

Disconnected Cultures: Exploring the Impact of Zero-Culturality on Political Communication Dynamics

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Abstract

In today's digital realm, the online consumer wields unprecedented power, dictating styles and narrative preferences to content creators. This dynamic prompts both business brands and political entities to actively pursue content personalisation, aiming to align with the diverse tastes and needs of their audiences. However, this endeavour brings forth a myriad of challenges, including the relinquishing of control over the communication process and the necessity to navigate various parameters to effectively capture the consumer's attention. Amidst this rapidly evolving landscape, emerging phenomena like "zeroculturality" pose profound questions regarding the efficacy of political communication strategies. Will the discernible trends of selective identification with specific demographic or cultural traits among audiences influence the future shape and effectiveness of brand communication? These are inquiries that the author embarks upon, delving into them through independent research conducted on social media platforms over the period from 2021 to 2023. The study adopts a meticulous methodology involving non-participatory observation of 32 profiles. These profiles consistently feature content marked by the simultaneous referencing of specific cultural values and the critical evaluation of conventional bearers of said principles. Through this analytical lens, the study seeks to discern patterns of behaviour and thought, ultimately identifying the emergence of a notable trend termed "zeroculturality." The overarching objective of this paper is to evaluate the potential impact of this identified phenomenon on political communication models and, notably, to explore the role of artificial intelligence in navigating and understanding these evolving dynamics.

Keywords: AI; digital communication; multiculturalism; political communication; zeroculturality