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**THE CROSS-CULTURAL DIMENSION OF SOCIAL COMMUNICATIONS:
PROTESTS AND CONSOLIDATION**

**КРОС-КУЛЬТУРНИЙ ВИМІР СУСПІЛЬНИХ КОМУНІКАЦІЙ:
ПРОТЕСТИ ТА КОНСОЛІДАЦІЯ**

Global processes transform not only communicative, cultural, economic and political issues of activity, but also combine them into a common information and communication environment. These questions are multi-vector and interdisciplinary. Most scientists consider protest as a separate form of social behavior. The beginning of military aggression in Ukraine actualized the issue of protest communication as a public movement in the world, as a manifestation of socio-communication participation in public protests. The main task of this article is to highlight the peculiarities of communications, the information situation, in the context of protests and social influence. One of the vectors of protests is the reaction to social policy, and an important component is the context of the communication situation. For the analysis of protests, in addition to general factors, specific markers should be taken into account, which can be used to describe the peculiarities of the national mentality and the general cross-cultural dimension. The article highlights the hypothesis that the higher the level of social and economic status of the country, the more ready it will be for protests and "disagreement" with important socio-political manifestations. Mass mobilization of the international community helped rally around the visible problems of Ukraine against the background of protest actions. The involvement of triggers as public activists and Ukrainians themselves affected even the national

characteristics of individual countries, reducing the differences of the cultural space, as an element of grouping against the "common threat" that all protesters saw not only in specific personalities of the aggressor country, but also as a challenge to the international environment in general. This article focuses on the issues of study and detailed research of massification processes in public communications. Processes in the modern international world require the possibility of various scientific practices and methodologies in order to form a systemic vision of problems.

Key words: *information wars, communication, cross-cultural environment, international relations, protest communications.*

Процеси глобалізації активно трансформують інформаційно-комунікаційний простір та потребують осмислення демократичних ініціатив. Події в Україні у 2022 році, пов'язані із початком військової агресії, активізували питання протестної комунікації як громадського руху у світі. Встановлено особливості комунікаційного виміру як потенційної інформаційної ситуації з врахуванням міждисциплінарного підходу у висвітленні питань протестної комунікації в контексті крос-культурного вектору міжнародного простору, в контексті вивчення процесів масовізації в суспільних комунікаціях, розширюючи можливості різних наукових практик задля подальшого формування системного бачення процесів, що є актуальними в контексті подій сучасного міжнародного простору. Визначено, що протестна комунікація має хвильовий цикл розвитку, де ключовими аспектами є настрої маси та рівень її прийняття політичних та соціальних реалій навколишнього світу. Встановлено наслідки протестних комунікацій. Виокремлено особливості протестних комунікацій. В контексті протестних проявів одним із важливих аспектів, крім загальних чинників, слід враховувати специфічні маркери, якими можна описати особливості національного менталітету та загальний крос-культурний вимір. Визначено, що особливості проявів протестної комунікації в різних країнах будуть залежати від стану розвитку соціальної сфери, економічних чинників та національних рис. Визначено, що масовізація міжнародної спільноти допомогла на фоні протестних акцій згуртуватися навколо наочних проблем України, а залученість тригерів у якості громадських активістів та самих українців вплинула навіть на національні риси окремих країн, зменшуючи розбіжності культурного простору як елементу згуртування проти «спільної загрози», яку усі протестувальники бачили не тільки в конкретних персоналіях країни-агресора, але і в цілому як виклик міжнародному середовищу. Особливу увагу зосереджено на міждисциплінарному підході до комунікацій, де враховуються не тільки особливості протестних комунікацій, але і загальні вектори розвитку крос-культурних комунікацій.

Ключові слова: *інформаційні війни, комунікаційний простір, крос-культурне середовище, міжнародні відносини, протестні комунікації.*

Problem statement. The global processes taking place in the world today transform not only communicative, cultural, economic and political spheres of activity, but also combine them into a common information and communication space. That is why, in the vector of the further development of Ukraine's democratic initiatives, its transformational role in the world political and economic spheres is relevant for modern researches, which allows to form a model of further development and explore the prospects of certain areas. These questions are multi-vector and interdisciplinary, because they are much broader for further understanding and include various areas of both scientific activity (economics, politics, sociology, social communications, cultural studies), and a practical vector for identifying a certain communication model for further integration processes.

