

## Chapter 12

# The Fundamentals of Creating an Avatar– Based Expert for Decision Making in the Digital Era

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### ABSTRACT

*The chapter considers political communication organization in terms of its structural and informational aspects. The specifics of classic and online political communication are described through the theory of factors of speech communication regulation. The detailed coverage of speech regulation factors enables the author to describe classic and online political discourse. The analysis reveals some similarities along with differences between the two above said types of political communication. Some of the author's statements are exemplified with excerpts from political texts. The research was carried out on the material of American political discourse referring mostly to conflict situations and use of the same ideas for communications about Avatars Technology by Prof. Vardan Mkrttchian.*

### INTRODUCTION

As resulted from the 20<sup>th</sup> century globalization and transition to post-information society, production and spread of information are becoming dominant among the current social processes. Along with this, politics has become an integral part of everyday reality. Development of media, gadgets and the Internet has facilitated the

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way for political message from the addresser to the addressee and has enabled it to instantly reach the audience either target or non-target. Politics determines and forms attitudes, values and ideas.

Post-globalization period is characterized by numerous conflicts in different parts of the world. Generally speaking, political conflict may be regarded as a complex phenomenon and as a feature common to any political system. Political conflict may be defined as counteracting of parties (political subjects) that is expressed in certain actions directed against each other. The actions may be different in nature. Speech actions in a political conflict situation present interest for the researcher in terms of investigation of political communication in general, and political conflict communication in particular. The stage of conflict escalation is especially indicative of verbal means and argumentation strategies used for political purposes of affecting mass consciousness. Used for political purposes, the language has become means of domination and enforcement. The term 'Words of Mass Destruction' (WMD) was coined in the media to denote emotionally charged vocabulary used in conflict communication. 'The Guardian' foreign columnist Simon Tisdall used the term WMD to illustrate the language used to describe the military conflict in Iraq. The word 'crusade' widely used in political rhetoric after September 11, 2001 served as an allusion to the medieval crusades of Richard the Lionheart thus being provoking for the Muslim world. S. Tisdall explains his idea: "The urge to suppress arguably loaded words should as a rule be resisted as inimical to free expression and better understanding. As every spin doctor knows, acceptance of "official" terminology can amount to implicit endorsement of official policy. But the search for the right word requires constant awareness of ambiguity and politically and culturally charged, multiple meanings... Before passing the ammunition, pass the word" (Tisdall, 2011:3).

Language may be regarded as a mighty tool of political conflict. Therefore, the study of political communication, particularly in a situation of political conflict, seems of high priority under the present circumstances of overall widespread of information and opposition in the course of information wars. Of primary interest for a researcher is the functional and communication sphere of politics as a whole and of a political conflict in particular. According to T. van Dijk, reproduction of political information corresponds to reproduction of political discourse as stipulated by the ties between political actions and political processes on one side, and communication and discourse, on the other. Critical discourse analysis postulates the power being connected with control, and control over discourse means the way to its production, therefore, to its contents, style and finally, to mass consciousness (van Dijk, 2013). Another link not to be omitted in this respect is the interrelation between language and culture. Language may be regarded both as part of culture affecting its products and the instrument for creating these products (Blokh, 2013b).

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