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**COMMUNICATIVE TYPE “MUNICIPAL EMPLOYEE”
IN THE MEDIA SPACE: DEVELOPMENT OF AN AUTOMATIC
INFORMATION AND ANALYTICAL ASSESSMENT SYSTEM**

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Abstract. The article examines the issue of representing municipal government in the media space, followed by the proposed solution for automatically identifying signs of destructive and constructive positioning of communicative types of municipal employees in the public information space. The definition of the concept of the communicative type “municipal employee” with verification features is introduced. The results of the analysis of the organization of local self-government on the example of the Moscow region allowed us to conclude that the communicative type “municipal employee” reflects a diversified system of territorial communicative position within the regional government. The information obtained during the analysis of public information space attitudes regarding the activities of municipal employees can be automated with the method of identifying linguistic markers of emotivity to determine the communicative position of territorial authorities. The suggested methodology for effective automation of the studied subject area in the humanities has been verified as possessing a high scientific potential for further research. It is concluded that the development of technology for monitoring and forecasting public threats based on “soft power” methods through automatic and expert work to identify markers of evaluative presentation of communicative types of municipal employees is designed to help regional authorities achieve the desired results in ensuring territorial identity.

Key words: communication studies, municipal management, media discourse, digital humanities, markers of emotivity, media image of municipal government, destructeme, constructeme.

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**КОММУНИКАТИВНЫЙ ТИПАЖ «МУНИЦИПАЛЬНЫЙ СЛУЖАЩИЙ»
В МЕДИАПРОСТРАНСТВЕ: РАЗРАБОТКА АВТОМАТИЧЕСКОЙ
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Аннотация. В статье исследуются проблемы представления муниципальной власти в медиaproстранстве с последующим предлагаемым решением автоматического выявления признаков деструктивного и конструктивного позиционирования коммуникативных типажей муниципальных служащих в публичном информационном пространстве. Вводится дефиниция понятия коммуникативного типажа «муниципальный служащий» с верифицирующими признаками. Результаты анализа организации местного самоуправления на примере Московской области позволили сделать вывод о том, что коммуникативный типаж «муниципальный служащий» отражает диверсифицированную систему территориальной коммуникативной позиции внутри региональной власти. Информация, полученная в ходе анализа настроений в публичном информационном пространстве относительно деятельности муниципальных служащих, может быть автоматизирована для определения коммуникативной позиции территориальных органов власти. Такая автоматизация возможна с опорой на метод выделения лингвистических маркеров эмотивности. Показаны проблемы разработки методологии в гуманитарных науках для эффективной автоматизации изучаемой предметной области, которые обладают высоким научным потенциалом для дальнейших исследований. В заключение делается вывод о том, что разработка технологии мониторинга и прогнозирования общественных угроз на основе методов «мягкой силы» путем автоматической и экспертной работы по установлению маркеров оценочной презентации коммуникативных типажей муниципальных служащих, призвана помочь региональным властям в достижении желаемых результатов по обеспечению территориальной идентичности. *Вклад авторов.* И.С. Карабулатова – разработка общей концепции исследования и гуманитарной части ее реализации, осуществление когнитивного моделирования; К.В. Воронцов – уточнение разработок технического воплощения идеи и технологической модели А. Околышев – составление датасета, проведение экспериментальной работы, анализ эмпирического материала; Лудань Чжан – разметка текстов, работа с датасетом, обнаружение деструкта, сентимент-анализ, квантитативный анализ эмпирического материала.

Ключевые слова: коммуникативистика, муниципальное управление, медиадискурс, цифровые гуманитарные науки, маркеры эмотивности, медиаобраз муниципальной власти, деструктема, конструктема.

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Introduction

The growing media activity of public authorities at the local government level makes it urgent to investigate the communicative types of municipal employees in the public information space, which affects the perception of municipal authorities by the discursive community. As municipalities independently implement activities on issues of local importance [Zavarzina, 2022; Mityagina, Novikova, Vankova, 2019], reliable information from official municipal sources is vital for discursive communities because they make management decisions relying on the information provided by the authorities. It was not until the early 20th century that sociologists began discussing the need to distinguish between local and regional authorities [Golovina, 2008; Tyurikov, 2020; Van, Karabulatova, 2024]. While discursive representations of regional government representatives have been described several times [Okolyshev et al., 2022; Yudina, Kotlyarova, 2019], municipal government discourse needs to be examined in depth.