Analysis of recent research and publications. The issue of protest movements, which takes into account various aspects and features, has been analyzed in the works of such researchers

as Y. Holovakha, V. Paniotto, T. Martsenyuk, M. Vynnytskyi and others. We should mention A. Prokhorova's dissertation, which investigated the protest movement through the prism of the Euromaidan of 2013–2014 [3]. One of the interesting opinions about the relationship between effect and participation in protests was highlighted by the Dutch researcher R. Wouters [7]. The question of manipulation and perception of protest movements is highlighted in the empirical study of M. Gentile and M. Kragh [6], who tried to find the correlation between propagandistic influence and conspiracy theories in the context of the protest movement. As a result, they managed to single out the audience's tendency to "conspiracy theory", where "civilization" (identification of oneself with the community) is the main political vector, and the concretization of beliefs and informational influence is based on the contempt of political opponents with the strengthening of the main sources of conflict. However, most scientists consider protest as a separate form of social behavior. But the events in Ukraine in 2022, namely the beginning of

military aggression, actualized the issue of protest communication as a public movement not only within the borders of Ukraine, but also in the world, an example of which are numerous actions that gather supporters of Ukrainians all over the world, demonstrating support for Ukrainian citizens who became the object of military aggression. Thus, we see the formation of a common intercultural community, and the issue of the protest movement, as a manifestation of socio-communication participation in public protests, is a relevant topic for further research, which is little studied, due to the lack of dissemination of such phenomena in the information and social sphere.

The purpose of the article is to establish the peculiarities of the communication dimension as a potential information situation, taking into account the interdisciplinary approach in highlighting the issues of protest communication in the context of the cross-cultural vector and social interaction.

Presentation of the main material. Features of communication space take into account two main components. On the one hand, it is an environment (information space in particular), which is formed under the influence of numerous external factors, among which is the political system of the state (there are numerous studies that connect the form of government with trends in the formation of information of space – for example "Four theories of the press" by F. Sibbert, T. Peterson and U. Schramm, which was later supplemented by D. McVail), gradation of countries according to the level of their economic development (national models of the market economy, which are detailed in the work of Y. Vasylenko [8]), contextual studies of the features of the cross-cultural space (for example, the distribution of features of ethnic groups according to G. Hofstede and other models). And on the other hand, in order to create a communication space professional communicators are needed, who will influence the formation of the mass, creating the process of massification.

These two special components allow us to reach the level of international relations, where the presence of "one source" of professional communication is connected with the problem of multicultural and multipolitical influence, because the modern information space, although global, nevertheless excludes a certain hegemony preserving the world space on the basis of parity cooperation. This complicates the centralization

of the organization of influence as a single source, creating a so-called "multivocal palette" of opinions, where, for example, the parties to the conflict can use different rhetoric to define the same fact, which should be recognized in the international environment.

Regarding protest communications, as one of the vectors of reflection of social policy, we see that they are a reflection of the degree of dissatisfaction with certain processes taking place in society.

However, each protest communication has its own characteristics: a certain potential for participation in protests (propensity of citizens) is considered as a qualitative indicator; the volume of participants is considered as a quantitative indicator.

Thus, we can claim that a comprehensive approach to the study of protest communication, taking into account the presence of quantitative and qualitative indicators, can provide maximum information for measuring the effectiveness of these processes.

However, when studying the specifics of protests, one should take into account not only the indicators that can be provided by the analysis of the protest as such, but an important component of the context of the communication situation. The most common context is the locality or globality of the problem/challenge facing society.

Thus, the protests against the results of the Presidential elections in Belarus in 2020 were localized: the participants were residents or citizens of the country; the motivational factor was in form of the denial of the results that led to the leadership of the country by the self-proclaimed President; the site for mass protests was mostly the territory of Belarus; the initiator of the protest movement were Belarusians and resistance leaders.

Unlike localized protests communications, global ones have more important goals, cover more than two countries, and the motivation is global in nature [4]. Most often, these issues concern people's rights, ecology, etc.

However, we are used to the fact that there are topics that serve as a trigger for society. For example, numerous protest actions can unite protestors with common value orientations. Thus, to start participating in protest communications, one should take into account both social and political factors that affect the willingness of participants to join actions. At the social level of protest, participation

in actions is motivated by disagreement and denial of social and political aspects of modern life. This position, in comparison with the poles of communication efficiency, can range from the pole of absolute disagreement, to a rather insignificant definition of objections and opposition to problems that are now crucial to society. Depending on the level of efficiency, we can extrapolate the results to the level of participation motivation and the level of "contagion" of participants. The higher the motivation, the more actively protestors participate in actions, demanding more attention to the problem, are easily exposed to mass demonstrations, gather in groups with strangers, and can demonstrate unruly behavior depending on the situational influence during actions.

