação Pública: Abordagens Transversais” cumpre com a função basilar da divulgação científica oferecendo aprendizado consequente, mas se reveste de maior relevância quando trata dos temas implicados de forma crítica e inovadora, destaque para o uso das possibilidades da IA para a produção textual, com o devido adensamento crítico nas análises, com ponderações sobre os limites, mas também com aberturas para os aspectos positivos e rentáveis. A obra é informativa, reflexiva e inspiradora como devem ser os textos decorrentes de pesquisas de elevada qualidade e implicadas com o avanço do conhecimento.

Clotilde Perez

Diretora

Escola de Comunicações e Artes

Universidade de São Paulo



ESCOLA DE COMUNICAÇÕES E ARTES
UNIVERSIDADE DE SÃO PAULO