



INCLUSIVE PUBLIC COMMUNICATION IN THE DIGITAL ERA: A LITERATURE STUDY ON MULTICULTURAL APPROACHES IN COMMUNICATION POLICY

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Abstract

This literature study examines multiculturalism in public communication policy, analyzing the integration of its principles and the challenges and opportunities in the digital era. The analysis reveals that relevant multicultural principles for public communication include recognition, equality, inclusion, and intercultural dialogue. These principles can be integrated across all stages of public communication policy. In planning, through impact analysis and consultation with diverse groups. In content production, through fair and accurate representation, inclusive language use, and stereotype avoidance. In message distribution, through utilizing multiple channels to reach all groups. In evaluation, through measuring impacts on all groups and collecting diverse feedback. Implementation requires political commitment, resources, and active participation from various stakeholders. The digital era presents new challenges for multicultural public communication. Algorithm-driven polarization, hate speech, audience fragmentation, and digital divides are serious challenges. However the digital era also opens significant opportunities: broader reach, greater public participation, easier cross-group dialogue, wider use of regional languages, and partnerships with local content creators. Multicultural public communication policy must manage challenges while leveraging opportunities. Adaptive, inclusive, and participatory approaches involving various stakeholders are needed. Multicultural public communication is not merely about information transmission but about building understanding, trust, and solidarity amid diversity. This study contributes theoretically to understanding culture-communication-policy nexus and offers practical insights for designing public communication that nurtures diversity and strengthens social cohesion.

Keywords: multiculturalism, public communication, communication policy, diversity, digital era, inclusion, intercultural dialogue

Introduction

Public communication plays a strategic role in the life of a nation and state. Through public communication, the government conveys policies, builds mutual understanding, and mobilizes citizen participation. Mass media, government channels, and digital public spaces serve as the primary conduits for this communication. The quality of public communication significantly determines the effectiveness of governance and the health of democracy. In a diverse country like Indonesia, public communication also carries an additional responsibility: nurturing diversity and building social cohesion. Every message delivered by the government can either strengthen or weaken the sense of togetherness amidst differences. In line with technological developments, online communication patterns and the dynamics of virtual communities have undergone significant changes that have reshaped how social interactions occur (Darmawan, 2021).

Multiculturalism, as a paradigm, offers relevant principles for public communication in diverse societies. The principle of recognition demands that public communication must acknowledge the existence and dignity of all cultural groups. The principle of equality demands that all citizens have equal access to information and can participate in public discourse. The principle of inclusion demands that voices from various groups, including the marginalized, must be heard. The principle of intercultural dialogue demands that public communication is not merely one-way but facilitates exchange and understanding across groups. These principles can serve as guidelines for designing public communication policies.

However, the implementation of multicultural principles in public communication faces various challenges. The language used, symbols displayed, narratives constructed, and access to communication channels are often culturally non-neutral. Majority groups tend to be more represented, while minority groups are marginalized. Public communication policies that are culturally insensitive can exacerbate inequalities and trigger tensions. This becomes increasingly complex with the emergence of populist ethno-religious nationalism that challenges global governance and domestic social integration (Fariz, 2021). Conversely, policies designed with multicultural awareness can serve as a binding agent that strengthens national integration. Designing inclusive public communication is a major challenge as well as an urgent necessity.

In the digital era, the landscape of public communication has changed fundamentally. Social media and digital platforms have opened spaces for more voices to be heard. Groups that previously lacked access to mainstream media can now voice their aspirations. However, the digital space is also vulnerable to polarization, hate speech, and disinformation targeting specific groups. In this regard, protecting the digital public sphere from the threats of disinformation and hoaxes has become a crucial vulnerability factor that must be understood (Sinambela, 2022). Public communication policies must respond to this new reality, leveraging digital opportunities to strengthen intercultural dialogue while protecting vulnerable groups from online attacks. Law enforcement efforts through a restorative justice approach are also being considered as a normative solution for handling cases of speech in digital spaces (Darmawan & Negara, 2023). Public communication in the digital era requires a more sophisticated and responsive approach.

This study aims to conceptually analyze multiculturalism within public communication policies. The focus of the study is directed toward understanding relevant multicultural principles, their implementation across various aspects of public communication, and the challenges and opportunities in the digital era. The analysis will trace literature from communication studies, public policy, multiculturalism studies, and digital media studies to build a comprehensive understanding. By limiting the study to literature, it is hoped that a complete picture can be obtained regarding how public communication can be designed to nurture diversity.