The researcher T. Vorobyova proposed not only to study the peculiarities of individual manifestations of protest communication, but also to impose results and a cyclic-wave theory of the development of social and political processes on the basis of the considered stages. Thus, the researcher singles out 4 main wave manifestations of the development of protest moods: from the creation of problem (fermenting) and point of no return, to rising to action and rolling back in the end [1]. The key stage of changes in this chain can be considered a point of no return – a stage at which the feeling of socio-political dissatisfaction (discomfort) begins to be formalized into concrete actions and qualitatively changes the process of attitude to the situation.

Thus, we can conclude that protest communication has a wave cycle of development, where the key aspects are the mood of the mass and the level of its acceptance of the political and social realities of the surrounding world.

In the context of protests' displays, one of important aspects, in addition to general factors, specific markers that can be used to describe the peculiarities of the national mentality and the general cross-cultural dimension should be taken into account. Thus, the specifics of manifestations of protest communication in different countries will also depend on the specifics of the development of the social sphere, economic factors, and national traits.

Researcher T. Vorobyova in her research [1], investigating the peculiarities of Ukrainian society in the context of manifestations of protest communication, drew attention to the fact that

periods of economic development are correlated with manifestations of interest in political and social issues. If we extrapolate this trend to the general level, it is likely that the higher the level of social and economic condition of the country is, the more ready it will be for protests and "disagreement" with important socio-political manifestations.

Let's try to analyze the situation surrounding the war in Ukraine in the context of public communications and their impact on the cross-cultural environment of the world.

In order to get advantages in the information struggle and increase the attention of the international community, Ukrainians actively spread messages in the international space with the aim of drawing attention to the country's problem. Thus, in addition to official appeals and communication coming from the center (mainly from the government and the Ukrainian media), communication performance actions by activists in different countries began to be created.

For the world environment, in addition to the general movement in support of Ukraine since the beginning of the war, the general situation can be described as a situation of "fermentation" – the world community for the first time encountered a manifestation of aggression at the international level, for the first time the cities of the country in Europe were subjected to airstrikes. For many in the media, information about Ukraine began to be perceived as a certain reminder of the Second World War, and the leader of the aggressor country began to be associated with the leader of the Nazis. However, the discovery of abuse of civilians after the liberation of Kyiv region was a turning point. Waves of numerous actions swept through the world [2; 5]. The center of them was a protest that was spurred by social indignation, but its goal was specific political transformational processes precisely in the international space.

The consequences of such protest communications were not only rallying around various problems of the social, political and international level around Ukraine, but also important social transformations of the international society: rethinking the status of democracy, protection of international institutions as such, revision of the international space, in terms of economic, political and social issues.

A special role in increasing the number of those who actively joined the protest actions was played by the fact that several million Ukrainians left the

territory of Ukraine due to the military aggression and ended up in various countries of the world, where they tried not only to find shelter, but also under the influence of national elation and psychological state of the “saved” realized their social position by going to protests and helping volunteers. Their stories, which they told to the inhabitants of the countries, media representatives, made the history of the war personified, increased the support of Ukraine in the community of different countries.

Thus, the massification of the international community against the background of protest actions helped to rally around the visible problems of Ukraine, and the involvement of triggers such as public activists and Ukrainians themselves influenced even the national features of individual countries, reducing the differences of the cultural space as an element of rallying against the “common threat” that all the protesters saw not only in specific personalities of country-aggressor, but also as a challenge to the international environment in general.

That is why, for the first time, we encountered situations when more important issues became the focus of protest movements – the security of the world community, the transformational processes of international institutions, and challenges to the democratic system and international law in the scope of world politics.

It is likely that the further development of this protest communication, taking into account the wave specifics of the development, will be in the third stage of rising up for action for a long time, which may probably move into the stage of rollback, which may coincide with the satisfaction that will

be received by the socio-political claims that are now actively being put forward in international space: support for the institution of democracy, resolution of the political and international crisis, compliance with international law, resolution of Ukraine's problems in international institutions, etc. The level of dissatisfaction with the existing situation will be appropriately correlated with the duration of the effect of rallying around common problems and the effectiveness of the influence of international society on solving problems and various vectors, especially social, political, economic and humanitarian, and the duration of the war will only help to rally the world society in protest communications as a way to draw attention to problems.

Conclusions. Thus, this research should draw attention to the study and detailed research of massification processes in public communications, expanding the possibilities of various scientific practices in order to form a systemic vision of processes that are relevant in the context of events in the modern international space. Special attention should be focused on an interdisciplinary approach to communications, which takes into account not only the features of protest communications, but also the general vectors of the development of cross-cultural communications as such. The unique transformational processes that are currently taking place in the international environment should not only be understood in various practices and scientific fields, but also taking into account the experience of globalization influence. The models of effective influence on these processes in the international context should be reconsidered.

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