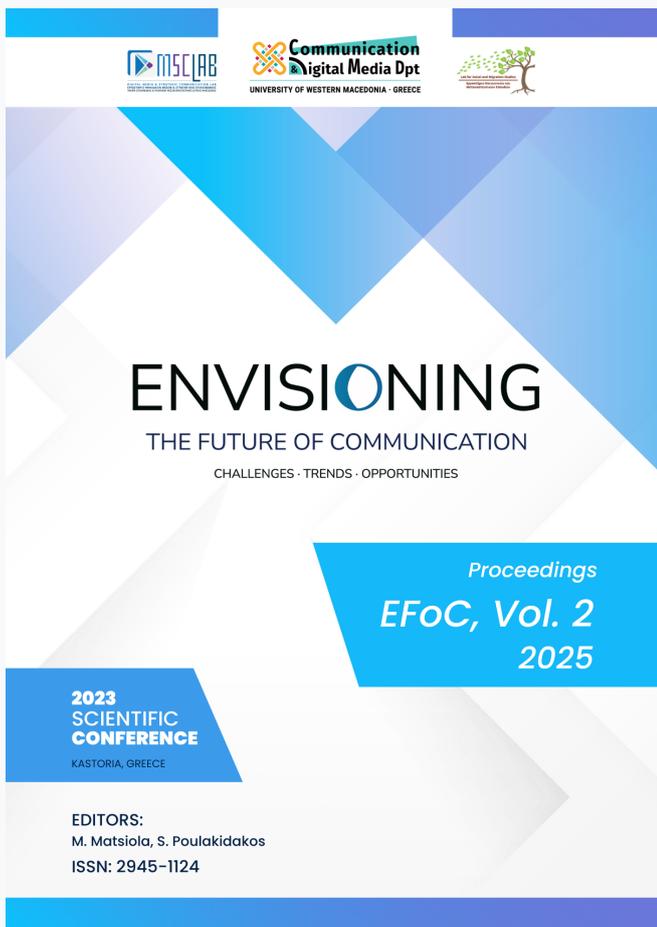# Envisioning the Future of Communication

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Foreword to the fifth thematic

Maria Matsiola

Foreword to the fifth thematic: Political Communication, Leadership, and Crisis Management in Public Discourse

Maria Matsiola*

The fifth thematic is titled "Political Communication, Leadership, and Crisis Management in Public Discourse" and it delves into the multifaceted dynamics of political communication, leadership, and the strategies employed during crises as they manifest in public discourse.

The thematic begins with the study titled "Narratives of sustainability in public political discourse" that explores the interplay between political communication, social media, and the evolving narrative of sustainable development, offering insights into how this critical concept is negotiated and performed in public discourse. Specifically, the study examines the framing of the concept of sustainable development within Greek political discourse, focusing on how it is communicated through social media. The research investigates the frequency and manner in which Greek parliamentary candidates and their political groups use their personal Twitter accounts and group pages to frame sustainable development, both during election campaigns and while in office.

The second paper of this thematic is titled "Sentiment Analysis in the Political Dialogue: Case Study of the Candidates for the Presidency of the SYRIZA-Progressive Alliance party" and focuses on analyzing speeches delivered by the five candidates for the presidency of the party at the Continuous Congress of Syriza – Progressive Alliance on September 2nd, 2023. The sentiment analysis can offer valuable insights into the overall mood and emotional tone of a political discussion and the objective of the study is to determine whether the apparent positive tone in candidates' speeches reliably predicts electoral success and whether the topics addressed in each speech influence its overall sentiment.

The third paper, titled "Communication Crisis Management - Communication Actions and Image Management Strategies - Case Study" focuses on discussing the nature of crises and their impact on organizations, particularly focusing on communication strategies during such events. Specifically, it examines the Volkswagen emissions scandal, known as Dieselgate scandal, which

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began in September 2015 when the company was caught violating the Clean Air Act and it sets the foundation for exploring crisis management and communication strategies.

The fourth paper is titled "Leadership, rhetoric, crisis management and mediation: The communicative dimension of the leader in the context of searching for the profile of the modern leader and the leader of the future" and delves into the concept of leadership by highlighting the communicative dimension of the leader. Based on literature review it analyzes different aspects of leadership, composes the profile of the modern leader and the leader of the future, defines and describes concepts equally important to leadership, such as rhetoric, crisis management and mediation and interconnects and relates these concepts to leadership.

The fifth and last paper is titled "Ideology and cultural references in shadow theatre. The case of Karagiozis" and is an ideological and cultural approach to the Shadow Theatre and in particular an episode of Karagiozis. It focuses on the episode *"Alexander the Great and the Cursed Serpent"* and it approaches the Shadow Theatre as a timeless and cross-cultural medium suitable for ideological, sociological, and psychoanalytical analysis, excluding more conventional theatrical or folkloric interpretations. The chapter analyzes the emitted message from the perspective of the popular collective creator and its reception by both general and child-specific audiences. The study draws a parallel between dream imagery (manifest content) and shadow theatre depictions, framing its analysis within the psychoanalytical dimensions of audience engagement and cultural production.