In most studies, researchers describing the communicative perspective of government structures focus on the communicative types that are negatively evaluated due to such preconceptions as ‘the municipal employee is a corrupt official’, ‘the municipal employee is a crook’, ‘the municipal employee is a boor’, ‘the municipal employee is a fool’, ‘the municipal employee is a buffoon’, etc. [Postnikova, 2010]. As pointed out in [Alyakrinskaya, 2009], blaming the authorities has become a common trend in the context of the democratic tradition adopted from the West by Russian culture. However, there are papers focusing on the positive communicative types such as: ‘the municipal employee is an honest executor of the law’, ‘the municipal employee is an understanding father’, and ‘the municipal employee is a guardian’. These varieties of the communicative type of ‘municipal employee’ have been identified by us for the first time [Okolyshev et al., 2022]. At the same time, it is worth noting that the type of ‘municipal employee is a knight without fear and reproach’ was highlighted earlier [Alyakrinskaya, 2007].

The perception of authorities in Russian-language consciousness is inspired by Russian classical fiction, which portrays several communicative

types of municipal employees, those presented in the play *The Inspector* by N.V. Gogol, the novel *The History of a City* by M.E. Saltykov-Shchedrin, the short story *The Man in the Case* by A.P. Chekhov. Later, the communicative characteristics of the municipal employee were reflected in the novel *Generation “P”* by V. Pelevin, the novel *Labyrinth of Reflections* and the cycle *Watches* by S. Lukyanenko. Media discourse employs and disseminates the imagery of officials developed in the literary tradition. Thus, the communicative type of Derzhimorda, originally a character in the play *The Inspector* by N.V. Gogol, defined as a “dumb performer of rude power; A rude and domineering administrator using police methods” [Derzhimorda], is represented in the newspaper headlines “A couple of phrases: ‘A polite state’. Moscow power vs Derzhimorda” (Rudensky); “The derzhimordy are building us a cultural barracks” (Derzhimordy stroyat...). Pompadours and woman’s-pompadours (*pompadourshi*) are the common name of autocratic officials, bureaucrats and their wives or favorite mistresses. It originated in the satirical cycle of *Pompadours and woman’s-Pompadours* by M.E. Saltykov-Shchedrin. The model for the writer was the figure of the Marquise de Pompadour, the favorite of the French king Louis XV, an analogy with the word ‘*tyrant*’ [Rossiyskiy gumanitarnyy...]. Still, in media discourse, this image persists on describing the negative communicative type of the municipal employee: “Pompadury i pompadurshi rossijskoi vlasti” (Pompadury i pompadurshi...). These deeply rooted in the minds of Russian language speaker’s images influence the perceptions of authorities unconsciously.

Thus, due to the classical literary tradition and media coverage often employing negatively evaluated literary imagery well-known to the Russian-speaking discursive community, the public discourse representation of municipal and state employees has shaped an ambivalent but mostly negatively skewed attitude towards government representatives in the modern Russian public consciousness. The data obtained during the polls by the Public Opinion Foundation in December 2020 showed that: a) 45% of respondents feel contempt for officials of any level; b) 69% of respondents feel envy, considering the prestigious social position of an official. However, 55% of

respondents said they would not like their children to work in public and municipal administration. Only 1% of respondents said that they sympathized with officials because they have a challenging job, and 25% indicated that the concepts of ‘official’, ‘civil servant’, and ‘municipal employee’ evoke pronounced negative associations. It should be noted that the respondents called the communicative type ‘corrupt official’ the most common in all government structures (Rozhkova, Vinokurov).

To date, developing variable approaches to the harmonization of public relations within municipal-territorial entities, which fits well into the designed structures and schemes [Bitkeeva, Kirilenko, 2023; Gorban, Kosova, Sheptukhina, 2021], requires research into media communication of authorities with the focus on compiling a register of information tension points in the media space. The practical issues can include developing guidelines on the management of public discursive reactions in society, intended for students of political-administrative and political-management since the existing ones do not give any recommendations for how to negotiate in public space [Chekmenev, Astvatsaturova, Solovyova, 2022].

The study relies on the previously developed linguistic concept of the communicative type [Karasik, 1996; Pospelova, Shustrova, 2015], which seems promising for analyzing public coverage of the municipal activities. We believe that the effectiveness of the municipal government can be evaluated through observations of the communicative activity of municipal authorities. The issue of information retrieval and processing using technological solutions requires interdisciplinary research [Karabulatova, Zhang, 2024; Okolyshv et al., 2022; Piotrovskaya, 2023].