Public communication policies in Indonesia are still frequently dominated by the perspective of the majority group. While Indonesian as the official language serves as a unifying force, the lack of use of regional languages in public communication can make certain groups feel unrepresented. Cultural symbols displayed in public campaigns or state events are often dominated by majority cultural symbols. The narratives regarding national history and identity constructed through public communication may overlook the contributions and experiences of minority groups. Consequently, public communication that should serve to unite can instead create a sense of alienation among certain groups. This inequality of representation is a serious problem that needs to be addressed. This issue is

rooted in structural inequalities that create colonial-vulnerability relationships within the political ecology of society (Gani, 2022).

Efforts to accommodate diversity in public communication are sometimes performed symbolically and superficially. Displaying photos or short videos of minority groups in public campaigns without a deep understanding of their needs can be considered tokenism. The groups concerned may feel exploited for image-building without truly being involved in the communication process. Meaningful participation requires more than just symbolic representation; it requires space for groups to voice their aspirations and influence policy. Multicultural public communication policies must go beyond mere image-building. Within public organizations, employee well-being and the quality of community services also become important factors that influence overall organizational performance (Gautama et al., 2021).

Indonesia is a pluralistic nation with hundreds of ethnic and linguistic groups. This diversity is both a wealth and a challenge. Public communication that is not managed well can trigger misunderstandings, tensions, and conflicts. Conversely, inclusive public communication can strengthen the sense of togetherness and national integration. Amidst the strengthening of identity politics and intolerance in various regions, public communication that nurtures diversity becomes increasingly important. Central and regional governments need to have a good understanding of how to design culturally sensitive communication. For this reason, the function of communication in building and maintaining quality relationships across organizational boundaries is fundamental (Gardi et al., 2021).

The digital era brings new challenges for multicultural public communication. Social media allows previously marginalized groups to voice their aspirations, but it also becomes a space where hate speech and disinformation spread. Platform algorithms can create echo chambers that reinforce polarization between groups. Public communication policies must respond to this new reality, not only by conveying government messages but also by facilitating cross-group dialogue in the digital space. Moreover, the influencer culture on social media that prioritizes the performance of authenticity and the commodification of parasocial bonds has become a new pillar shaping the digital communication behavior of

the current generation (Hariani & Mardikaningsih, 2022). Understanding how digital technology can be utilized to strengthen harmony is essential.

This study aims to analyze how the principles of multiculturalism can be integrated into various aspects of public communication policy. The research will explore key concepts of multiculturalism such as recognition, equality, inclusion, and intercultural dialogue, as well as their relevance to communication planning, content production, message distribution, and impact evaluation. Furthermore, this study aims to identify the challenges and opportunities in implementing multicultural public communication in the digital era, covering aspects of regulation, institutional frameworks, technology, and public participation. The analysis will examine best practices from various countries as well as the specific scope of Indonesia. The theoretical contribution of this study is to present a conceptual mapping of the relationship between multiculturalism and public communication that can serve as a foundation for future empirical research. Practically, the results of the study are expected to serve as input for policymakers, communication practitioners, and academics to design public communication that is more inclusive and responsive to diversity.

Method

This research is structured as a literature study with a qualitative approach. This method was chosen because the primary objective of the study is to understand and interpret the phenomenon of multiculturalism within public communication policy through an analysis of relevant literature. As explained by Walliman (2021), research is essentially a systematic process of finding answers to questions, and a literature study becomes the appropriate choice when the data sources originate from written documentation. The research process follows the guidelines of Snyder (2019), which emphasize that a literature review as a method must be conducted systematically, transparently, and accountably. The initial step involves identifying and collecting relevant library materials, including textbooks, scientific journal articles, policy documents, and previous research findings that discuss multiculturalism, public communication, media policy, cultural studies, and the intersection of these four areas. Data collection was carried out using a structured approach with specific

keywords to ensure that the scope of the study remains focused on the problem formulation.

