

Language Dynamics in Strategic Communication: Examining the Intersections of Culture, Identity, and Influence in Digital Media

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Abstract : Language serves as a powerful tool in strategic communication, shaping cultural narratives, identity construction, and audience influence, particularly within digital media environments. This study examines the dynamics of language in strategic communication, focusing on the interaction between linguistic framing, cultural values, and identity representation across digital platforms. Drawing on theories from sociolinguistics and strategic communication, the research employs a mixed-methods approach, including discourse analysis of digital campaigns and surveys to gauge audience perceptions. The findings reveal that language which is culturally nuanced significantly enhances audience engagement, while inclusive linguistic strategies impact identity resonance and message effectiveness. Additionally, the study highlights the role of digital media in amplifying cultural diversity and fostering linguistic breakthrough in strategic messaging. These insights highlight the importance of integrating language sensitivity and cultural awareness into digital communication strategies to maximize audience impact.

Keywords : language dynamics, strategic communication, digital media, cultural identity

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