Due to the task urgency, the research team solves the following wet blocks of questions:

1. Identification of communicative varieties of the ‘municipal employee’ type; development of a system for automatically determining sentiment based on the selected varieties of the communicative type; determination of tension points between texts from various sources representing municipal government based on automatic analysis of tactics.

2. Providing reliable data from the proposed information and analytical system for assessing moods from texts with forecasting the impact on

the development of personality, society, language and culture in the region. Identification of the parameters of social engineering that correlate with the parameters of determining the viability of a ‘small homeland’, language, society and the state. Clustering of the parameters of the ‘core’ of human self-identification,

3. Developing ways to level the effects of the ‘path of attraction’ in highlighting communication problems between the municipal government and society. Instructions for promoting improved communication in the ‘municipal government – people’ system. Identification of the degree of influence of bureaucratic language on the evaluative perception of municipal government.

Materials and methods

This study develops a methodology to automatically assess the communicative type of ‘municipal employee’ represented in the public information space and define the effectiveness of using the communicative potential of municipal authorities based on the synergy of classical and computational linguistics [Gorban, Kosova, Sheptukhina, 2021; Karabulatova, Vorontsov, 2019].

Based on the term ‘communicative type’ developed within the framework of the Volgograd Linguistic School [Karasik, 1996; Pospelova, Shustrova, 2015; Volkova, Panchenko, 2022], the proposed methodology uses provisions of general theoretical, applied and comparative linguistics, and expertise in economics, state and municipal management, jurisprudence and sociology, as well as machine learning methods [Gapanyuk et al., 2024; Chekmenev, Astvatsaturova, Solovyova, 2023; Kolmogorova, Kalinin, Malikova, 2019; Vorontsov et al., 2022].

The research materials comprise printed media texts and texts retrieved from open official sources by the municipal governments of the Moscow region, including official thematic groups of municipalities hosted on the platforms *VKontakte*, *Odnoklassniki*; official websites of public collegial governing bodies; official municipal media sources. The research team of machine learning and semantic analysis of the Institute for Advanced Research of Artificial Intelligence and Intelligent Systems of Lomonosov Moscow State University conducted machine learning using news samples of narratives about the activities of

municipal authorities. The experts analyzed the texts and highlighted the parameters, after which these texts were sent for machine learning. Using a continuous sampling method, in total, 2,500 news reports covering the period from 2018 to 2023, which contain a positive, neutral and/or negative assessment of the considered communicative type, were collected and analyzed.

The study makes use of the assumption that in cognitive and structural-semantic perspectives, in media discourse, communicative types of municipal employees form an independent complex of *constructemes* and *deconstructemes*, verbal, paraverbal and non-verbal means, varied in typological features of *manipulatives* [Karabulatova et al, 2023].

The term ‘deconstructeme’ denotes a verbal means complex with the negative emotive stance of destruction associated with aggression, anger, punishment, criminal activity, etc., which causes an internal dramatic conflict in the recipient. The term ‘constructeme’ denotes a verbal means complex with the positive emotive stance engaging the recipient in a harmonious relationship with himself and the world.

We also focused on text reviews written by municipality residents to identify specific features of the communicative type ‘municipal employee’ that set a particular mood [Ngoc, Thi M.N, Thi N.H., 2021].

In this regard, a sentimental analysis of the texts was carried out to represent the communicative type of ‘municipal employee’. Taking into account the content, emotional attitude and communicative strategies [Lukashevich, 2022, pp. 54], the study included 1) checking the subject of tonality; 2) checking the object of tonality; 3) detection of the tonal assessment [Bolshakova et al., 2017].

Automatic sentiment detection includes two groups of methods: 1) engineering and linguistic methods [Karabulatova, Vorontsov, 2019; Kolmogorova et al., 2019]; 2) methods based on machine learning [Gapanyuk et al., 2024; Wankhade, Rao, Kulkarni, 2022].

Engineering linguistic methods are based on the use of traditional lexical methods, which are in the focus of rule-based approaches (rule-based approach) and lexicographic approaches (dictionary-based approach). The use of these methods is due to the following logic in the work: 1) the identification and nostrification of emotive vocabulary, which is based on compiling a dictionary of the subject emotive vocabulary of

the conceptual space under consideration; 2) automatic identification of evaluative definitions of communicative strategies of representatives of municipal authorities is implemented by drawing up instructions, which contain a pool of linguistic, communicative-contextual, logical rules so that it is possible to determine the tonal assessment of a text fragment.