Data analysis in this literature study utilizes qualitative content analysis techniques. Gupta and Gupta (2022) emphasize that in library research, the researcher acts as the key instrument who interprets the text. Data is not analyzed statistically, but rather by reading, understanding, and making sense of the arguments within the literature. This process involves data reduction, namely selecting essential parts that answer the research questions, then organizing them into thematic categories. Mohajan (2018) explains that qualitative approaches in social sciences aim to understand phenomena from the perspective of those generating the ideas, which in this study are the authors and researchers whose works are being reviewed. The researcher must be able to capture the nuances of thought and academic debates within the literature on multiculturalism and public communication. Frank and Hatak (2014) underscore that a literature review is not merely a summary, but an effort to build new arguments based on a critical evaluation of existing works. The synthesis from various sources is then compiled into a coherent analytical narrative regarding multiculturalism in public communication policy.

Result and Discussion

Integration of Multiculturalism Principles in Public Communication Policy

Effective public communication must also be capable of differentiation through intercultural dialogue. The principle of recognition in public communication means that communication policy must explicitly acknowledge the existence and dignity of all cultural groups within society (Baldwin et al., 2023). This recognition can be manifested in various forms: the use of inclusive language, the representation of diverse groups in communication content, respect for the holidays of various religions and cultures, and the acknowledgment of all groups' contributions to the national narrative. In the context of multicultural teams, appropriate communication strategies are key to managing potential conflicts that arise from such diverse backgrounds (Marsal & Darmawan, 2022). Public communication that ignores certain groups sends a message that those groups are unimportant. Conversely, sincere recognition builds a sense of

belonging and self-esteem. Recognition is not merely a formality but a foundation for equal communication. Thus, recognition serves as the initial step toward building fair and inclusive public communication.

In addition to recognition, equal access to information is an essential element in democratic public communication. The principle of equality in public communication demands that all citizens have equal access to information and can participate in public discourse. This means that communication policies must ensure that public information is available in languages understood by various groups, not just the official language. It also means that communication channels must be accessible to persons with disabilities. Groups living in remote areas with limited internet access must not be marginalized from public information. Equal access is a prerequisite for equal participation in democratic life (Hufa & Peichl, 2020). Public communication policy must actively address the structural barriers that cause inequality in access. In this regard, the manifestation of leadership oriented toward public service becomes highly effective in creating governance that is responsive to the needs of citizens (Rojak, 2021). Therefore, equal access serves as the primary foundation for inclusive public participation.

Meaningful participation in public communication cannot be realized without the principle of inclusion. The principle of inclusion in public communication means that voices from various groups, especially the marginalized, must be heard and considered in the decision-making process (Adiga, 2024). This is not just about formal public consultations, but about creating spaces where different groups can voice their aspirations and influence policy. Inclusion means that public communication is not only one-way from the government to the people, but also facilitates communication from the people to the government and among citizens themselves. Citizen political participation in electoral democracy and the dynamics of civil society movements are essential instruments that support this inclusivity (Rojak et al., 2021). Dialogue forums, accessible public consultations, and the utilization of digital technology for participation are crucial tools. Meaningful inclusion requires more than just an invitation; it requires active efforts to reach those who are usually voiceless. Thus, inclusion ensures that public communication truly represents all segments of society.

Effective public communication must also be capable of bridging differences through intercultural dialogue. The principle of intercultural dialogue in public communication means that communication is not just about conveying information, but also about building cross-group understanding (Aleksandrova et al., 2024). Dialogue facilitates the exchange of perspectives, clarifies misunderstandings, and builds mutual trust. Public communication policies can facilitate dialogue through programs that bring together citizens from various backgrounds, through media content that encourages empathy and understanding, and through support for civil society initiatives that promote dialogue. This is closely related to the dynamics of adaptive capacity and transformation processes in the discourse of social resilience (Oluwatosin et al., 2023). Dialogue does not mean eliminating differences, but learning to live with differences peacefully and productively. Dialogic public communication is a long-term investment for social cohesion. Therefore, dialogue serves as the primary means for building harmony in a multicultural society.

The integration of multiculturalism principles must begin at the policy planning stage of communication. In communication policy planning, the principles of multiculturalism must be integrated from the very beginning. Policy impact analysis needs to consider how policies will be received by various cultural groups. Consultations with group representatives need to be conducted before policies are established. Policies designed without considering diversity risk causing resistance or misunderstanding (Dobbin & Kalev, 2022). Participatory planning that involves various groups will result in stronger and more widely accepted policies. The principles of multiculturalism are not an addition but an integral part of good planning. Furthermore, procedural justice and negotiation in daily interactions between leaders and subordinates are also crucial aspects in maintaining balanced relationships in the public sphere (Gani, 2022). Thus, inclusive planning becomes the key to the success of public communication policies.