For this purpose, generally accepted dictionaries of evaluative vocabulary, dictionaries of antonyms and synonyms, dictionaries of emotions, and explanatory dictionaries that are translated using a machine method are used [Lukashevich, 2022, p. 148].

The rules set by our instruction pursue finding correspondences with the well-known logical model ‘if (...), then (...)’. These steps are taken at the stage of determining the overall tonal assessment of the text segment. At the same time, an additional mandatory analysis is carried out to identify the occurrence of a word in a particular set of evaluative semantic spaces. So, for example, the researchers point out that if the chain contains a verb from the list (*to love, to like, to adore, etc.*) and does not contain a verb from another list (*to terrify, to disgust, etc.*) or negation, then its tonality is positive [Nikolaev et al., 2016]. Further, the identified estimates, which are important for determining the communicative type of ‘municipal employee’ in subsequent calculations of the social and communicative potential of communicative power in the public space, are summarized, after which the total sum of the weights of communicative importance and emotivity for one or another analyzed text fragment is determined.

Detecting the sentiment of a text automatically by using machine learning methods is traditionally considered a recognized classification task [Kotelnikova et al., 2022; Zhang, Gan, Jiang, 2014], which uses the support vector machine (SVM) method [Bolshakova et al., 2017], logistic regression and gradient boosting [Nguyen et al., 2018], as well as a naive Bayesian classifier [Parween, Pandey, 2016].

It should be recognized that the use of both groups of methods is due to the specifics of the subject area under consideration, since the inherent multidimensionality and complexity of the internal structure of social and communicative skills cannot be solved only by machine learning

methods, however, recent research is moving towards automating the analysis of communicative situations and their emotional impact on both participants in the communicative process and passive observers [Kolmogorova, Kalinin, Malikova, 2019]. In addition, the choice towards automating the identification of typological markers of the communicative type ‘municipal employee’ and the positioning of the activities of municipal authorities is also due to the need to distinguish strategies for discrediting power and reasonable criticism.

The abundance of the communicative type ‘municipal employee’ representation is diverse in the subject of the plots, in the ways of presenting information, which creates difficulties for creating an objective assessment system based on machine learning [Lukashevich, 2022]. At the same time, the use of linguistic-and-engineering approaches demonstrates the speed of processing and fairly easy interpretability, regardless of the volume and quality of the initial sample [Zhang, Gan, Jiang, 2014]. In this regard, the idea of developing tonality analysis systems towards hybrid models seems promising, because it leads to a multi-paradigm approach usage [Birjali, Kasri, Beni-Hssene, 2021; Zhang, Gan, Jiang, 2014].

The analysis of the works on the research topic allows us to formulate the task for automatic modeling of the following values: 1) verification of the communicative behavior of municipal employees; 2) verification of the ‘municipal employee’ typology; 3) assessment and prognostication of public attitudes in the perception of the public realization of the communicative type ‘municipal employee’; 4) selection of research approaches relevant for the application of digital tools in the assessment of social communication, in particular, the tools and algorithms used for text processing; identification of communicative types of municipal employees establishing features of their behavior and communication patterns. A clear statement of these values will make the methodology designed in this study applicable for some further studies.

The process of calculating the emotional and communicative potential of municipal entities in relation to various communicative types is divided into several stages, each involves the solution of specific tasks.

Stage 1 entails the analysis of source text documents related to municipal administration,

employing multiple coding systems, including verbal, non-verbal and paraverbal codes. Each of these codes requires a separate set of instructions for automated character recognition. At Stage 2 of the comprehensive analysis, the attention is focused on the syntactic examination of the textual material, encompassing both a detailed analysis of the document itself and the identification of concepts and relationships, as well as the creation of a metagraph-based structure of interconnections. At Stage 3, the developed model structure is formalized, serving as a repository of concepts within the municipal management domain. At Stage 4, a straightforward model refinement was executed on the findings from the previous phase. Stage 5 represents a sophisticated conceptual modelling approach that enables a nuanced examination of the perceptions of municipal governance among diverse social segments, enriching them with hypertextual data.

This process encompasses the resolution of interconnected challenges pertaining to conceptual transformation and the transition from a destructive mindset to a more constructive one.

The very task of identifying the text as belonging to the lexical and semantic space ‘municipal administration’ uses the traditional formalization model, which was applied to the automatic verification of other lexical and semantic classes [Nikitin, 2022, pp. 41-42]: let ΣI – an unstructured text information resource; $\Sigma = \{M_0, M_1, M_2 (\dots), M_k\}$, where M – this is a fixed number of classes of ‘municipal employee’, $M_n - [n]$ is an indication of the number of the base group of the semantic space ‘municipal government’. At the same time, the designation $[n]$ refers to the number of main topics previously identified by experts related to the coverage of the activities of municipalities. At the same time, C is considered as a multi-valued and universal function, the sign itself denotes an abbreviation of the first letter: C -classification. Therefore, the creation of the classifier C is based on the analyzed volume of texts on municipal management with the allocation of specific classes:

$$C: X' \rightarrow M,$$

At the same time, C is considered as a multi-valued and universal function. Based on this, a text information resource is designated under the WC' (word of classification) sign,

which has a simultaneous correlation with several classes of M_n .

However, unlike the work by M. Yu. Nikitin [2022], the content of the constructemes and the destructemes of the municipal government is different, because it is aimed at reflecting the content of municipalities. Thus, the classification of textual information in the conceptual space ‘municipal government’ is based on a variety of linguistic indicators of a binary nature (destructeme and constructeme) (Table 1).

The register of destructive topics related to public coverage of the activities of the municipal government includes 341 clusters. Thus, the indicator $N = 341$. The number of classes is allocated through distinguishing potentially dangerous topics that have a negative impact on the coverage of the life of municipalities [Karabulatova, 2020]. Binary is the conjugacy of each class of destructive objects with corresponding classes of constructive orientation opposite to them. At the same time, the M_0 – class of a neutral assessment without the content of the assessment is singled out separately.

In general, monitoring the image of municipalities is the result of the development of technology that utilizes the communicative types of municipal employees as the basis for automatic identification of information threats from detractors [Evtushenko, 2017; Shirinkina, 2020; Zavarzina, 2022].

Results

The study highlighted the significance of lexical units related to the concept of ‘municipal government’ in the linguistic landscape of the public information sphere. In municipalities, communication types constitute a diverse system of territorial communication positions within regional governance, each possessing unique characteristics.

Due to the fact that the municipality is a complex hierarchical structure, the upper level of its architecture is modeled by clusters. Next, the nature of interaction between the main clusters in the system at the public level was modeled. In turn, these large clusters are also complex metagraphs that form an extremely complex architecture of a hybrid-type metagraph system [Gapanyuk et al., 2024]. The main clusters of communication strategies of municipal authorities, which are implemented in the modern public space, also represent graph structures in modeling the activities of the municipality (Table 2).

This cluster system has a dynamic character, due to which the entire hierarchically constructed architecture of large semantic spaces of metagraphs is reproduced, it has a complex organization of interaction both within each metagraph and between different metagraphs, which forms new unities in the form of a complexly organized system of multimetagraph structure [Gapanyuk et al., 2024]. Thus, it can be assumed that the extra complexity of the interdependent communication links, that

Table 1. A fragment of the rubricator of linguistic indicators of the ‘municipal administration’ space

Class	Destructeme	Constructeme	Methods
M_0	no	no	lexicographic
....
M_2	formalism, stationery	official-business individual style	M' - machine learning
M_3	excess of power, hedonism, promiscuity, permissiveness	following the "letter of the law", restraint, modesty, politeness	M' - machine learning
M_4	features of defiant, antisocial behavior, deviation	traits of socially approved behavior, empathy, hobbies (sports, singing, playing music, dancing, painting, etc.), involvement in the affairs of the municipality and the life of territorial entities	M' - machine learning
$M_{...}$
M_{35}	The language of passive and active aggression: ignoring, formal responses, insults, obscenities	The language of support and Russian speech elite culture: literacy, respect, complementarity, elitism, personality-oriented responses, "live" speech	M' - machine learning + M'' - working with dictionaries + M''' - expert assessment
$M_{...}$
M_{281}	Destructive implicatures	Constructive implicatures	M''' - expert assessment

represent the activities of modern municipalities in the media space, can be characterized as a complex multilevel mechanism of the information empire.