Beyond planning, content products must also genuinely reflect the principles of multiculturalism. In the production of public communication content, multicultural principles demand fair and accurate representation. Content must display the diversity of society in all its complexity, rather than merely engaging in tokenism. Stereotypes must

be avoided, and the groups depicted must have active roles rather than serving merely as background. The language used must be inclusive, avoiding words that might offend specific groups. Visuals displayed must reflect diversity. Amidst modern challenges, social media now functions as a dual space that plays a role in both the preservation and erosion of regional languages among the younger generation (Kurniawan, 2024). Content produced with multicultural awareness will be more effective in reaching diverse groups and building a sense of togetherness (Eden et al., 2024). Therefore, culturally sensitive content production becomes the most vital element in effective public communication.

The message distribution stage also determines the extent to which public communication can reach all segments of society. In message distribution, multicultural principles demand the use of various channels capable of reaching all groups (Fichman & Sanfilippo, 2022). Not all groups utilize the same communication channels. The younger generation may be more reachable through social media, while older groups may be better reached via television or radio. In the context of contemporary digital marketing, the relevance of email marketing also remains a strategic element in the marketing communication mix (Sinambela & Darmawan, 2021). Groups in remote areas might only be reached through community radio or loudspeakers at places of worship. Groups with limited internet access require offline channels. Diverse distribution strategies ensure that no group is left behind. The principle of equal access is realized through equitable distribution. Thus, inclusive distribution ensures that public messages truly reach all parties.

The evaluation of communication policies must also consider diversity as an essential aspect. In communication policy evaluation, multicultural principles demand that policy impacts be measured across all groups, rather than just at the national average (Wallace et al., 2021). Policies that succeed in the aggregate might fail to reach specific groups. Evaluations must disaggregate data by ethnic, religious, linguistic, and geographical location groups to ensure that no one is left behind. Feedback from various groups must be collected systematically. Culturally sensitive evaluations will reveal gaps that might be hidden within aggregate data. The reciprocal relationship between psychological well-being and the quality of social interaction also serves as a determining indicator in

assessing the effectiveness of such interactions (Darmawan & Gani, 2024). The principle of equality demands special attention to the most marginalized groups. Therefore, inclusive evaluation serves as a crucial tool for continuously improving communication policies.

Overall, these principles of multiculturalism must become the foundation throughout the entire public communication process. The principles of recognition, equality, inclusion, and intercultural dialogue can be integrated into all stages of policy: planning, content production, distribution, and evaluation. Implementing these principles requires political commitment, adequate resources, and active participation from various groups (Rahbani Bonab, 2024). More than just a policy, this reflects the dynamics of social solidarity in balancing individual freedom and collective responsibility in the era of individualism (Saputra & Darmawan, 2021). Multicultural public communication is not merely an ethical choice but a functional necessity in a diverse society. Thus, the application of these principles becomes the key to creating inclusive public communication. This approach must be continuously strengthened to address the challenges of diversity in the future.

Challenges and Opportunities of Multicultural Public Communication in the Digital Era

In facing the increasingly complex dynamics of public communication in the digital era, one of the greatest challenges in multicultural public communication is polarization, which is reinforced by social media algorithms (Pizolati, 2024). Algorithms are designed to maximize engagement by displaying content that aligns with user preferences. Consequently, users tend to be exposed only to information that reinforces their own beliefs and rarely see the perspectives of other groups. This echo chamber reinforces stereotypes and prejudices, making cross-group dialogue difficult. This is in line with findings that individual self-identity formation and social perception are strongly influenced by the patterns of interaction occurring on social media (Darmawan & de Jesus Isaac, 2022). Public communication policy must respond to this challenge by actively promoting content that encourages cross-group understanding and by collaborating with platforms to mitigate the negative impacts of

algorithms. Therefore, appropriate policy interventions are crucial for maintaining the quality of the digital public sphere.