The automatic algorithm we created for highlighting the main topics related to the emotive implementation of a positive/negative image of the ‘municipal employee’ type revealed the following components of the main thematic groups: ‘Events’ (33%), ‘Social issues’ (26%), ‘Development’ (22.5%), ‘Actions’ (8.5%), ‘Law’ (4.5%), ‘National and religious concepts’ (2%), ‘Management problems’ (2%), ‘Corruption’ (1.5%) (Fig. 1). These thematic groups reveal pronounced points of information tension that form an evaluative perception of the

actions of municipal authorities. Points of information tension in reflecting the activities of municipalities can be expressed by the location of information (user comments on information on official websites of municipalities, information portals of municipalities, mass media texts on official websites with comments from readers, official pages of municipalities on social networks, etc.). According to the internal content, the critically important for residents’ problems of municipalities can be concerned as pointing to information tension.

Our findings revealed that the lack of trust in information arises from a breach in the equilibrium of emotional vocabulary, as the overuse of highly evaluative language, irrespective of its tonality,

Table 2. Clusters of constructive and destructive communication strategies for implementing the work of municipalities in an open public space

Communication strategies of the municipality	
A constructive strategy for the development of municipal territorial education in the public discourse of representatives of municipalities	A destructive strategy for the development of municipal territorial education in the public discourse of representatives of municipalities
A cluster of positive communication strategies related to the full and effective use of the municipality's agricultural ties	A cluster of negative communication strategies caused by unfavorable conditions and inefficiency in using the agricultural potential of the municipality
Cluster of constructive communication strategies of the municipality in public coverage of innovations	A cluster of destructive communication strategies of the municipality caused by socio-economic overproduction and inhibition of innovation
A cluster of positive communication strategies that publicly highlight the sphere of trade, services and transport in the municipality	A cluster of negative communication strategies related to public coverage of problems in the field of trade, services and transport in the municipality
A cluster of positive verbal markers of urbanization and improvement of the standard of living of the population in a municipal territorial entity	A cluster of verbal markers indicating the social stratification of society, the shortage of human resources, and the aggravation of social relations within the municipality
A cluster of positive verbal parameters modeling an optimistic view of the future development of a municipal territorial entity	A cluster of negative verbal markers indicating inflation, stagnation, and a shortage of budget funds for the development of a municipal territorial entity
A cluster of positive verbal markers in the public discourse of representatives of municipalities regarding the coverage of industrial infrastructure issues on the territory of a municipality and the interaction of municipalities with the management of industrial production	A cluster of verbal public markers in the speech of representatives of municipal authorities indicating an increase in criminality, a decrease in security, and a decrease in the quality of life of the population living in this municipal territorial formation
A cluster of verbal positive markers indicating the tourist attractiveness of a municipal territorial entity (climatic advantages, expanded services, historical complexes, etc.)	A cluster of negative verbal parameters indicating the depressiveness of the municipality, containing indications of the inaction of the authorities in connection with the negative impact of production in the municipality on the environment, deterioration of climatic conditions and reduction of biodiversity
A cluster of positive verbal markers in public messages from municipal authorities about the growth of “smart” management of the territory, improving the quality of life in the specified municipality, improving communication between the municipal government and the population (such as the “Active Citizen” program, etc.)	A cluster of negative verbal markers in the public discourse of municipal authorities, indicating an increase in the criminogenic situation in the municipality, a decrease in the quality of life of the population, lack of feedback in communication between municipal authorities and the population, constant and forced intervention of the mass media and high management to solve municipal problems

disrupts the harmony of comprehension, compelling the recipient to focus more on unverified information such as rumors, propaganda, and fabricated content. As a rule, this information is found in user comments, on social networks, and in references to unofficial sources of information. Sometimes official media can also act as sources, which use openly manipulative information (such as: ‘as it became known from our closed sources...’, ‘as reported by some eyewitness of the event ...’, etc.). Such presentation of information by the well-known social mechanism of rumors stirs the most variable interpretation and dissemination.

Simultaneously, the actions of municipal authorities fail to elicit a favourable response from the intended audience, as there is a marked discrepancy between the “glamorous” portrayal of municipalities in media discourse and the quality of communication with the local Internet users. As a rule, the “glamorous” image is presented on the official portals of municipalities. At the same time, the negative image of municipalities is common on official media sites, focusing on unresolved problems and/or the lack of solutions. As a rule, the municipality representative’s image evaluation is clearly manifested in the comments of users. This discrepancy is evident in the contrast between the public exposure of various misconduct committed by municipal officials against ordinary citizens and the image of

municipal authorities presented on official municipal websites (Fig. 1).