As a consequence of the opening of vast digital spaces, hate speech and disinformation targeting specific groups have become serious threats. Minority groups are often targets of hate campaigns that can trigger violence in the real world. Disinformation about specific groups can reinforce negative stereotypes and damage social cohesion. To address this, the application of restorative justice serves as a significant normative solution in handling speech cases in digital spaces based on the prevailing legal framework (Darmawan & Negara, 2023). Public communication policy must encompass strategies to detect and respond to hate speech, as well as to provide accurate information and combat disinformation (Kumar & Maurya, 2024). Collaboration with digital platforms, firm law enforcement, and the empowerment of civil society to monitor digital spaces are essential steps. Thus, protection for vulnerable groups must be a top priority in digital communication policy.

In the context of changing media consumption behavior, audience fragmentation across various platforms and channels complicates the delivery of coherent messages. The younger generation may be more active on TikTok and Instagram, while older groups may favor Facebook or television. Certain groups may be more active on niche platforms or closed groups. Reaching all groups with the same message has become a major challenge. In this situation, the design and implementation of adaptive communication strategies within organizational change management are required so that messages can be delivered effectively across various channels (Mardikaningsih & Darmawan, 2022). Public communication policy must adopt sophisticated multiplatform strategies, with messages tailored for each platform while remaining consistent in substance (Chen, 2024). A "one-size-fits-all" approach is no longer adequate. Adaptive communication strategies have become an unavoidable necessity.

Furthermore, the gap in access to technology remains an unresolved issue. The digital divide between groups persists as a serious obstacle. The impoverished, those in remote areas, and the elderly may not have equal access to the internet and digital devices. This phenomenon exacerbates social exclusion and the marginalization of vulnerable groups within existing social structures (Hartono, 2021). Consequently, they are

sidelined from public communication, which is increasingly conducted online. Public communication policies must ensure that traditional channels such as radio, television, and print media continue to be utilized to reach groups that are not digitally connected (Albadri, 2023). Investment in digital infrastructure and digital literacy training is also essential to reduce the gap in the long term. The principle of equal access must be a priority. Thus, efforts to achieve equitable access to information must be strengthened.

Nevertheless, technological advancements also open new opportunities. On the other hand, the digital era presents significant prospects for more inclusive public communication. Digital platforms allow the government to reach groups that were previously difficult to access. Social media can be used to engage in direct dialogue with citizens, listen to their aspirations, and respond to their inquiries. This transformation is supported by changing online communication patterns and the increasingly massive dynamics of virtual communities in today's digital society (Darmawan, 2021). Content can be personalized for specific groups, for instance, by using regional languages or targeting specific issues. Data can be utilized to understand the needs and preferences of various groups, allowing communication policies to be designed with greater precision (Bashingwa et al., 2023). Digital technology is a powerful tool if used wisely. The utilization of technology must be carried out strategically and responsibly.

The utilization of technology also enables broader public engagement in the democratic process. Broader public participation is made possible by digital technology (Suherlan, 2023). Citizens can provide input through online platforms, participate in virtual public consultations, and engage in policy discussions. Groups that previously found it difficult to participate due to geographical or time constraints can now get involved. This reflects the dynamics of political ethics in the digital era, where the communication of politicians on social media becomes a significant focus for the public (Al Hakim & Irfan, 2023). However, digital participation must also be designed inclusively, ensuring that those without digital access are not marginalized. A combination of online and offline participation is a wise approach. Digital technology should expand, not replace, traditional

spaces for participation. Thus, a balance between inclusivity and innovation must be maintained.

Intergroup interaction can also be strengthened through the utilization of digital technology. Intergroup dialogue can be facilitated through digital platforms. Online discussion forums, cross-cultural webinars, and social media campaigns promoting tolerance can reach wide audiences. The dynamics of inter-ethnic interaction in multicultural residential areas also demonstrate the importance of interaction spaces, both physical and digital, in building harmony (Aisyah, 2023). Virtual exchanges between students from various regions can build understanding from an early age. Positive online communities can become safe spaces for sharing experiences and building cross-group solidarity (Han et al., 2019). However, virtual dialogue cannot entirely replace face-to-face interaction. A combination of digital and physical spaces is needed to build strong relationships. Therefore, a hybrid approach is a relevant solution.

Linguistic diversity can also be better accommodated through digital technology. The use of regional languages in public communication becomes easier in the digital era. Digital platforms allow for the production and distribution of content in various languages at a lower cost. Social media, YouTube, and messaging applications can be used to disseminate information in regional languages (Mohan & Punathambekar, 2019). It must be understood that the principles of organizational behavior in communication must still be upheld so that the messages conveyed remain relevant and professional despite using local languages (Darmawan, 2013). This is important to reach groups that are not fluent in Indonesian and to demonstrate appreciation for linguistic diversity. However, it must be ensured that content in regional languages is not separated from the national discourse. Bridges between regional and national languages need to be built. Thus, public communication can become more linguistically inclusive.

Collaboration with various actors also becomes an important strategy in the digital era. Partnerships with local content creators and community figures on social media can increase the effectiveness of public communication (Pertiwi & Sanusi, 2023). Influencers from diverse cultural backgrounds can help disseminate government messages in ways that are more relevant and trusted by their communities. These partnerships must be conducted ethically, with transparency regarding the

relationship with the government. Local content creators can also help the government understand the dynamics and needs of their communities. A participatory approach involving various parties will produce richer and more effective communication. Therefore, synergy between actors needs to be continuously developed.

Overall, the digital era presents new dynamics in public communication that cannot be avoided. The digital era brings new challenges such as algorithmic polarization, hate speech, audience fragmentation, and the digital divide (Lin, 2019). However, it also opens up significant opportunities such as wider reach, greater participation, cross-group dialogue, the use of regional languages, and partnerships with local creators. Effective public communication policy must be capable of managing challenges while simultaneously leveraging opportunities. An adaptive, inclusive, and participatory approach is required. Thus, the success of public communication is determined by the ability to adapt to the changing times.

Conclusion

This literature review has analyzed multiculturalism in public communication policy by exploring the integration of its principles as well as the challenges and opportunities in the digital era. The principles of multiculturalism relevant to public communication include recognition, equality, inclusion, and intercultural dialogue. These principles can be integrated into all stages of public communication policy. In planning, through impact analysis and consultation with various groups. In content production, through fair and accurate representation, the use of inclusive language, and the avoidance of stereotypes. In message distribution, through the use of various channels to reach all groups. In evaluation, through measuring impact on all groups and collecting diverse feedback. The implementation of these principles requires political commitment, resources, and active participation from various parties. The digital era brings new challenges for multicultural public communication. Polarization reinforced by algorithms, hate speech, audience fragmentation, and the digital divide are serious challenges that must be addressed. However, the digital era also opens up great opportunities: wider reach, greater public participation, easier cross-group dialogue, broader use of indigenous

languages, and partnerships with local content creators. Multicultural public communication policies must be able to manage these challenges while simultaneously seizing these opportunities. An adaptive, inclusive, and participatory approach is required, involving various stakeholders to design and implement public communication. Multicultural public communication is not just about conveying information, but about building understanding, trust, and solidarity amidst diversity.

The findings of this study imply the need for public communication policy reforms that are more oriented toward diversity. Central and regional governments need to develop culturally sensitive public communication guidelines that regulate language usage, group representation, and access to information. Government institutions need to be trained on the principles of multiculturalism and their implementation in daily communication. Budgets must be allocated for content production in various indigenous languages and to reach digitally marginalized groups. Digital platform regulations need to be strengthened to encourage algorithmic transparency and the handling of hate speech. Partnerships with platforms, local content creators, and civil society organizations must be established and reinforced. Communication policy evaluations should be conducted periodically by disaggregating data by group to ensure that no one is left behind. Multicultural public communication is a long-term investment for social cohesion and national integration.

Future research is encouraged to conduct empirical studies on the implementation of multicultural public communication in various regions across Indonesia, identifying best practices and the challenges faced. Comparative studies between countries with different approaches will provide insights into effective strategies. Research on the impact of multicultural public communication on tolerant attitudes and social cohesion needs to be carried out. For policymakers, it is recommended to draft national guidelines on culturally sensitive public communication that can be adapted by local regions. The Ministry of Communication and Informatics needs to strengthen its role in facilitation and supervision within multicultural public communication. Local governments should develop communication strategies that align with their local diversity. Public broadcasting institutions such as TVRI and RRI need to consistently apply multiculturalism principles in their programming.

Digital platforms should be encouraged to develop features that support linguistic and content diversity. Civil society organizations must be involved to monitor the implementation of public communication and provide input. Academics need to continue researching and developing the concept of multiculturalism in public communication in accordance with contemporary developments.

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