As an information target in the news media discourse, the municipal employee appears in two guises: 1) external, displayed in his actions; 2) internal, presented in the comments of the publication reflecting their authors’ knowledge, beliefs and values.

When construing the communicative type of the ‘municipal employee’ concept, most media texts depict it as a subtype of ‘competent expert’ (80%). However, in the comments, Internet users tend to highlight the failures of local authorities in solving complex socio-economic problems that indicate distrust toward government representatives.

Expressive assessments of the activities of municipal employees accentuated the negative attitude in the designation of many negative communicative types such as ‘derzhimorda’, ‘insensitive boor’, etc., forming the communicative type ‘aggressor’. Such assessments are typical for the mass media. Although this type comprises only 15% of news publications, it dominates in the perception of municipalities by internet users due to the brightness of the communicative features. Only 5% of publications about the municipal government represent the communicative type ‘municipal employee – codependent’, which, in fact, is much more common in real life. A native Russian speaker designates this communicative type through such images as ‘scribbler’, ‘man in a

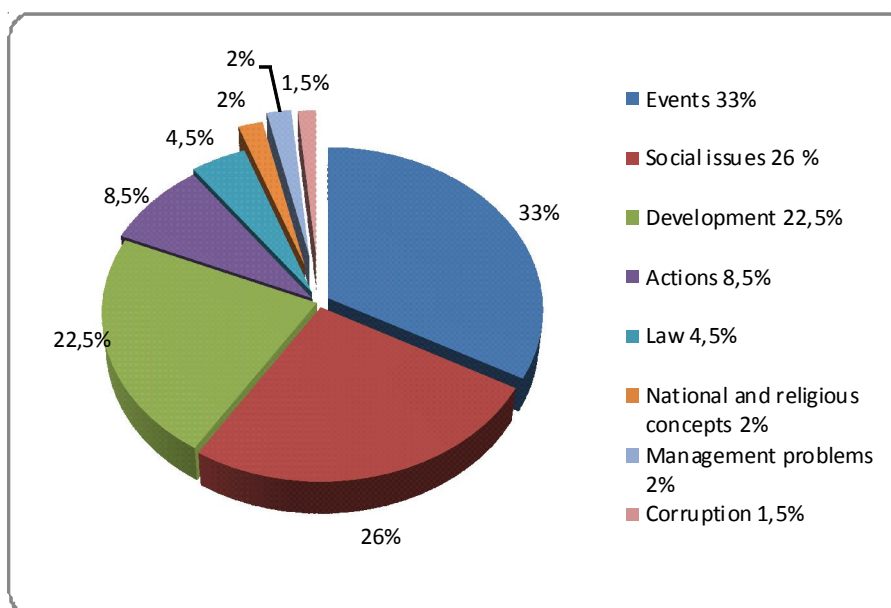


Fig. 1. Thematic groups of the concept ‘municipal power’

case’, ‘wise minnow’, ‘little man’, etc. Such assessments are typical both for mass media publications and for user comments in the comments.

At the same time, each of these three communicative subtypes of the municipal employee concept is presented with two communicative strategies. The first strategy is externally image-based, reinforcing a certain ‘sacred aura’ of power in Russian realities, which is actively used in media discourse. The second strategy is related to the recording and broadcasting “live communication” between representatives of municipal authorities and the population (such as “direct line” broadcasts on local TV channels, “live microphone” and streaming with representatives of municipalities on radio channels, etc.), which makes it possible to present the communicative type of “municipal employee” in imitation direct communication. Thus, ordinary citizens naturally develop a sense of danger and distrust of government officials.

In this regard, regardless of the three main communicative types of municipal employees (*competent*, *dependent* and *aggressive*), five typical communicative tactics (types X) were identified in the media discourse on municipal government: *greed*, *fraud*, *emotional coldness*, *obscenity*, *promiscuity*. The prevalence of each tactic for a specific communication type is shown in Fig. 2.

The frequency of occurrence of these tactics is represented on the vertical coordinate axis as a

percentage, which gives grounds to assert that the media discourse reproduces an established negative stereotype in the representation of local authorities. Thus, the communicative type ‘competent expert’ (indicated in the diagram as *competent*) in the media discourse most often demonstrates greed (80%), while less often uses fraud (40%), which fluctuates with the use of emotional coldness (33%) and obscenity (32%), promiscuity (30%).

The communicative type of municipal employee, indicated in the diagram as *dependent*, is positioned in media publications with similar priority communicative characteristics: greed (80%), fraud (65%), emotional coldness (20%), and obscenity (20%), promiscuity (18%).

Compared with the competent and dependent communicative types, the aggressive communicative type of the municipal employee is much less common in the mass media. However, it has the striking features of an information target, which can already be an information guide in the media. At the same time, the representation of similar tactics for this communicative type looks like this: greed (19%), while less often uses fraud (10%), emotional coldness (9%) and obscenity (7%), promiscuity (8%).

By emphasizing the negative aspects of the municipal authorities work, the media force municipal employees to adopt destructive communicative tactics, which are dominant in the positioning the municipal communicative types.

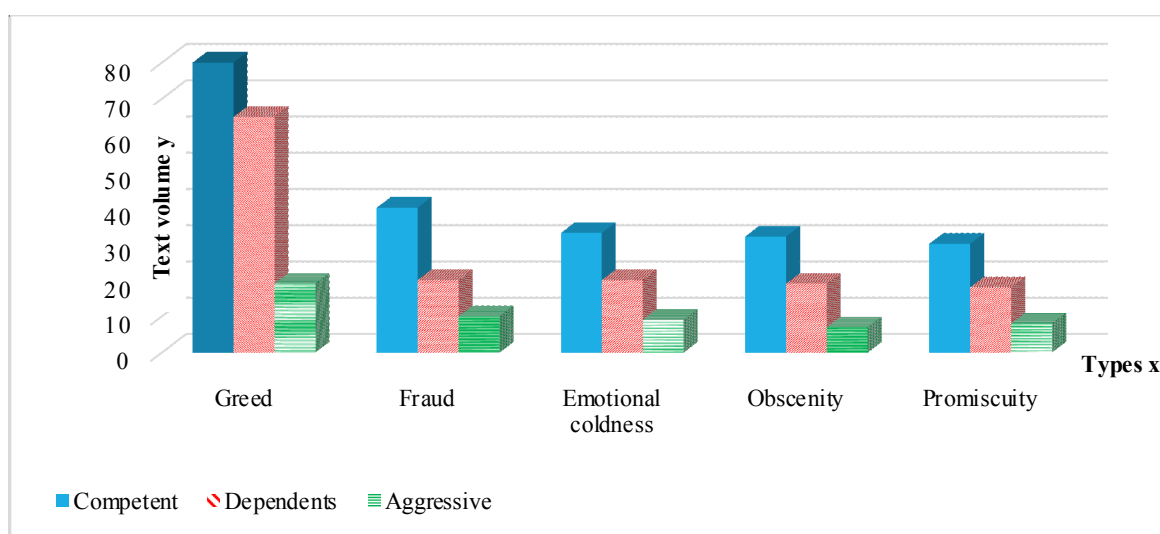


Fig. 2. The representation of destructive traits in the communicative tactics of three communicative types of municipal employees in the public media discourse

Consequently, the discursive community perceives any local authority initiative negatively, which requires long-term and extensive work to build trust and a desire for cooperation among the target audience.

To a great extent, the prevalence of negatively coloured content in the media coverage of the municipal government performance reflects the media preference for shock content, ignoring the successes and achievements of municipal authorities (Fig. 2).

The development of technology for monitoring and forecasting public threats based on “soft power” methods [Barabash et al., 2019], by identifying the communicative types of current municipal employees, can help municipalities and regional authorities achieve the desired results to ensure territorial identity.

Conclusion

The presented work demonstrated the route on developing a methodology in the humanities for effective and comprehensive automation of the subject area that enables research on distinguishing communicative types with higher accuracy. The suggested technology of monitoring information about urban districts municipalities’ performance of the Moscow region based on “soft power” methods enabled identification of evaluation characteristics for the concept “municipal employee”.

The results obtained confirm that municipality employees’ communication types are constructed with both negative and positive public assessment, being competent, dependent or aggressive types. The positive assessment is associated with competence and efficiency, the media description of efficient activities is aimed at demonstrating intention to meet the needs and expectations of the citizens. However, negative facts may be used to diminish the image of the municipal employees in local public media, presenting them as being greedy, emotionally cold, obscene, insensitive. The automation methodology combined with the sentiment analysis of assessment helped to represent such polarization in municipal employees’ public images and distinguish several communication tactics, in particular, destructive media preference for shock content, that ignore the success and achievements of municipal

authorities, which requires long-term and extensive practice to build public trust and stir a desire for cooperation among local authorities and citizens.

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